

NAME Belen Wilson
ONLINE PORTFOLIO www.elbunch.com
CONTACT T. +44(0)7905003302
Email: beleno@mac.com

I'm a creative, enthusiastic, passionate, flexible and hard working individual that feels at ease working independently as well as in a team. I have 12 years experience working as Art Director for the advertising industry on online and integrated campaigns. I have a wealth of digital specific experience from online advertising to website design to marketing assets creation to creative & conceptualisation. I also have experience generating ideas for ATL campaigns and art-directing photo and video shoots.

Currently I'm looking for freelance work as Senior Art Director/Creative or alternatively as a Creative Team with my usual copywriter.

EMPLOYMENT HISTORY

(November 2008- today) **DosTwo Ltd.** London

■ Freelance Integrated Snr. Art Director.

DosTwo Ltd. is my own company which I've used since 2008 to carry out freelance work. My main client recently has been **Euro RSCG KLP** where I've art directed and designed on and offline work for Nokia, Diageo and TOTAL. I've also contributed to a Kelloggs pitch with digital concepts.

I've also worked for **Ogilvy Action** this summer providing concepts and drawing scamps for a Bacardi press campaign. During August I freelanced as part of a creative team at **MRM** with Kirsten Disley (copy) where we were briefed to come up with a social media focused campaign for Philadelphia cheese that targeted women across EMEA. Earlier in the summer I was also concepting social media ideas for the UK release of the movie "Dinner for Schmucks" while working at **freeform.london**. During the first part of the year I freelanced for **Comic Relief** where I helped design the new 2010 website and Twitter page for **Sports Relief**.

This year I have also worked remotely for some of my own clients; concepting Vodafone.ie promotions for the marketing agency **Refresh** in Ireland and art directing and designing MyGoMovie.com for **The Project Factory** in Australia.

(November 2008-May 2009) **Candi**, London

■ Acting Digital Creative Director/Art Director.

During a seven-month tenure covering Candi's CD during her maternity leave, I lead the output of the creative team and worked closely with the planning and account departments to ensure projects were delivered on brand and on time. I was responsible for translating briefs into inspiring and effective creative solutions for existing clients and within a pitch scenario for John Lewis Fashion Online. I was also responsible for coaching, guiding and mentoring members of the creative team and I prepared annual reviews for those recurring during my tenure. I managed job allocation and resourcing for the creative department, as well as recruiting for full-time and freelance cover. My first responsibility was to lead and present to client the winning concepts on the successful **John Lewis** online pitch during November and December 2008. As my tenure progressed I also acted as the primary Art Director on three films produced for **Morrisons** online during 2009.

(September 2004-2008) **DRAFTFCB, London.**

■ Integrated Art Director & Brand Guardian (Motorola).

I joined the Digital department of Draft London initially as a freelance Digital Art Director in a small department that grew

gradually over the years. During my time at Draft I had the chance to come up with concepts for integrated digital campaigns that originated mainly from ATL agencies or Direct Marketing briefs forcing me to work again with a multi-disciplinary team in an integrated and multi-agency context. I created banners, microsites, emails and web builds. In 2007 I teamed up with a digital copywriter and together we developed a breadth of projects covering online marketing, pitches, direct and above the line creative work.

As a creative team we produced work for most of DRAFTFCB's biggest clients, from the purely digital **Saab**, Motorola, Post Office, TTA, Mint, **Stella Artois**, Hoegaarden, **Twinings**, CA to traditionally ATL clients like **Nivea**, **Heals** and SCJohnson. We also contributed to win a large pitch for **Great Ormond Street Hospital** 2008 campaign. We became brand guardians for Motorola in 2007.

(October 2001-July 2004) **TBWA-GGT (now TEQUILA)**, London.

■ Integrated/Digital Art Director.

Working with the ATL campaigns generated by TBWA\London and DM campaigns created by TBWA\GGT, required me to work closely with other Art Directors and Copywriters across the two sister agencies. I originated ideas and oversaw the artistic development of microsites, online campaigns and iDTV for all our clients and for many pitches. I supervised illustrators, photographers, designers and coders when needed and provided creative leadership for the team. Creativity, Interaction and information design were key skills required in my job on a daily basis as well as the ability to work as part of a team.

Clients for whom I have worked include: **3** (3 Space microsite – finalist for the Cannes Cyber Lyons 2003), Daewoo, **Vauxhall**, **Prudential** (US DM Echo Award 2004 for the Plan from the Pru 2 campaign) Unicef, Eurostar and News International among others.

(January - October 2001) **FISH4.co.uk**. London

■ Senior Digital Designer.

Fish4 wanted their successful Internet services - **fish4Cars**, **fish4Jobs** and **fish4Homes** to be part of the emerging iDTV industry. Working as lead designer in an in-house team of three, I developed the sites across three different platforms (NTL, Telewest and ITV Digital/Ondigital). The project gave me the chance to conceptualize and render the iDTV sites from start to finish. It allowed me to learn much more about interaction and information design, image-making and typography for TV as well as providing experience designing for the three most important cable TV platforms available in the UK.

(January 2000 – Dec. 2000) **BBC Television Centre**. London.

■ Digital Designer.

After working on different web design projects for the various sites that beeb.com hosted as a portal, I was assigned to work on a ground breaking first attempt to design an interactive TV interface for the magazine RadioTimes. This was my first project designing for the TV screen and the first time BBC commissioned an interactive TV site. Working closely with the programmers and Beeb.com creative director and producers, the **RadioTimes** iDTV site was launched for “Yes!” the BT digital TV service. In June 2000 it became part of their product package for a six-month focus group trial in west London.

(Jan. 1998 – Jan. 2000) **LIFE SCIENCE COMMUNICATIONS**, London.

■ Digital Designer

I started my full time career as web designer working for the design department of this large publishing company. As part of a small in-house design team I worked for a variety of sub companies and

departments within Life Science Communications. My job consisted mainly of concept development, graphic production and initial html coding. It was part of my job to present work internally while liaising with external developers and in-house programmers.

(June - September 1997) **MUTANT TECHNOLOGY Ltd.** London.

■ Digital Designer

My first position as a web designer for a team of programmers which developed intranet banking and finance applications for BARCLAYS Bank. I gained invaluable experience in web and interface design when the Internet was still in its infancy period.

EDUCATION

(1995-1997) **Chelsea College of Art and Design**, London.
MA Theory and Practice of Public Art and Design.

(1990-1995) **University of Barcelona**, Barcelona.
B.A (Hons.) in Fine Arts. Specialisation in Design.

AWARDS The CA COMPLIANCE CAMPAIGN was runner up at the **M&M Awards 2005**
An **US DM Echo Award 2004** for the Plan from the Pru 2 campaign (Prudential)
A “Best Interactive” **GGTalent '04 Award** for 3 Pay as you go microsite.
The 3 Space microsite was finalist for the **Cannes Cyber Lyons 2003**.

RELEVANT COURSES Flash: Level 1 and 2, After Effects, 3D Studio, Music Video Direction and Production (with Premiere), Directing Commercials.

SOFTWARE SKILLS Photoshop, Illustrator, Flash, Fireworks, Dreamweaver, After Effects, InDesign, Final Cut Pro, SoundEdit, Premiere, QuickTime, 3Dmax (basic), Quark-X-Press. (Mac/PC)

LANGUAGES Spanish (mother tongue), Catalan (fluent), English (fluent) and French (intermediate).

INTERESTS Art it's still at the core of pretty much all that interest me. I love dance and I take modern and flamenco classes regularly to unwind. Cinema is another of my passions. I love old films, good acting, good writing and movies that make me want to watch them again once finished. I really enjoy reading and researching for projects at work. Biographies and visual studies books are among my favourites. I agree with those that think music is the truly perfect “art”. It can reach and move a very wide range of people regardless of culture and language differences.

References available on request