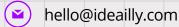


# Hello! I'm illy

## **Art & Creative Director**





www.ideailly.com

## **About me**

As a seasoned (+18 years) and award-winning (print and digital) creative, I am a passionate leader with a proven track record for translating complex ideas into slick, successful visual identities and campaigns for my clients.

I've worked on global campaigns, built brands from the ground up, helped charities raise awareness and funds, I've managed and motivated interdisciplinary teams, and organised and led workshops for clients.

# **Work Experience**

#### 2021-2023

Symphont Talent - London, UK www.synphonytalent.co.uk Creative Director

----- Top clients bp Sky DSM

2019-2021 Freelance Senior Art Director

#### 2010-2019

other Creative Ltd - London, UK other.co.uk Creative Director (2014-2019) Head of Art (2013-2014) Senior Art Director (2010-2013)

..... Top clients Unilever **Ordnance Survey** Godiya Museum of London

#### 2007-2010

aia - London, UK ----- Top clients www.aia.co.uk (now Radancy) Art Director

Sainsbury's Met Police 3 mobile

#### 2005-2007

TMP Worldwide - London, UK www.tmpw.co.uk Junior Art Director

### ..... Top clients

PowerGen **Burger King** 

# **Education**

#### 2003-2005

London College of Communication - London, UK (formerly London College of Printing) MA Typo/graphic Studies **Postgraduate Diploma** 

#### 2000-2003

University of Westminster - London, UK **BA Graphic Information Design Undergraduate Diploma** 



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## **Art & Creative Director**

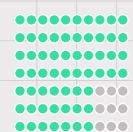
# **Professional skills**

#### 01 computer

Adobe InDesign Adobe Photoshop Adobe Illustrator

Adobe Xd

Adobe Dreamweaver Microsoft PowerPoint Keynote



#### 02 creative

Strategy
Concepting
Visual identity
Graphic design
Digital design
IA & user journey
Print & production
Storyboarding

#### 03 channels

Advertising
Direct marketing
Sales promotion
Packaging
Internal comms
Experiential
Social media
Virtual events

#### 04 Languages

English Norwegian Romanian

# Recognition







#### RMA Awards 2022 Gold - Best Employer Brand Innovation

Client: Sky

Agency: Symphony Talent

#### RMA Awards 2022 Gold - Best Short-term Employer Brand Campaign

Client: Sky

Agency: Symphony Talent

# RMA Awards 2022

Gold - Best Alignment of the Best Employer Brand Strategy during Covid-19

Client: Sky

Agency: Symphony Talent

#### RAD Awards 2021 Nomination - Best International Employer Brand

Client: Philip Morris International Agency: Dawson Walker

# The Stevies Awards 2015 & 2016 Agency of the year

other Creative Ltd

# EvCom Clarion Awards 2014 Gold - Communicating CSR

Client: Unilever

Project: Smarter Greener Living

#### EvCom Clarion Awards 2014 Gold - Social and ethical issues

Client: Unilever

Project: Winning Balance

#### CIPD 2009 Gold - Outdoor and

press advertising

Client: Metropolitan Police Project: Last night a DJ saved my life

RAD Awards 2009 Silver - Best campaign

Client: Metropolitan Police Project: Last night a DJ saved my life

# **Judging awards**

RADS 2021 D&AD New Blood 2016