

MIGUEL MARCOS

Senior Art Director

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As an Art Director, my profession lies in Advertising and Branding. My intentions are to translate past experiences in Fashion & Beauty, Pharma, Beer, Fast Food, Cars, and Tourism & Hospitality to drive creative breakthroughs across industries. Through my work experience in Dubai, Paris, New York City, and Amsterdam. I am grateful to have been exposed to people from all walks of life. Leading me to creatively compose ideas through different lenses.

SKILLS

Technical

InDesign, Illustrator,
Photoshop, After Effects
MidJourney, ChatGPT
HTML, CSS, JavaScript
Sketch

Languages

Native English
Fluent Arabic
Intermediate French
Elementary Dutch

Hobbies

Photography
Basketball
Average cook

CURRENT WORK

BSUR Agency

Senior Art Director

Creative Agency, July 2022 - Current
Amsterdam

Initiated and developed the agency's involvement in Artificial Intelligence
Developed a new brand identity for SPINNOVA, a Finnish company, leading circular sustainability in fabric manufacturing.

Leading the brand identity of an upcoming mega city in the Kingdom of Saudi Arabia, ensuring a cohesive brand representation.

Designed a fluid brand system tailored for metropolitan settings, offering a unique approach to urban branding.

Shaping the brand identity of a UNESCO heritage site, preserving its cultural heritage while elevating its recognition.

Managed and executed successful digital advertising campaigns for Batavia Stad Fashion Outlet, contributing to increased online engagement and sales.

Contributed to the Bakker Bart brand strategy, supporting the company's market positioning efforts.

Directly responsible for advertising campaigns for Specsavers in the Netherlands and Belgium, contributing to effective audience outreach and campaign success.

EDUCATION

Parsons

Bachelor's Degree

Communication Design
New York City

Motion concepts
Advertising concepts
Advanced typography
Topics: Branding

Parsons

Study Abroad, Paris

Art, Media, & Technology
Paris

Information visualisation
Journalism photography
Strategic management

RELEVANT EXPERIENCE

Grey Group

Art Director

Advertising, Dec 2021 - June 2022

Jr Art Director

Advertising, Apr 2020 - Dec 2021
New York City

Modelo Beer
Eli Lilly Pharma
Restylane

Restoque International

Brand Designer

Fashion, June - Dec 2019
New York City & São Paulo

VOGUE
Rosa Chá
JohnJohnLAB

Leo Burnett

Art Director Intern

Advertising, Summer 2018
Dubai

McDonald's
GMC

BBDO

Art Director Intern

Advertising, Summer 2018
Dubai

Etisalat Telecommunications