

HELLO! I'M MARIEL.

Illustrator ✦ Art Director ✦ Et cetera
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Manila, Philippines ✦ GMT +8

I'm a big advocate of following curiosities - it's a mindset that has shaped my journey as an art director, illustrator, and creative collaborator. With a decade of experience across both agency and freelance, I bring vibrant, playful ideas to life, blending creativity with purpose.

My work reflects a love for storytelling and human connection, whether through designing for social good or collaborating with like-minded creatives. When I'm not crafting visual narratives, you'll find me at a cafe with a good book or exploring nature's beauty. If you're looking for a creative partner who values collaboration, innovation, and a touch of wonder, let's connect! 

EVERYTHING ELSE AT: www.mariel.rocks

EXPERIENCE

MARCH 2019 - PRESENT DAY

Freelance
Remote
Illustrator / Art Director

MAY 2015 - FEBRUARY 2019

TBWA/Santiago Mangada Puno
Manila, PH
Art Director

2011 - MAY 2015

DLS-CSB School of Design & Arts
Bachelor of Arts
Multimedia Arts

SKILLS

PRIMARY

Illustration, Art Direction, Graphic Design,
Storyboarding, Comic/Sequential Illustration

SECONDARY

Animation, Video Editing, Presentation/Deck
Design, Copywriting, Project Management,
Web Design (Webflow, Wix, Squarespace)

LANGUAGE

Proficient (Spoken + Written)
English & Filipino

SOFTWARE

Adobe CC Suite, Figma, Microsoft Creative Suite,
Procreate, Google Workspace, Keynote,
Web Design (Webflow, Wix, Squarespace),
Newsletter (Beehive, MailChimp)

MORE DETAILS ON PAGES 2-3

EXPERIENCE

★ MARCH 2019 - PRESENT DAY Freelance ★ Remote ★ Illustrator / Art Director

Over the past five years, I've collaborated with a diverse range of businesses, brands, and agencies around the world, bringing their creative visions to life.

ZYPSY & SMOOTHIE

zypsy.com & smoothie.so

Illustrator (Contractual)

In 2021, I joined **Zypsy**, a remote, multicultural design agency, as a project-based Illustrator.

My main focus was serving as the principal illustrator/designer for **Smoothie**, a Zypsy company aiming to build the app store of Web3. This experience allowed me to navigate two different professional environments: a dynamic tech start-up and a collaborative design agency.

Over two years, we released 100+ issues of weekly newsletter content, growing an engaged audience and building a visual library that significantly strengthened Smoothie's brand recognition and recall.

OTHER KEY CLIENTS

Disney Shanghai, IDEO Tokyo, Lush Philippines, Summit Books, Philippine Star, Rebisco PH, Tully's Coffee, AgriNurture Inc., Government of Makati City, & various local SMEs.

FREQUENT COLLABORATORS

Ad Agencies & Production Houses

TBWA/SMP, Phibious Cambodia, Phibious Vietnam, Seven AD, Nuworks, GroundUP, Bread & Butter Productions, A La Carte Digilab, FilmPabrika, QBF Outdoor, TAG OOH

★ MAY 2015 - FEBRUARY 2019 TBWA/SMP ★ Manila, PH ★ Art Director

TBWA/SMP (tbwa-smp.com) is a multi-awarded full-service advertising agency - one of the most prominent ones based in The Philippines.

Initially joined as an art director for digital in 2015, but eventually shifted to handling both digital and traditional ATL/BTL campaigns a year after - juggling brands and campaigns of different varieties, from concept to production.

- ★ 'Lead Art' for 3 successful major brand pitches and seeing it through as the appointed brand deputy, being in charge of the accounts' day in, day out.
- ★ Worked on commercial campaigns, but also socially-relevant brand initiatives: Breast Cancer Awareness, Marawi Siege Aid, UNICEF Anti-abuse Campaigns, and Environmental Sustainability efforts.

INDUSTRY AWARDS

- **Philippine Creative Rankings 2016:** #10 Young Creative
- **Adobo Design Awards 2015:** Silver in Wearable Design
- **Adobo Design Awards 2018:** Bronze in Film Advertising, Gold in Illustration and Animation
- Several shortlists for Spikes, Clio, NYF, and D&AD

BRANDS HANDLED

TECH Smart Communications, Metrobank

BEAUTY Shu Uemura, Preview Magazine

PHARMA Unilab, Menarini

REAL ESTATE / SERVICE Ayala Land & Malls, Meralco Electric Co., Motolite Car Battery

FOOD/FMCG KFC, McDonald's, Mister Donut, Oishi PH, Del Monte, Japan Tobacco International (JTI), Friso Milk, Alaska Milk, Champion Detergent

SOCIAL WELFARE UNICEF, Ayala Hero Foundation

★ 2011 - MAY 2015 DLS-CSB School of Design & Arts ★ Bachelor of Arts, Multimedia Arts

• **SDA Talent Grant: 100% Full Scholarship**

The School of Design and Arts Scholarship is awarded to students who exhibit promising talent in art, design, multimedia, and music.

• **Multimedia Graduate Awards 2015: Best In Portfolio**

• **Benildean Press Corps** (the official school gazette), Illustrator

• **Honorable Mention** (3.4 GPA)

FOR FURTHER QUESTIONS, SHOOT ME AN EMAIL: yhelempit@gmail.com