

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. This has been my guiding north ever since - as most of my interests have led me towards a two-pronged path: one of creating things I take great pride in, and another of building a like-minded community of nerds I call 'friends'.

I am an illustrator first, art director second - but a general wearer of many other hats.

My colorful illustrative work is reflective of the wonder & humor that I go about with in the world.

Let's make something interesting!

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

MORE DETAILS ON PAGES 2-3

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, Microsoft Creative Suite,
Google Design Suite, Figma,
Web Design (Webflow, Wix, Squarespace),
Newsletter (Beehiv, MailChimp)

EXPERIENCE

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

ZYPSY & SMOOTHIE

zypsy.com & smoothie.so

Illustrator (Contractual)

In 2021, **Zypsy** - a design agency helping take tech start-ups from obscurity to scale - hired me as a project-based Illustrator.

I worked on a variety of projects, one of them primarily being the principal illustrator/designer for **Smoothie** (a Zypsy company) who is working towards building the app store of Web3.

This set up gave me a glimpse of simultaneously working in two different professional worlds: a fully-remote, multicultural design agency & a budding tech start-up.

OTHER 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