

Jean Pierre Marsala

Art Director - Motion Designer

Summary

I am a senior Art Director and multi-skilled Designer working in the advertising industry. Interpreting and implementing, for the last 20 years, creative visual solutions for 360 marketing campaigns, such as visual identity, graphic design, 2D and 3D motion graphics, video and animated presentations, e-learning, and social media content.

Skilful meeting clients and stakeholders from the initial briefing to creating visual solutions. Design thinker bringing fresh ideas and concepts, getting feedback and working on the final versions for approval. Inspiring leader supporting young talents and also a good team player.

Management skills contracting third party professionals and delivering projects in time.



Contact

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Art Direction and Digital Design position, focused in creating 360 campaigns, graphic and motion.

Languages

Portuguese

Mother Tongue

English

Advanced

Spanish

French

German

Entry-level

Experience

Art Director - Motion Designer

trivago - 2019/ present

- Ideating new concepts for TV commercials and social media.
- Creating visual animations to engage and inspire the audience.
- Designing visuals that remains true the voice brand and complements the marketing team.
- Inspiring motion designers team providing creative direction.
- Communicating the technical possibilities and project limitations with multiple stakeholders.
- Initiating new exciting ideas along with social touchpoint that challenges the status quo.

Art Director - Motion Designer

Freelance - 2014/2019

- Meeting and briefing clients to create campaigns.
- Presenting ideas form scratch to the final version.
- Designing and guiding brands through visual consistency.
- Producing Tv spots for clients, 4 times finalist into the regional TV broadcast award - Retail category.
- Creating Training videos and multimedia presentations.
- Animating motion design contents for videos and documentaries.
- Designing graphics visuals for a variety of press items, including packs, books, and brochures.
- Creating and designing content for social media.
- Designing Web sites and supporting UX solutions.
- Designing visual identity projects for local start-ups.
- Designing POS projects associated with architects.

SKILLS

Graphic design



Motion graphic



Adobe CC



Creative Design



Logo Design



Team Lead



UX Design



Autodesk Maya



Microsoft office



C4d



HTML5/ CSS



Head Designer

Political Campaign for Senator - 2018

- Guiding a team of video editors and motion designers.
- Supporting social media team with animated visual assets.
- Super-visioning the campaign across digital and press medias.
- Shooting and post-production on the green screen set.
- Art directing in the set.
- Designing motion visuals for TV spots.
- Translating and creating ideas to the strategic marketing team.

Art Director - 360 campaign

SEDEP FAZ - 2017 (July to December)

- Designing graphic and web visuals solutions.
- Guide-lining the brand identity across digital and press media.
- Assisting the UX and Web design product reaching 50% more leadings.
- Budgeting and printing sales materials.
- Supporting stakeholders giving communication solutions trough design.
- Generating digital content for PR retention campaigns.
- Designing booth and press materials for Fenalaw Exposition, more than 5.000 lawyers visited the stand.
- Producing training videos to the support customer team, reducing by 10% of the users calling to the support center.

Creative Director (Founder)

Camera Pix -Animação Digital e Design- 2002/2013

- Founder and creative head of design and animation studio.
- Creative director.
- Teaching and coaching talent designers, illustrators, and animators.
- Delivering design and animation projects for local clients.
- Producing the first 3d tv commercial as a finalist of Local TV Globo Broadcast Award.
- Animating more than 300 animated tv spots in 10 years for local Car dealers.

Volunteer Marketing Coordinator

Junção Youth Christian - 2016 - 2018

- Maintain and guide the brand identity across digital and print.
- Team manager with 30 creative professional voluntaries.
- Digital Media and strategic communication .
- Coordinating events, total of 6 conferences for more than 500 people.
- Responsible to schedule the video and photo team.
- Coordinate social media content, 300% of audience growth in Facebook and Instagram.
- Supporting live broadcast streaming team.
- Designing T-shirts and souvenirs.
- Introducing and training more than 20 juniors in creative art.
- Successful communication case for the Word of Life Church institution.

HOBBIES & INTERESTS



Travel

Not at the moment ;)



Music

Listen and play



Games

Indoor and outdoor



Human behaviour

Curious