

nichalfarat

I'm a highly diverse designer working across every possible media that is out there with a proven track record of creating successful outcomes. With many years of experience, spanning across agency and in-house roles, I've led teams to victorious pitches and run whole campaigns single-handedly.

WASSERMAN X

Senior Designer (agency)

Senior conceptual designer across all agency accounts.

2020-2021

Clients

Microsoft, KIA, BMW, Mini, Aston Martin, Foot Locker, UEFA, Champions League, NFL, NBA, EA - FIFA

Type of work

Experiential / Digital campaigns / Animation + Video + Broadcasting / Websites / Branding / Visuals / Social media campaigns / Apps / Award design

2019-2020

Type of work

theatrical posters & keyarts / advertising / branding / key visuals / social media campaigns / integrated campaigns / digital advertising / video

VCCP, Dewynters, Brand & Deliver, The Online Studio

Freelance Senior Designer / Creative Lead (London / agency)

Conceptual designer for *Shell*, motion designer for *EasyJet* at VCCP. Conceptualised and designed theatrical posters including "*The Producers*", "*Moulin Rouge*" and "*Giselle*" for plays in Paris, New York, Kuwait and London. Senior visualiser for *LG* and lead designer for *STRYYK* at Brand & Deliver. Brought to manage a team of designers at The Online Studio and oversaw a variety of digital work for clients like *Land Rover*, *Google*, *Walmart*, *ALDO* and *Pinterest*.

PATERNITY LEAVE

Father (in-house)

I took 6 months paternity leave to support my partner and new born daughter

2019

Client My daughter Mimi

Type of work all types of medias

2012 - 2018

Clients

Sony Entertainment, Paramount Pictures, Universal Music, POP TV, GC Watches, Divine Chocolate, HiPP, Kidzania, Middlesex University, Tabasco, Reggae Reggae Sauce, Irish Beef, Mastercard, Beachcomber Hotels, BETTER Tommy's, Little Chef, William Grant and Sons

Type of work

integrated campaigns / digital campaigns and advertising / websites / video / games / mobile applications / UX + UI / keyarts / rich media / OOH + DOOH / branding / brand strategy + audits / social media / photography / content production / B2B /

SPINNAKER LONDON

Design Group Head (London / agency)

Leading digital and social media launch of all Sony Pictures releases including *Venom*, *Spiderman*, *The Equalizer 2*, *Peter Rabbit*, *Jumanji* to name few. Created game for *Mission Impossible 5* (Paramount Pictures) which delivered 32 million impressions with over 400,000 clicks to view the trailer. Designed games for *James Bond - Skyfall*, *Blacklist*, *Annie* and *Fireman Sam*.

Won a number of pitches such as *Middlesex University* with a hugely successful "*Be Part of It*" campaign that ran internationally 2 years in a row. Launched *Kidzania London* before the site was even built. Created many successful campaigns for *Tabasco*, *Little Chef* and *Ballymaloe*. Responsible for the relaunch and brand strategy for *Divine chocolate*. Led all UK campaigns for *HiPP*.

PITCHES WON:

The Entertainer • Middlesex University (twice in a row) • Kidzania • Bord Bia

Sony Entertainment:

16.569.045 hits under a week achieved with in-banner driving game for **007 Skyfall**

Tabasco (social media):

All KPI's surpassed with a peak monthly reach of **3 million** and over **200% increase in engagement**

Bord Bia / Irish Beef

Best Digital Campaign - Silver for Bord Bia St. Patrick's Day Campaign / **Grocer Marketing Awards**. Reach of over **20 million people** achieved through advertising and social media

SAPIENT NITRO

(currently PUBLICIS SAPIENT)

**Senior Conceptual Designer /
Lead Art Director (on Sky Homes) /**
(London / agency)

Won Sky Home business twice and was made brand guardian and creative lead on this stream. Heavily involved on Sky Sports account including "F1" (digital) and "Epic Showdown" (DM) campaigns. Responsible for successful digital and integrated campaigns for Lucozade ("YES"), Digital Switchover and Vodafone.

2008 – 2012

Clients

Sky, Lucozade Vodafone,
Kingfisher, Jaguar, John Lewis,
UPC, The Cloud

PITCH WON:

• Sky Homes (twice)

What I did

/ integrated campaigns / online advertising / OOH / websites /
/ DRTV / radio ads / emails / direct mail / identity / branding /
/ illustrations / retail / experiential / animation

2007 - 2008

What I did

magazines / websites / digital advertising /
film covers / posters / multimedia + DVD /
retouching / POS / art directing photo shoots /

Relish / Lead Designer (London / in-house)

Moved to London to lead the work of the small in-house design department at this award-winning production studio. Magazines covers that I designed reached the highest sale rate in the history of the company. My DVD covers were nominated at various awards/festivals and mentioned in film reviews.

2006 – 2007

Clients

Hilton, COTY, Chivas Regal, Tchibo, Orange,
Greenpeace, ING Bank, Raiffeisen Bank,
Hoop (The Coca-Cola Company/Britvic)

What I did

integrated campaigns / digital advertising / websites + intranet design /
outdoor / DM / branding + identity / BTL / packaging / annual report /
/ in-store + retail + POS + promotional / B2B /

**XANDU /
Lead Designer + Art Director
+ Copywriter** (Warsaw / agency)

Worked across a wide range of accounts from big international brands to small startups. Created successful branding and launched campaigns for major property developments (commercial and residential alike). Presented work to the clients. Mentored designers and encouraged an open, collaborative working culture.

2005 – 2006

What I did

PET & can & overprint label redesign /
brand-marketing materials / promotional items /
website / digital advertising /

XL / Senior Packaging Designer (Warsaw / in-house)

Packaging design and print production management in this internationally renowned energy drink company with over 150 million cans sold yearly. Redesigned their line of energy drinks, all marketing materials and rolled it out globally (USA, Europe, Japan, and the Middle East.). Introduced streamlined quality check process.

MEDICAL COMMUNICATIONS

Art Director (Warsaw / agency)

Responsible for conception and creation of campaigns and Ds for various pharmaceutical clients.

Assembled a team creating presentation documents for Polpharma, with great success.

2005

Clients

GlaxoSmithKline, Schering-Plough,
Ranbaxy, AstraZeneca, Ivax, Polpharma

What I did

/ ATL campaigns / digital campaigns / promotional
/ multimedia presentations / illustrations

2003 – 2005

Clients Sony Ericsson / Volvo /
Santander (BZ WBK) /
Euro Pharmacy / EU /

What I did

outdoor campaigns / web design + web development /
digital advertising / press / packaging / photography /
ambient / animation / experiential / BTL / POS /

QART / Designer (Warsaw / agency)

First job at this vibrant agency with a diverse client roster. Responsible for design of the retail launch for new SE phones. I oversaw printing and production process for all our packaging clients. Designed and built a number of websites (in HTML + CSS + PHP + Shockwave + Lingo) and multimedia presentations.

SKILLS

Software /

- / Photoshop
- / Illustrator
- / Indesign
- / Lightroom
- / After Effects / Premiere
- / Figma / Sketch
- / Wordpress

Hard skills

- / creative direction
- / design direction
- / video direction
- / storyboarding
- / moodboards
- / photography
- / retouching
- / illustrations
- / resource planning
- / team management
- / training workshops
- / hiring and nurturing new talent
- / presentation design and planning

Soft skills

- / hands-on
- / multitasker
- / enthusiastic
- / detail-oriented
- / strong work ethic
- / work well under pressure
- / client facing experience

ADDITIONAL EXPERIENCE

eBay

Contract **Web designer** role in 2006. My role was to create eastern European graphic adaptation of this online marketplace. I worked with miscellaneous digital content. I revised the layouts/templates and created various new assets.

Hashi-Tashi

In 2013, as **Creative Director**, I helped to start Hashi-Tashi, an online eco-system for artists, businesses and consumers alike. It commercialises visual art and makes it easily accessible, affordable and enjoyable.

Art Exhibition

In 2003 my digital art was presented to a wider audience at "**Spring Nutrient**" exhibition which held at University of Social Psychology in Warsaw.

Multimedia

In collaboration with architecture students, I created a multimedia guidebook CD devoted to manor-houses in Poland. I was responsible for:

- Concept, storyboards, UX, illustrations and creative direction
- Design of the application
- Design of print-oriented materials (packaging, promotional materials, press ads)
- Production, direction and animation of all included movie clips
- Technical integration and creative direction of a 3D movie
- Application development (I used Macromedia Director and all code was written in Lingo)
- Sound effects, mixing, mastering and voice over production
- Writing and producing the main title song

THE BEST MULTIMEDIA PUBLICATION AWARD

at the **21st National Educational Expo in 2002**. It was also voted as one of the **5th multimedia best-sellers** in a national magazine **Wprost**. Many positive reviews appeared in various newspapers.