

# MITCHELL POYAU

## ART DIRECTION + STRATEGY

ART DIRECTION • BRAND DESIGN • DIGITAL STRATEGY • SOCIAL MEDIA • UX/UI  
VISUAL DESIGN • PRINT • MOBILE • INTERACTIVE DESIGN

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📞 070-4123-0581

## 👤 PROFILE

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Creative Professional with 10 years of experience in communication arts and interactive media, delivering award-winning results for a wide range of exciting clients and agencies. Keen attention to details & hands-on art director, lead design of many creative teams, very passionate about the fidelity his craft and client's goals.

## 🏢 EXPERIENCE

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### Senior Creative, New York, NY 2012 - 2015 | Present: Tokyo, JP

#### ASSOCIATE CREATIVE DIRECTOR

Lead creative on digital, interactive and 360 campaigns. Planning UX/ UI, designing for mobile, social media applications as well as responsive e-commerce websites.

**Clients roster:** AKQA: Verizon, Pimco • Bajibot: Translation • Catch24: DirecTV • Concentric Pharma: Amgen, LEO Pharma, Genepeeks • Dentsu: Scotts • DigitasLBi: Blackberry, American Express, Travelers • Geometry Global: Plenti • Havas: Actavis • McCann Worldgroup: Army, J.P. Morgan, Pitney Bowes, Verizon • Ogilvy & Mather: Blackrock.

### Starwood Hotels, Stamford, CT 2011 - 2012

#### SENIOR ART DIRECTOR

Responsible for design leadership on projects such as online advertising, mobile apps, and social media integration. Visually integrated creative concepts, UX/UI, and provided design solutions to nine world class leading luxury hotel brands (Aloft, Element, Four Points, Le Méridien, Luxury Collection, St. Regis, Sheraton, W and Westin.) Collaborated with various with agencies such as Attik and Domani Studios.

### Blue Fountain Media, New York, NY 2010 - 2010

#### ASSOCIATE INTERACTIVE ART DIRECTOR

Worked on various interactive projects such as e-commerce and personal websites. Provided clients with top SEO rankings and helped them succeed with top-notch designs and online marketing campaigns.

### Gameloft, New York, NY 2007 - 2009

#### LEAD SENIOR DESIGNER

As the Senior Designer for the North American marketing team, streamlined the creative process for the newly established art department by implementing a set of design standards and policies. Worked on various successful print and web campaigns such as Lost, Desperate Housewives and Shrek. These campaigns continue to be actively marketed in over one hundred created video games for mobile platforms and consoles.

### Elysiumcore, New York, NY 2002 - 2007

#### ART DIRECTOR

Elysiumcore was conceived out of passion for design to serve as a small creative studio. Taking on multiple challenges and contracts, worked directly with advertising, branding and publishing firms. Designed and produced marketing materials including: direct mail pieces, flyers, proposals, PowerPoint presentations, print advertorials and booth displays for national trade shows, such as Fashion Week and Style Lounge.

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## AWARDS & HONORS

### Digital Hall of Fame Award

November 2003

EFX Art and Design magazine. For excellence in digital arts, extreme Graphic Design. Category: Metalheart. (Sweden)

### Design Graphics Magazine

July 2003

Awesome portfolio issue. Category: Graphic Design. (Australia)

### Newwebpick

January 2004

Design and technology.

### Web Designer Magazine

February 2004

Sources of design inspiration. (UK)

### Practical Web Projects Magazine

April 2004

Dreamweaver special guide. (UK)

## EDUCATION

### New York, NY

1999 - 2000

### SCHOOL OF VISUAL ARTS

Graphic Design, Web Design.

### New York, NY

2001 - 2002

### PARSONS SCHOOL OF DESIGN

3D, Web and Motion Design.

## SKILLS

### PHOTOSHOP



### ILLUSTRATOR



### INDESIGN



### AFTER EFFECTS



### PREMIERE



### SKETCH



### PHOTOGRAPHY



### UX / UI



## SOCIAL NETWORK

LinkedIn

Twitter

Pinterest

Instagram