

# CAMILLA LONIS

## BRAND DESIGN & SYSTEMS LEAD (CONTRACT, CREATIVE DIRECTOR LEVEL)

15+ years hands-on experience as Senior Art Director, Art Director, and Senior Designer across agencies and in-house teams

Ms. Lonis is a freelance creative director specializing in comprehensive branding packages from inception to execution.

Having worked for five years as a Design Director at Studio Number One under Shepard Fairey's leadership, Ms. Lonis has a track record of trusted partnerships. Her portfolio showcases a diverse range of successful collaborations with industry-leading brands, showcasing her ability to deliver exceptional results and elevate brand identities.

Notable collaborations include projects with eminent brands like Stella Artois, Warner Bros., and Los Angeles Tourism. With a decade of rich experience as an art director at various agencies, Ms. Lonis has catered to prestigious clients including NASA Future Engineers, Visa, and the United Nations. Her expertise seamlessly merges creativity with technology to tackle intricate challenges in the dynamic creative landscape.

Adept at team management and design leadership, Ms. Lonis significantly contributes to diverse sectors such as apparel, hospitality, food and beverage, sustainability, art, music, and technology. Complementing her Bachelor's degree from Willem de Kooning Academy in The Netherlands, she prioritizes continuous professional development to refine her skill set. Driven by a passion for innovation, Ms. Lonis actively engages in targeted corporate training programs, advanced courses, and industry certifications to stay at the forefront of creative evolution.

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## CAREER SHORTLIST

- Creative Director | Brushed & Branded  
Current
- Design Director | Studio Number One  
October 2018 - October 2023
- Senior Art Director | HLO  
May 2017 - April 2018
- Senior Art Director | Funk-e  
February 2016 - May 2017
- Art Director | Thinkgs  
March 2014 - February 2016
- Senior Graphic Designer | PACT  
October 2009 - September 2014
- Graphic Designer | Jackson Chang  
September 2011 - February 2012
- Junior Designer | Mountain Design  
May 2010 - September 2010

## SKILLSET

### Brand & Visual Design

Brand systems & creative identity design workflows  
Graphic design & visual storytelling  
Typography & layout systems  
Illustration & iconography

### Design for Screens

Digital & in-product design  
Responsive web & mobile design  
Wireframing & prototyping  
Design systems for screens

### Strategy & Communication

Concept development  
Translating complex ideas  
Presentation design & storytelling  
Client & stakeholder collaboration

### Tools

Figma  
Adobe Creative Suite  
Keynote / PowerPoint

## EXPERIENCE

### INDEPENDENT CREATIVE DIRECTOR / SENIOR BRAND DESIGNER

BRUSHED & BRANDED  
Current

Ms. Lonis has cultivated diverse creative brand identities spanning business, B2B, B2C, social, and cultural realms. She has worked with notable clients and agencies including HER social app, Helios Interactive, Midnight Oil, Visa, and the United Nations.

- Branding  
Crafting identities with Strategy • Copywriting • Design

- Multimedia Design  
From sketch to final visuals, creating websites and campaigns

- Campaigns  
Deploying creative marketing strategies for enhanced reach and revenue optimization.

### DESIGN DIRECTOR

Studio Number One  
Oct 2018 - Oct 2023 (5 yrs)

Ms. Lonis has overseen SNO's entire creative team, collaborating closely with Creative Director Shepard Fairey, her role ensures top-tier design solutions by engaging with both management and clients. Her guidance consistently leads to globally acclaimed project outcomes. From large scale murals, to eye-catching marketing campaigns with motion graphics.

- Leading the creative team at Studio Number One under the creative direction of Shepard Fairey.

- Art Directing projects, pitching, and presenting to clients.

- Performing branding strategy both internally and for clients to increase revenue.

- Design Management, restructuring the design database, and ensuring a streamlined workflow among designers and collaborating departments.

- Event production involving art promotion, guerilla marketing, and interaction design.

- Design and maintenance of all Obey Clothing, Obey Giant affiliated websites, Subliminal Gallery, and Studio Number One website.

## SENIOR ART DIRECTOR

HLO Branding Agency  
May 2017 - Apr 2018 (1 yr)

Ms. Lonis led the team, working for Driscoll's, T-Mobile, and The Fruit Farm Group. She enhanced internal strategies through training, crafting designs that fused copywriting and storytelling for impactful advertising.

- Art direction

Through strategy, concept, and design, combining copywriting and creative storytelling for strong concepts in advertising.

- Teamlead

By training and monthly progress meetings, focussing on a better workflow and improved speed.

## SENIOR ART DIRECTOR

Funk-e  
Feb 2016 - May 2017 (1 yr, 4 mths)

Ms. Lonis expertly designed dynamic animations, impactful infographics, and compelling ad-campaigns. She excelled in simplifying complex strategies through clear communication.

- Creative Management

She led four creative teams, consistently delivering high-quality work and driving production efficiency.

- New Business Development

Ms. Lonis devised design and sales strategies, organized training, including the "How to Infographic" in corporate settings. Including live sessions with clients, ensuring quality from inception to completion.

## ART DIRECTOR

Thinkgs  
March 2014 - Feb 2016 (2 yr)

Ms. Lonis led the creative team, directing art direction encompassing visual communication, strategy, and concept design, spanning domains like graphic design, animation, brand imaging, web/app design, interactive elements, and game design.

- Management

She adeptly oversaw juniors, animators, and UX designers, excelling in deadline-driven problem-solving.

- Art Direction

Her expertise extended to art direction for notable clients like Bp, Kpn, and Hogeschool Rotterdam.

- Presentations and Pitches

She actively secured projects, fashioned proposals, and tailored presentations for clients, boards of directors, and teams.

## SENIOR GRAPHIC DESIGNER

Pact Public Affairs  
Oct 2009 - Sept 2016 (2 yr)

Engaging in roles encompassing art direction, public relations, graphic design, analysis, and strategy, Ms. Lonis worked on diverse clientele such as Greenpeace, NVM, Eneco, Energiepodium, and Gasterra.

## GRAPHIC DESIGNER

Jackson Chang Graphic / Interactive Design  
Sept 2011 - Feb 2012 (6 mths)

At Jackson Chang, Ms. Lonis emphasized innovation and progressiveness. The agency produced highly regarded designs for both national and international brands, catering to a broad spectrum of corporate sectors.

## GRAPHIC DESIGNER

Limited T-shirts  
Sept 2011 - Feb 2012 (6 mths)

Ms. Lonis adeptly facilitated connections among diverse international artists, fostering collaborations that resulted in a multitude of t-shirt design collections. Her involvement extended to crafting promotional materials, web design, and branding initiatives.

## JUNIOR PACKAGING DESIGNER

Mountain Design  
May 2010 - Sep 2010 (5 mths)

Connecting various international artists who collaborated on numerous collections of t-shirt designs. Work included promotional materials, webdesign and branding.

## EDUCATION

- Bachelor of Arts (B.A.)

Willem de Kooning Academy Rotterdam

Attended the prestigious Willem de Kooning Academy, renowned for its exceptional design education and fostering a dynamic creative environment. Ms. Lonis graduated from Willem De Kooning Academy in 2011.

- Typography (Minor)

Willem de Kooning Academy Rotterdam  
Graduated in Responsive Typography.

## AWARDS

- Hackathon Ministry of Foreign Affairs

July 2013

During a 48-hour 'hackathon', Ms. Lonis played a pivotal role within a team tasked with utilizing API's and datasets to create a prototype application design for the Ministry of Foreign Affairs. Her leadership within the team garnered her honorable mentions from the committee.

- North Sea Jazz

June 2011

Since 1981 an annual design competition at North Sea Jazz has taken place. Out of roughly 300 submissions, 3 designs are awarded and displayed in the art gallery. Camilla was awarded and exhibited with two fellow finalists.

## LICENSES & CERTIFICATIONS

- Executive Decision Making

Lynda.com, issued July 2016

- Creative Leadership

BNO Beroepsorganisatie Nederlandse Ontwerpers, issued June 2016

- HTML & CSS Basics

Code Academy, issued April 2017

- Responsive Typography

Pluralsight, issued June 2016

## CLIENTS

APPLE +

ANGEL CITY BREWERY

COCA-COLA

DANONE

DE RUYTER

DELOITTE

DELTA LLOYD

DESERT DAZE

DISNEY +

DRISCOLLS

FETZER

GREENPEACE

JUPLIER

KARVAN CEVITAN

KLM

LA MAYORS OFFICE

OFF LIMITS

LA PHILHARMONIC

LA TOURISM BOARD

MIDNIGHT OIL

MONKEY SHOULDER

NASA

NETFLIX

OBEY CLOTHING

RABOBANK

RANDSTAD

T-MOBILE

TOYOTA

UNITED NATIONS

VISA

WARNER BROS.

AND MANY MORE.