

Mara Binudin

INTERACTIVE ART DIRECTOR

Working in Paris.
Born and raised in the Philippines.
Half French, half Filipino. French citizen.
Bilingual English and French. German spoken.

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Having worked for 7 years in leading Paris agencies, I bring hands-on experience working for European clients on predominantly international campaigns (for USA, Europe and Asia), and producing work that is relevant to their audience — all the while having lived in Asia, and feeding off a steady diet of American pop culture and digital / design resources. Digital-native, dynamic and optimistic teamplayer.

Work experience

Since 2010	Digital Hands-on Art Director (Sr) , Freelance Givenchy, Cartier, Evian, Longchamp, Vichy, Nivea, Lancôme, Digikaa (social network), Peugeot, Renault (automobile), Canal (TV channel), Dassault, Apec (recruitment), Pentax, Carte Noire (coffee), Usbek & Rica (magazine), Générale d'Optique (optical company)...	BETC Digital, Isobar, Paris en Australie, Rapp, Digitas, June21...
2007-2010	Digital Hands-on Art Director (Sr) Kenzo (pitch win), Eurostar (pitch win), Armani, Helena Rubinstein, Evian, Vichy, Air France, Peugeot, Lacoste, Disney, Crédit Agricole (bank), EDF, Lu (Kraft)...	BETC Digital
2005-2007	Digital Hands-on Art Director L'Oréal (pitch win), Disney (pitch win), Orange 'One Phone' (pitch win), Orange 'Football School' (pitch win), Air France, Vichy, Nike, INPES...	Euro RSCG 4D
2004-2005	Assistant Digital Art Director	Euro RSCG 4D

Awards and recognitions

2009	Webby Awards , 13th Annual: Honoree (Automotive) > Event website for Peugeot 407
2008	CB News Hit-Parade (French advertizing magazine): 4**** > Event website for Peugeot 407
2009	CB News Hit-Parade : 1* > Community website for Eurostar
2007	Meribel Ad Festival : 1 Crystal (Beauty), 1 Crystal (E-commerce) > Flash e-commerce website for Kenzo
2004	Art Directors Club , France: 1st Prize (Student) > Print ad campaign against obesity

Education

2004-2005	Gobelins , School of art / design / digital media / animation Professional License (equivalent to a Bachelor's degree) in Digital Creation and Development <i>20 out of 450 students selected to get in.</i>	Paris, France
2004	ENSAAMA Olivier-de-Serres , National Superior School of Applied Arts BTS Visual Communication (equivalent to a 2-year university degree) <i>25 out of 500 students selected to get in.</i>	Paris, France
2001	International school Honoré de Balzac Scientific French Baccalaureate (Major in Mathematics)	Paris, France

Knowledge

Specialties	Conception in team / art direction / graphic design, visual identity, typography / web and interface design, ergonomoy / following film and photo shoots / animation on After Effects and Flash / illustration		
Software	Photoshop ★★★★★	Illustrator ★★★★★	Flash animation ★★★★★
	After Effects ★★★★★	Premiere ★★★★★	Dreamweaver ★★★★★ Indesign ★★★★★
Languages	English (native language), French (native language), German (conversational), Spanish (notions), Tagalog (notions)		

Interests

Being online 24/7, Full Contact (orange belt), jogging, philosophy or learning things in general or observing/enjoying human behavior, music (minimal, dubstep, indie rock, etc.), painting, traveling (Japan, Taiwan, HongKong, Philippines, Sweden, England, Germany, Spain, Italy, Belgium, Switzerland, Greece, France, United States — New York, Washington —)