

# ART DIRECTOR | GFX

MY NAME IS ANDREI VENAL | 09278873630 | ANDREIVENAL@GMAIL.COM

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## WHO AM I?

I am a Bachelor of Fine Arts graduate from the PWU - School of Fine Arts and Design who started working with freelance art and design jobs while I was still a student and worked as a graphic designer, copywriter and art director for a Manila based creative solutions studio.

I am also an active citizen, providing pro bono art, design and directorial works to social activist groups and NGOs, collaborating with a wide range of professionals.

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## SKILL SET

PHOTOSHOP LEVEL 10/10



ILLUSTRATOR LEVEL 8/10



INDESIGN LEVEL 9/10



PHOTOGRAPHY LEVEL 7/10



TABLET LEVEL 7/10



3D SOFTWARES LEVEL 7/10



VIDEO EDITING LEVEL 8/10



## KNOWLEDGE

AESTHETICS LEVEL 10/10



ART DIRECTION LEVEL 10/10



LAYOUT LEVEL 9/10



COMPOSITION LEVEL 8/10



BRANDING LEVEL 8/10



COPYWRITING LEVEL 7/10



WEB DESIGN LEVEL 8/10



## WHAT I CAN DO FOR YOU.

The problem solving skill is the active ingredient in my flow of work. I see every project as a challenging game where I am given the opportunity to make things work, achieve the goal and basically make everything beautiful and extraordinary.

Being trained in a wide set of environment, and skills honed in more than a couple of fields, my type of work ideally revolves around the marriage and collaboration of each skill sets, creatively mixing together techniques, materials and contents to achieve the ultimate visual goal.

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## MY (AND YOURS) LINE OF WORK.

Visual Brand Development  
Logo - Logotypes  
Typography  
Typography Treatment  
Print and Web Design  
Photo Composites  
Photography Lighting  
Photo Retouching  
Photo Manipulation

Drawing  
Illustration  
Storyboarding  
Digital Art  
3D Visualization

## THE PRIORITIES

Work is **SMART**  
Work is **FAST**  
Work is **BEAUTIFUL**  
Work is **UNIQUE**



# PROJECTS

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## MALDITA

Art Direction / Graphic Design for advertising  
2007 - 2010 | The Lighthouse Studio

## IMAGINE MAGAZINE

Graphic Design 3d for editorial  
2008 | The Lighthouse Studio

## NESTLE HEAVEN

Graphic Design for advertising  
2010 | The Lighthouse Studio  
c/o Publicis Manila

## DIEGO

Graphic Design for advertising  
2007-2010 | The Lighthouse Studio

## BLACKSHEEP

Graphic Design for advertising  
2008-2010 | The Lighthouse Studio

## MENTAL

Graphic Design for advertising  
2010 | The Lighthouse Studio

## MUTYA NG PILIPINAS

Motion Graphic Design for event  
2010 | Scribbleworks Productions

## MISS RESORTS WORLD MANILA

Art Direction for competition collateral  
2010 | Scribbleworks productions

## RESORTS WORLD MANILA

Art Direction for 2011 calendar  
2011 | Scribbleworks productions

## CHEVROLET CRUISE

Set Design for product showcase  
2011 | Big Picture Productions

## REBISCO-CHOCO MUCHO

Art Direction/Graphic Design for advertising  
2010 | The Lighthouse Studio

## NATIONAL GEOGRAPHIC CHANNEL

### LIVE CURIOUS CAMPAIGN

Art Direction / Graphic Design for advertising  
2008-2010 | The Lighthouse Studio

## PHILIPPINE WOMEN'S UNIVERSITY

Art Direction for marketing campaign  
2011

Creative Direction for 80th Grand Alumni  
Homecoming

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# PROJECTS

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## PROJECT HEADSHOT CLINIC

Graphic Design/ Art Direction / Copywriter  
Web Administrator / Photo Editor  
2007-2010 | The Lighthouse Studio

Globe  
QTV Living it Up  
UNAIDS  
Sunsilk  
YoMost  
Accenture  
Agimat.net  
Nivea

## BAYANIHAN – NATIONAL DANCE COMPANY OF THE PHILIPPINES

Motion and Graphic Designer for  
Philippinescape Performance, CCP  
2011| Bayanihan Foundation

## GT STONEWORKS

Graphic Design for Advertising and Company  
Collateral  
2010 | The Lighthouse Studio

## MANILA GAY PRIDE MARCH

Graphic Design for event  
2010 | The Lighthouse Studio

## GAWAD KALINGA + KIA MOTORS

Art Direction / Photography for fund raising  
exhibition  
2011 | The Lighthouse Studio

## OTHER PROJECTS

The listed are some of the more significant  
projects i've been professionally doing for the  
past five years.

I've also done smaller projects from as  
simple as branding for make up artist, small  
businesses to more complex jobs such as  
creative direction for an academic community,  
nationwide socially responsible projects for  
NGOs and municipality projects.



# DETAILS



## PERSONAL

Birthday: August 10, 1985 (Leo)

Birthplace: San Andres Bukid, Manila

Current Residence: 2223 Syquia Street cor Tejeron St. Sta Ana District, Manila

## EDUCATION

### 2011 to Current

Master of Arts in Fine Arts and Design  
School of Fine Arts and Design  
Philippine Women's University

### 2010

Bachelor of Fine Arts major in Advertising  
School of Fine Arts and Design  
Philippine Women's University

## CAREER HISTORY

### April 2010 - January 2012

Art Director | Graphic Designer | Copywriter  
The Lighthouse Studio Inc.

### January 2011 - Current

Special Instructor | Visual Communication Major  
Fine Arts and Design Department  
Philippine Women's University

### June 2008 - Current

Volunteer | Visual Artist | Visual Communication Expert  
Dakila - The Philippine Collective for Modern Heroism  
NGO

### January 2007 - March 2010

Graphic Artist  
Design Arts Media Network

## AWARDS AND ACHIEVEMENTS

### 2009

Grand Prize, Shell National Art Competition

### 2008

Finalist, Shell National Art Competition

### 2007

Finalist, Shell National Art Competition

### 2007

Best Copy, Multiple Nominee  
2nd Student Advertising Congress

## EXHIBITIONS

### July 2012

Piece of Shift | Light and Space Contemporary, Q.C.

### 2011

Resplendor - Collaboration Work with The Lighthouse Studio  
Department of Foreign Affairs, Pasay City

### August 2011

The Process - A Masters Class Academic Exhibition  
Philippine Women's University

### March 2010

The Final Artwork - Undergraduate Thesis Exhibition

### July 2009

The Spoils of Love: An Imagine the Silence Exhibit (collaboration)

## REFERENCES

### Niccolo Cosme

Creative Director of The Lighthouse Studio Inc.  
09278873630 | niccolocosme@gmail.com

### Josephine Turalba

Dean of PWU - School of Fine Arts and Design  
09189298769 | jturalba@gmail.com

### Chuck Ramos

Creative Director of Logika Concepts Inc.  
09228107525 | chuckramos@logikaconcepts.com



De La Salle University  
in cooperation with  
PostManila  
and the  
National Commission for Culture and the Arts  
presents

## PAGLIPAD NG ANGHEL

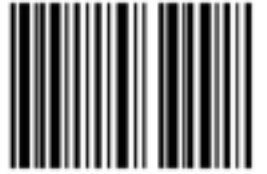
- FLIGHT OF AN ANGEL -

Written and Directed by Clodualdo del Mundo, Jr

Starring Sid Lucero LJ Moreno Christian Vasquez Joel Torre Ricky Davao Cherry Pie Picache  
Jeffrey Quizon Chi Bocobo Borgy Torre Shiela Mae Junsay Stephanie Henares and Anita Linda

Photography Rody Lacap Lee Meily Shayne Sarte Production Design Cesar Hernando Music Lorrie  
B. Ilustre Editing Jay Halili Sound Ditoy Aguila

# FOLIO | 02



0 98711 1 54880







What makes a difference in one's  
life...in the films that he sees.

I am Joey and I live curious.

Jose Javier Reyes  
award-winning Filmmaker/Writer



NICCOLO COSME | THE LIGHTHOUSESTUDIO | 2014

live curious



NATIONAL  
GEOGRAPHIC  
CHANNEL



# FOLIO | 05



# FOLIO | 06



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# FOLIO | 07



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Dù hành trình chỉ mới qua 4 cường quốc bóng đá nhưng bạn có cảm thấy sức nóng Nam Phi, chủ nhà **World Cup** năm nay, đã đến sau lưng chưa? Hãy cùng **Trần Anh** và **Phương Thảo**, 2 trong số 7 người bạn của chúng ta tiếp tục khám phá thế giới môn thể thao vua tại **Y, Tay Ban Nha** và **Argentina**.

Cánh cửa đến các sân cỏ nóng bỏng trên khắp thế giới đã mở ra cùng "FIFA World Cup" của tôi". Chuyên kênh **VTV2** vào **8h tối thứ 7** mỗi tuần để bạn không phải hối tiếc.

Truy cập [www.teamvietnam.com](http://www.teamvietnam.com) để cùng khám phá những cảnh hậu trường thú vị



# FOLIO | 10



take the test



# STUDIO 215



## TIME'S UP, TOBACCO!

END THE DIRTY TACTICS OF THE TOBACCO INDUSTRY

