

IVOR NOYEK

CREATIVE LEAD • SENIOR ART DIRECTOR • GRAPHIC DESIGNER

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EXPERIENCE

16+ years as a concept and strategy driven creative lead/art director/graphic designer in renowned advertising/design agencies in NYC, Austin (TX), D.C., and Dublin, Ireland. Personal clients include; The Kennedy Center (D.C.), and the Brooklyn Arts Council. Other clients range from Fortune 500s to non-profits in various sectors including; auto, tech, telecomms, personal care, airlines, finance, service & food, government, arts & culture, film, festivals & events, retail, not-for-profit organizations, entertainment, and education.

DROGA5 (DUBLIN, IRELAND)

Freelance Senior Art Director (July-Nov 2023)

ESB Networks, Electric Ireland, AIB, Vhi, Aer Lingus.

Concept development, design & art direction for tv, social, web design, digital ads, client presentations.

droga5.ie

THE LAB / WELLCOM WORLDWIDE (NYC-REMOTE)

Creative Lead / Sr. Art Director & Designer (2021-2023)

Meta, Instagram, Puma, Tempur-Pedic, Lavazza, Keurig, Stearns & Foster, Honeywell.

Creative direction, developing creative teams, concept development, art direction & design for a range of digital, video, social, print and other deliverables.

thelabnyc.com /// wellcomww.com

EBOW (DUBLIN, IRELAND)

Freelance Assoc. Creative Director/Art Director/Designer (2021)

HSE, Cricket Ireland, Carbery Group, TheaPharma, Strong Roots, My Waste.

Concept development, design & art direction for social, web design, digital ads, brand guidelines, various print deliverables, client presentations.

ebow.ie

RAZORFISH (NYC)

Freelance Assoc. Creative Director/Art Director/Designer (2017-2020)

Samsung, Nestlé, Dove, Citibank, Mercedes, MGM, Eli Lilly, Massage Envy, Church & Dwight, new business.

Creative direction, concept development, art direction & design, plus strategy for a range of digital, video, social and other deliverables.

razorfish.com

CARROT CREATIVE (VICE/VIRTUE) (NYC)

Senior Art Director/Designer (2016-2017)

Unilever, Dove Men+Care, Lipton, Magnum Ice Cream, Breyer's, All Nippon Airlines (ANA), new business.

Creative direction, concept development, art direction & design, plus strategy for a range of digital, social and other deliverables.

carrotcreative /// virtueworldwide.com

PUBLICIS GROUPE (NYC)

Senior Art Director/Designer (2014-2016)

Chase, Google, new business pitches incl. airline and alcohol brands.

Concept development, art direction & design for a range of deliverables.

publicisna.com

McGARRYBOWEN (DENTSU CREATIVE) (NYC)

Freelance Digital Art Director/Designer (2013-2014)

Chase, Verizon, Aussie, Marriott, Chevron, Crayola.

Concept development, art direction & design work, presentation of creative work for both internal & client review.

dentsucreative.com

'LANGUAGE' ADVERTISING & DESIGN (DUBLIN, IRELAND)

Digital & Print Graphic Designer/Art Director (2008-2013)

Diageo, Lexus, IADT, Oxfam, The National Print Museum, Bank of Scotland, Women's Aid, Safefood, Dept. of Foreign Affairs, new business.

Concept development, design & art direction for range of digital and print deliverables, storyboarding, animation, client presentations.

language.ie

EDUCATION

DUBLIN INSTITUTE OF TECHNOLOGY (DIT), IRELAND PostGrad Advertising and Digital Communications (2012-2013)

Merit, Grade 1. Selected as Group Creative Director, nominated for the *IAPI One To Watch*.

LIMERICK SCHOOL OF ART & DESIGN (TUS), IRELAND BA Honors Degree Graphic Design (2002-2006)

Merit, Grade 1. *First Class Honors* for thesis on Semiotics in advertising & design.

HONOURS & LEADERSHIP

2018. *Best Of Show*, American Advertising Federation (AAF).

Addy Award. Client: Massage Envy | Project: "Blissmas".

2014, '17 & '20. Received the *O-1 Artist Visa (USA)* issued to *People of Extraordinary Ability in their Field* based on professional references, experience and creative portfolio.

2013. Nominated for the *Institute of Advertising Practitioners in Ireland (IAPI) One to Watch Award* in recognition of excellent professional standards, creativity and innovation.

2012. *Gold*, An Post Direct Marketing Awards.

Client: Safefood | Project: "Stop the Spread" (Ireland).

2010. Speaker. *Pecha Kucha* and *Candy Collective's 'SweetTalk'*.

2009. *Silver Bell*, Institute of Creative Advertising & Design (ICAD).

Book design. Client: Linda Quinlan | Book: "Like Horses & Fog".

2008. Founder/Director. *For The Love Of* creative community (2008).

2007. Elected *Students' Union Vice President*.

Limerick School of Art & Design (TUS).

2006. *First Class Honors Thesis*.

Subject: 'Semiotics in Advertising & Design'.

Limerick School of Art & Design (TUS), kept in library as reference.

TECHNICAL PROFICIENCIES

Adobe CC (Photoshop, Illustrator, InDesign, Acrobat, XD).

Motion/Animation (ltd. prof.), Keynote, Microsoft 365, Sketch,

UX & UI design.