

# HELLO! I'M MARIEL.

Illustrator ✦ Art Director ✦ Et cetera

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Manila, Philippines ✦ GMT +8

I'm a big advocate of following curiosities - this has shaped my journey greatly. They've led me down two rewarding paths: one focused on creating work I'm passionate about, and the other on building a community of like-minded, fellow creatives I proudly call friends.

With 10 years as an art director and illustrator across both agency and freelance work, I bring creative visions to life for brands and businesses. My vibrant, playful style reflects the humor and wonder in the world. Passionate about design for social good, I seize every opportunity to make a positive impact. Outside work, you can find me at a cafe reading a book or basking in nature.

EVERYTHING ELSE AT:

[www.mariel.rocks](http://www.mariel.rocks)

## EXPERIENCE

MARCH 2019 - PRESENT DAY

Freelance  
Remote  
Illustrator / Art Director

MAY 2015 - FEBRUARY 2019

TBWA/Santiago Mangada Puno  
Manila, PH  
Art Director

2011 - MAY 2015

DLS-CSB School of Design & Arts  
Bachelor of Arts  
Multimedia Arts

MORE DETAILS ON PAGES 2-3

## SKILLS

### PRIMARY

Illustration, Art Direction, Graphic Design,  
Storyboarding, Comic/Sequential Illustration

### SECONDARY

Animation, Video Editing, Presentation/Deck  
Design, Copywriting, Project Management,  
Web Design (Webflow, Wix, Squarespace)

### LANGUAGE

Proficient (Spoken + Written)  
English & Filipino

## SOFTWARE

Adobe CC Suite, Microsoft Creative Suite,  
Google Design Suite, Figma,  
Web Design (Webflow, Wix, Squarespace),  
Newsletter (Beehiv, MailChimp)

## EXPERIENCE

★ **MARCH 2019 - PRESENT DAY** Freelance ✦ Remote ✦ Illustrator / Art Director

Over the past five years, I've collaborated with a diverse range of businesses, brands, and agencies around the world, bringing their creative visions to life.

### ZYPSY & SMOOTHIE

[zypsy.com](https://zypsy.com) & [smoothie.so](https://smoothie.so)  
Illustrator (Contractual)

In 2021, I joined **Zypsy**, a remote, multicultural design agency, as a project-based Illustrator. My main focus was serving as the principal illustrator/designer for **Smoothie**, a Zypsy company aiming to build the app store of Web3. This experience allowed me to navigate two different professional environments: a dynamic tech start-up and a collaborative design agency.

Over two years, we released 100+ issues of weekly newsletter content, growing an engaged audience and building a visual library that significantly strengthened Smoothie's brand recognition and recall.

### OTHER CLIENTS

Disney Shanghai, IDEO Tokyo, Lush Philippines, Summit Books, Philippine Star, Rebisco PH, Tully's Coffee, AgriNurture Inc., Government of Makati City, & various local SMEs.

### FREQUENT COLLABORATORS

Ad Agencies & Production Houses

TBWA/SMP, Phibious Cambodia, Phibious Vietnam, Seven AD, Nuworks, GroundUP, Bread & Butter Productions, A La Carte Digilab, FilmPabrika, QBF Outdoor, TAG OOH

★ **MAY 2015 - FEBRUARY 2019** TBWA/SMP ✦ Manila, PH ✦ Art Director

**TBWA/SMP ([tbwa-smp.com](https://tbwa-smp.com))** is a multi-awarded full-service advertising agency - one of the most prominent ones based in The Philippines.

Initially joined as an art director for digital in 2015, but eventually shifted to handling both digital and traditional ATL/BTL campaigns a year after - juggling brands and campaigns of different varieties, from concept to production.

- ✦ 'Lead Art' for 3 successful major brand pitches and seeing it through as the appointed brand deputy, being in charge of the accounts' day in, day out.
- ✦ Worked on commercial campaigns, but also socially-relevant brand initiatives: Breast Cancer Awareness, Marawi Siege Aid, UNICEF Anti-abuse Campaigns, and Environmental Sustainability efforts.

## INDUSTRY AWARDS

- + **Philippine Creative Rankings 2016:** #10 Young Creative
- + **Adobo Design Awards 2015:** Silver in Wearable Design
- + **Adobo Design Awards 2018:** Bronze in Film Advertising, Gold in Illustration and Animation
- + Several shortlists for Spikes, Clio, NYF, and D&AD

## BRANDS HANDLED

**TECH** Smart Communications, Metrobank

**BEAUTY** Shu Uemura, Preview Magazine

**PHARMA** Unilab, Menarini

**REAL ESTATE / SERVICE** Ayala Land & Malls, Meralco Electric Co., Motolite Car Battery

**FOOD/FMCG** KFC, Mcdonald's, Mister Donut, Oishi PH, Del Monte, Japan Tobacco International (JTI), Friso Milk, Alaska Milk, Champion Detergent

**SOCIAL WELFARE** UNICEF, Ayala Hero Foundation

✦ **2011 - MAY 2015** DLS-CSB School of Design & Arts ✦ Bachelor of Arts, Multimedia Arts

### + **SDA Talent Grant: 100% Full Scholarship**

The School of Design and Arts Scholarship is awarded to students who exhibit promising talent in art, design, multimedia, and music.

### + **Multimedia Graduate Awards 2015:** Best In Portfolio

### + **Benildean Press Corps** (the official school gazette), Illustrator

### + **Honorable Mention** (3.4 GPA)

FOR FURTHER QUESTIONS, SHOOT ME AN EMAIL: [yhelempit@gmail.com](mailto:yhelempit@gmail.com)