

CAMILLA LONIS

DESIGN DIRECTOR

Innovative Brand Designer and Creative Leader
Driving Impactful Visual Solutions

Ms. Lonis, as the Design Director at Studio Number One under Shepard Fairey's leadership, excels in shaping bold and groundbreaking brand narratives across diverse media landscapes. Her expertise centers on crafting captivating visual experiences and authentic narratives that resonate with eminent brands such as Obey Clothing, Warner Bros., and Netflix.

Ms. Lonis' professional journey has been significantly shaped by her role as an accomplished art director across multiple agencies. She notably catered to prestigious clients such as NASA Future Engineers, Visa, and the United Nations, accumulating a decade of invaluable experience in the dynamic creative industry. Throughout her career, she artfully combined creativity and technology to navigate complex challenges.

Her strengths extend to proficient team management and the provision of design leadership across a spectrum of industries including apparel, sustainability, art, music, technology, and cyber security. Supported by a BA from Willem de Kooning Academy in The Netherlands, she further cultivated her skills through continuous professional growth.

Actively participating in targeted corporate training, courses, and certifications, Ms. Lonis honed her expertise within the creative realm. Notably, she completed a Creative Leadership program through the BNO association of Dutch Designers, unequivocally demonstrating her unwavering commitment to innovation and personal advancement.

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CAREER SHORTLIST

- **Design Director | Studio Number One**
October 2018 - Present
- **Independent Art Director | Studio Lonis**
May 2009 - October 2018
- **Senior Art Director | HLO**
May 2017 - April 2018
- **Senior Art Director | Funk-e**
February 2016 - May 2017
- **Art Director | Thinkks**
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 Strategy	Mobile Design
Brand Management	Front-End Design
Pitch Strategy	User Interface Design
Copywriting	Responsive Web Design
Guerilla Marketing	SaaS
Large Scale Mural Design	Adobe Creative Suite
UI/UX Best Practices/ Design	Sketch
Web Design Principles	Figma
(Responsive) Typography	Keynote/ PPT
User-Centered Design	SaaS Products
Interaction Design	Basic HTML/CSS
Visual/ Graphic Design	Basic Motion Graphics
Illustration	Color Theory
Wireframing	Storyboarding
Prototyping	Cross-Platform Design
User Research	Creative Problem Solving
Information Architecture	Customer Engagement
User Flows	CRM

EXPERIENCE

DESIGN DIRECTOR

Studio Number One
Oct 2018 Present (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.

INDEPENDENT DESIGN DIRECTOR

STUDIO LONIS
May 2009 - Oct 2018 (9 yrs)

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.

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

Thinkks
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 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

JUPILER

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.