

# MORENO BELIC

CREATIVE



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## + Profile

A creative strategist working in the fields of advertising, experience design and creative technology. Experienced in copywriting, content strategy, branding, and digital production.

## i Accomplishments

- ▶ Sundance New Frontiers Shortlist
- ▶ RIT & The New School Scholarships
- ▶ Creative Technology Award, 2016
- ▶ NYC Media Lab Grant, 2017
- ▶ PGA Student Program, 2016
- ▶ Signed to Baroque Records, UK
- ▶ Internet of Things Demo, 2016
- ▶ GPA: 4.0

## <> Technical Skills

Wordpress	●●●●●●●●
Keynote	●●●●●●
Final Cut Pro	●●●●●●●●
Logic Studio	●●●●●●●●
Adobe CS	●●●●●●●●
Max/MSP	●●●●●●●●
Marvel	●●●●●●
After Effects	●●●●●●●●
Reason	●●●●●●
HTML/CSS	●●●●●●●●

## Education

- 2016 - 2016 **UX/Interaction/Surveillance Design**  
Parsons School of Design, New York
- 2014 - 2016 **MA in Media Studies**  
The New School, New York  
Thesis: Integrated Experience Design
- 2002 - 2007 **Bachelor of Science**  
Rochester Institute of Technology, NY  
Major: Marketing & Branding

## Experience

**Creative Lead @ The New York Times/Fake Love 10/2016 - Present**  
Connecting the physical and the digital world in order to create brand-driven immersive experiences. My role consists of creative tech, art direction, interaction design and copywriting. Mentored a team of junior creatives. Clients: Kia, IBM, Viacom, HPE.

**Co-Founder @ AWOL 05/2017**  
AWOL is an augmented reality startup that started as a project at The New School. Shortly after I graduated, AWOL was accepted to the NYC Media Lab incubator and awarded a grant of \$25,000.

**Sr. Strategist @ McGarryBowen Innovation Lab 09/2016**  
Translating business goals into engaging experiences as a member of a multidisciplinary creative team responsible for concepting, product innovation, research of emerging technologies, user experience, rapid prototyping, copywriting and content strategy. Client: Verizon.

**Interaction Design Teaching Assistant 09/2015**  
Assisting with teaching interaction and game design, UX, and development of interdisciplinary projects at The New School. Collaborated on a book about storytelling across platforms, digital media and content production, published by Focal Press in 2016.

**Copywriter @ Wunderman NYC 06/2015**  
Relaunch of the City of Saints brand, development of manifesto, tagline, launch/activation ideas, concepts for the website, shop, store, live events and social media ads.

**Creative Strategist 2010-2014**  
Built a brand from the ground up, organized immersive events for incredible clients, developed web content, created print and digital ads, and wrote over 1000 articles. Clients: BMW, Audi, Roger Sanchez, Stanton Warriors, Pernod Ricard - Martell.