

MORENO BELIC

CREATIVE



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+ Profile

A Creative working in the fields of experiential design, creative technology and sound design. Also moonlights as a new media artist and electronic music producer.

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

Associate Creative Director @ NYT/Fake Love 10/2016 - Present
Building brands by merging experiential design with creative technology. Specializing in experiential concept development, interaction design, sound design and art direction. Mentored a team of junior creatives. Clients: The New York Times, Google Zoo, Red Bull, Netflix, Kia, IBM, Viacom, L'Oreal, Samsung.

Co-Founder @ Situationist Inc. 05/2017
Situationist Inc. is a concept development studio that started as an AR school project at The New School. Shortly after I graduated, Situationist Inc. 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, developed web content, created print and digital ads, and wrote over 1000 articles. Clients: BMW, Audi, Roger Sanchez, Stanton Warriors, Pernod Ricard - Martell.