

# 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        | ●●●●●●   |
| Cinema4D      | ●●●●●●●● |



## 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

**CD [Experience Design] @ PepsiCo** 08/2019 - Present  
Managing a team of architects, industrial designers and strategists with the goal of elevating PepsiCo's brand portfolio, design capabilities and experiential activations.

**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, Dropbox, SK-II, Kia, IBM, L'Oreal, Samsung.

**Co-Founder @ Situationist Inc.** 05/2017  
Situationist Inc. is an experiential 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.