

Paul Kelly

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SUMMARY

With deep expertise in brand design and a passion for contemporary culture, I bring exceptional design taste and a global perspective. Thriving in dynamic environments, I embrace ambiguity and take calculated risks to deliver outstanding results. Proficient in Adobe CC and experienced in art production plus graphic design principles, I create visually compelling designs. Through effective communication and the ability to influence senior stakeholders, I ensure seamless collaboration and successful outcomes. With a keen business acumen and the ability to navigate formal and informal channels, I efficiently drive results.

WORK EXPERIENCE

Airborne Creative, Dublin

Founder – Senior Art Director

03/2021 – Present

- Provide freelance services to leading ad and event agencies in Dublin e.g. digital content for Audi Co. and conceptualized live event builds for Red Bull at Electric Picnic music festival (70k attendees)
- Use AI technology to provide an innovative service that streamlined brainstorming sessions for clients, resulting in rapid and optimal outcomes while fostering enhanced creativity and collaboration
- Produce engaging and dynamic social content, including motion graphics and animations, for the Irish FMCG (Fast moving consumer goods) brand Parachute Drinks which delivered more social followers
- Create and executed high-impact online campaigns for US car ceramic coating company AvalonKing that produce ARMOR SHIELD IX, which achieved consistent sales growth and averaged \$100k during targeted two-day special sale events in the US and Canadian markets
- Develop and optimize brand identities, backstories, guidelines, and website user interfaces
- Leverage video production, timeline animation, and 3D visualization skills to create captivating omnichannel campaigns that resonate with audiences in both physical and virtual environments

Because XM/Honey & Buzz, Dublin

Creative Director

07/2017 – 04/2021

- Crafted captivating live experiential events for renowned brands including Heineken, Harry Potter, and Dyson, at festivals like Electric Picnic (70k attendees) and the Irish Ploughing Championships (277k attendees). These experiences enhanced brand visibility and left a lasting impact
- Regularly engaged with new clients to seek clarity and understand their business requirements, needs, and desired outcomes through different interview and workshop techniques
- Revamped a dynamic creative team of 10 designers, blending full-time members and contract professionals as needed. Streamlined task delegation, offered guidance and ensured projects were executed with precision, delivering exceptional results within set timeframes and budgets
- Orchestrated and facilitated highly productive brainstorming sessions, cultivating a positive and collaborative studio environment that nurtured creativity and ensured successful task completion

BBDO/Irish International, Dublin

Senior Lead Art Director

06/2016-06/2017

- Hired for a one year contract to specifically play a critical role in spearheading a highly successful omnichannel shopper marketing campaign across Europe for Bacardi Rum
 - Researched, developed, and art directed the highly successful summer/winter 2019 lifestyle product shoot, with the Bacardi Mojito taking center stage as the highlight. The exceptional images caught the attention of the US, leading to a request for their utilization
 - Leveraged the new key images across digital and print platforms, as well as on-trade and off-trade establishments, shopper marketing point-of-sale (POS) builds, and out-of-home (OOH)
 - Created an attention-grabbing on-pack shopper promotion with an online entry portal, offering the chance to win a VIP summer of festivals for winners. Festivals included Sziget (400k attendees), Lowlands (60k attendees), and British Summer Time (BST) (500k attendees)
 - Navigated advertising regulations in 16 European countries, including the light markets of the UK, Netherlands, Belgium, Germany, Spain, Italy, Austria, Denmark, Ireland, Czech Republic, Hungary, and Poland, as well as the dark markets of France, Lithuania, Estonia, and Russia

Airborne Creative, Dublin

Founder – Creative Director

01/2006 – 06/2016

- Freelanced with renowned ad agencies in Dublin, which included Leo Burnett, Richmond Marketing, and J. Walter Thompson, to successfully deliver a wide range of artifacts from Flash banner ads for Kellogg's to Ireland's first AR app for Bulmers Irish Cider
- Collaborated exclusively with Runway Marketing on a 5 year partnership as their design agency of choice to secure and manage creative marketing for Bulmers Irish Cider that delivered impactful campaigns to drive brand engagement
- Developed packaging and finished artwork for leading alcohol and FMCG brands in Ireland, such as Johnny Foxes Pub 10-year-old Irish Whiskey label and Bulmers Irish Cider Festival 6 pack. I created visually appealing designs that enhanced product presentation and resonated with consumers.
- Led the development of a comprehensive campaign for Bavaria City Racing Dublin, featuring former World Champion Jenson Button. Produced a range of assets, including website design, billboards, and VIP box invites to elevate the event experience and captivate audiences (Attendees 120k)
- Assisted JWT Dublin in a successful launch of the PlayStation Move in Ireland. Designed and executed the pop-up PlayStation HUB, complete with brand mark and interior graphics, creating a captivating gaming paradise that left a lasting impression during the two-month activation
- Collaborated closely with top photographers in Ireland, resulting in numerous successful shoots. Notably, contributed to the iconic image of Bulmers Irish Cider draught pint, which became a centrepiece of their advertising for over 5+ years

SKILLS

Process and Delivery

Creative Strategy, Art Direction, Project Management, Team Collaboration, Results-driven approach, AI Integration, Motion Graphics, Interactive Experiences, Prototyping and Mockups, Rendering and Visualization, Video Editing, Technical Proficiency, User Interface (UI), Quality Assurance, Finished Artist, Problem Solving, Client Communication, Industry Trends, Networker, AR Integration.

Hardware and Software

- **Expert:** Mac, Canon Digital SLR, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Express, Firefly AI), Squarespace, Keynote, Google Workspace (Docs, Slides), Microsoft Office (Excel, PowerPoint, Word), Slack, Social Media (Instagram, Facebook, Twitter)
- **Proficient:** Adobe Creative Cloud (Firefly, XD, After Effects, Premier Pro, Audition, Lightroom), Blender 3D, LinkedIn, WordPress, OneDrive
- **Working Knowledge:** Figma, Midjourney AI, InVision, HTML & CSS, WIX, Google Analytics, SharePoint, Spark AR

EDUCATION

University of Limerick - Ireland

Honors Bachelor's Degree in Visual Communications