

Susano Saguil

Sr. Art Director

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A multidisciplinary creative who can handle various creative tasks from concept stage to final visualization. Currently heading Sevenbrands Bahrain's creative department. Posses a strong skill set that gives him the flexibility to work on a wide range of creative projects independently. Experienced in handling different scales of business from a startup company to telecoms. His creative principle is keeping a balance between creative, aesthetic and practicality. Now in his 16th plus years in the field of design and advertising.

WORK EXPERIENCE

Seven Brands

Sr. Art Director

Works on different capacities - as Creative Lead, as Art Director, as 3D Artist and occasionally works on minor VFX and motion graphic animation. Handles the agency's biggest clients Ooredoo a telecom company in Oman and Batelco in Bahrain. Also worked on major pitch projects such as The Avenues Mall, Shop Bahrain 2018 and Batelco which agency has won.

Duties and responsibilities:

- As a creative lead - supervises the day to day deliverables and provides solutions to various creative and technical issues in the studio
- As a creative lead - discusses and analyses brief and make sure all the creative members are aligned
- As a creative lead - responsible for making sure that the clients standard are met at every level
- As the main visualiser and 3D artist - handles the most demanding visualisation in the agency
- Develop campaign ideas that works on offline and digital platforms

March 2017 - Present | Bahrain

JWT (J. Walter Thompson)

Art Director

Worked on various types of projects such as Integrated Campaigns, Graphic Design, Branding, Display Designs, Activations, Digital, etc. Handles clients from different industries such as: telecom (Zain Bahrain), real estate (Raffles City Bahrain, Riffa Views and Tadawol KSA), hospitality (L'Hotel and Elite Hospitality Group), retail (Bahrain City Centre, AlHayat Mall, Carrefour and Aficionado), travel and tourism (Bahrain Airport Company), banking (HSBC), sport (Bahrain International Circuit), corporate (AITurki KSA), automotive (Peugeot and Mitsubishi) and F&B (Meisei Japanese Cuisine, Aroma Cafe and Chai Cafe).

Duties and responsibilities:

- Make sure that the requirements set by Creative Director or Account Director are delivered and fulfilled
- Brainstorm and develop creative ideas that answer the brief
- Implement and execute ideas which involve 3D work & retouching
- Sketch/scamps and present ideas to the team
- Create persuasive presentation materials and take part in client presentations
- Supervise and give guidance to junior members of the team
- Write brief & direct photo shoots
- Develop storyboards and create simple motion-graphics animations
- Design collateral, develop brand identities, design websites, and digital contents
- Supervise fabrication process of projects
- Conceptualize, sketch & 3D visualize Campaign Displays or Activation Stands
- Check and supervise the implementation of campaigns in the studio

May 2004 - December 2016 | Bahrain

EDUCATION

Technological University Of The Philippines

Bachelor of Technology - Product Design & Development

June 1996 - March 2000 | Manila, Philippines

AWARDS

GOLD at the 42nd ATW (Air Transport World) Achievement Awards
Creative Category

2015

GOLD - ICSC 2015 City Centre Bahrain 'The Nutcracker' Integrated
Campaign

2015

GOLD - ICSC 2014 City Centre Bahrain 'Winter Wonderland'
Integrated Campaign

2014

SILVER - ICSC 2016 City Centre Bahrain 'Cinderella' Integrated
Campaign

2016

BRONZE - Campaign ME 2005 Print - Zayani Motors, as retoucher

2005

Shortlisted - Effie Mena Awards

2016

SKILLS

3D Visualisation, Conceptual Sketching, Design, Motion Graphics, Retouching

RECOMMENDATION FROM FORMER CREATIVE DIRECTORS/MANAGERS

"Sonny is an amazing art director to have in any one's team. His dedication, passion, and ideas are as great as his calm and compassionate personality. Always looking to improve and learn new skills, he never ceases to amaze his colleagues and managers. I am still hopeful that I can once again, one day, hire him in my team."

Samuel Chazy
Creative / Managing Director at FAB Strategies
Managed Susano at JWT

"Sonny is an imaginative and diligent art director. During my team leading the team at JWT Bahrain, I found him to be a great guy for ideas, a really hard worker and a dedicated professional, always looking to proactively improve his skills. If you manage to employ him before I do, you're a lucky agency."

Tristan Fitzgerald
Executive Creative Director // Integrated // Digital
Managed Susano at JWT

TECHNICAL SKILLS

- Long time user of Adobe Photoshop and Adobe Illustrator
- 3D modeling/rendering using Blender 3D
- Photography, a Gettyimages contributor
- Technical drawing - necessary for the production of activation displays and stands
- Sketching or hand drawing, fast and efficient way of communicating creative ideas
- Motion graphics and video editing using Blender 3D and Adobe Premiere