



EDUCATION

BA (Hons) Graphic Communication Design (with Creative Computing) | London, UK
Central Saint Martins, University of the Arts London | Oct 2021 - Jun 2025

Creative Computing Institute, University of the Arts London | London, UK
Creative Computing Diploma | Oct 2023 - Jun 2024

Foundation in Art and Design | London, UK
Central Saint Martins, University of the Arts London | Oct 2020 - Jun 2021

International Baccalaureate Diploma | Madrid, Spain
The American School of Madrid | September 2015 - Jun 2020

Relevant Coursework:

Branding, Experience & Environment Design, Digital Marketing, Motion Graphics, Interactive Media, Physical computing, Print Design

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EXPERIENCE

Co-Founder, Marketing & Creative Director | The Scent of Connection | 2023 - Present

- Launched an innovative dating startup focused on scent compatibility, garnering 400K+ social media views.
 - Featured in Dazed Magazine, increasing brand visibility and audience engagement.
 - Led event marketing and creative direction, collaborating with artists and brands for immersive activations.
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Experiential Designer (Intern) | Trison Necsum – Digital Experiences | Jun 2023 - Aug 2023

- Designed immersive Cinema 4D animations for public installations across Spain and the USA.
 - Developed interactive marketing campaigns for brands like Zara and Jacob's Casino, enhancing customer engagement.
 - Collaborated with marketing teams to conceptualize brand-aligned experiences.
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Creative Director – Immersive Music Campaign | Outernet London | Jun 2023

- Directed an immersive campaign for Tapehouse's EP release, combining digital visuals with experiential storytelling.
 - Designed motion graphics in Adobe After Effects for a large-scale interactive music installation.
 - Curated and led a team of creatives to develop and execute the project.
 - Outernet reaches 6 million in footfall per week, amplifying audience engagement and exposure over 5 months.
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Creative Director – Immersive Music Experience | W1 Curates | Apr 2023

- Developed a digital identity experience for musician Little Yamaha, merging visuals with live performance.
- Created 3D and motion graphics using Cinema 4D and Adobe After Effects.
- Designed a brand-aligned music campaign that increased artist-fan engagement.
- The digital marketing campaign and W1 Curates piece led to features in Wonderland Magazine and secured collaborations with Adidas, Moschino, Raphia, and Meghan Markle’s podcast.

Social Media & Digital Marketing Intern | Natasha Zinko (Fashion) | Jan 2021 - Mar 2021

- Designed Augmented Reality (AR) filters for the brand’s Spring collection, boosting online engagement.
- Directed creative photoshoots and digital content for brand promotion.
- Developed social media strategies to enhance brand identity and reach.

Marketing Intern | WPP (Coca-Cola & Ford Motor Company) | Jun 2019 - Jul 2019

- Assisted in brand campaign development for Coca-Cola and Ford, contributing to strategy meetings.
 - Conducted market research and presented ideas to creative teams.
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SKILLS, INTERESTS, RIGHT TO WORK AND PORTFOLIO

Software & Tools: Adobe Creative Suite (Photoshop, After Effects, Premiere Pro, Illustrator, InDesign), Cinema 4D, Blender, TouchDesigner, p5.js, Spark AR, Arduino

Skills: Digital Marketing, Experiential Design, Interactive Media, Creative Direction, Branding, Storytelling, Fan Engagement

Languages: English (Native), Spanish (Native)

Interests: Running, Cooking, Visiting Exhibitions, Singing, Going to the Cinema, Socialising, Concerts, Immersive Experiences, Event Planning, Stage Design for Musicians

Work Eligibility: Right to work in the USA, UK, and EU

Portfolio: <https://nicolealonsomason.com>

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