

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

Relevant Coursework:

Marketing, Motion Graphics, Interactive Media, Creative Brainstorming, Physical Computing, Graphic Design, Video Editing, Production

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.
- Our successful marketing strategy led to a feature in Dazed Magazine, increasing brand visibility and audience engagement.
- Led event marketing and creative direction, production, collaborating with artists and brands for immersive activations.

Experiential Design Intern | Trison Necsum | Jun 2023 - Aug 2023

- Created immersive digital experiences and interactive campaigns for global brands like Zara and Jacob's Casino using Cinema 4D.
- Merged creative design with marketing strategy to enhance engagement across public installations in Spain and the USA.

Creative Director – Immersive Music Campaign | Outernet London | Jun 2023

- Directed an immersive EP campaign for Tapehouse at The Outernet London, merging motion graphics and experiential storytelling.
- Led and scouted a creative team to produce a large-scale interactive installation seen by 6 million weekly visitors over 5 months.

Creative Director – Immersive Music Experience | W1 Curates | Apr 2023

- Directed a digital identity experience for Little Yamaha at W1 Curates, integrating 3D and motion graphics with live performance.
- Designed a brand-aligned campaign that boosted engagement and led to features in Wonderland and partnerships with Adidas, Moschino, and more.

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

- Designed AR filters and produced digital content to promote Natasha Zinko's Spring Collection, increasing online engagement.
- Created and executed social media strategies to strengthen brand identity and reach.
- Produced photoshoots and social media schedules

Studio Assistant | Thomas Webb | Jan 2022- Jun 2022

- Assisted with studio admin: scheduling, calls, emails.
- Contributed to idea development for a metaverse platform
- File management for NFT drop

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

- Supported brand campaign development for Coca-Cola and Ford, contributing to strategy discussions and creative ideation.
- Conducted market research and presented insights to inform campaign direction.
- Strengthened my knowledge of real-world marketing

SKILLS, INTERESTS, RIGHT TO WORK AND PORTFOLIO

SKILLS: Adobe Creative Suite, Cinema 4D, Blender, TouchDesigner, P5.js, Spark AR, Arduino

LANGUAGES: Native English & Spanish

INTERESTS: Immersive art, stage design, exhibitions, film, running

WORK ELIGIBILITY: USA, UK & EU

PORTFOLIO: nicolealonsomason.com