

TYRONEUSANA

EXECUTIVE CREATIVE DIRECTOR



NAME	TYRONE USANA
BIRTHDAY	October 18, 1988
RELATIONSHIP	Married
NATIONALITY	Filipino
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ADDRESS	Azaiba, Muscat, Oman

FORTE

- Branding
- Art Direction
- Cinematography
- Marketing
- Advertising Design
- Photography
- Graphics Design
- Advertising Production
- TV Production
- Motion Graphics Design
- Textile Design
- Website Design
- Packaging Design
- Sculpture
- Basic 3D Design

SOFTWARE



LINKS

- www.facebook.com/ty.usana
- www.twitter.com/lamTyUsana
- www.behance.net/tyroneusana

To view my Portfolio,
please visit

www.tyroneusana.com

ABOUT

He is a passionate aficionado of the design industry, having more than 12 years experience on collective forms of media; working with big players in the market such as DDB-Bulgaria, Tribal Worldwide Bulgaria, Paragon International-Oman, McCann Worldgroup, Leo Burnett, JWT Manila & BBDO.

As part of an ongoing series highlighting young talent in the industry, he has been featured in Branding in Asia as one of the top young creatives under 30 years.

He had worked together with Philippines' two biggest broadcasting companies like ABS-CBN & GMA Network as Art Director for Film & Television. And worked with brands like: URC Kuwait, Audi, Al Mouj Muscat, Oman TV, Omanexpo, Muscat Hills, Quicksilver, InterContinental Hotel Muscat, Solara Air Bulgaria, Ernst & Young, Ominvest, ASAAS, Mazoon Magazine, Horizon Fitness, Port of Sohar, Finland Eye Center, Koutisse London, Falcon Petroleum, National Bank of Oman, Best Western Premiere Hotel, Oman Oil Company and Majid Al Futtaim, to name a few.

EDUCATION

University of Santo Tomas [Manila 2009]

College of Fine Arts & Design Major in Advertising Arts [GRADUATE]

WHAT I DO



ACHIEVEMENTS

- 23** International Awards on Graphics Design and Product Design Categories
- 01** Marketing Campaign of the Year for the work done for Al Mouj Muscat
- 06** Published on books in an International Level on Graphics Design
- 01** Grand Winner for Photography Ziiiro - Germany
- 02** Awards for Web Design Muscat, Oman
- 01** Featured on Behance for the work done for Zunairah

SKILLS

- Excellent creative communication skills
- Highly creative, influential, analytical and can work under minimal supervision.
- Works well among groups.
- Disciplined, well-mannered and always on time.
- Talented professional creative director with good business instinct.

WORK

- Present** • **CREATIVE ART DIRECTOR**
Tribal Worldwide / DDB Bulgaria
Tribal Worldwide Sofia is an affiliated agency of Tribal Worldwide founded in 2013, as part of DDB Group in Bulgaria. It is ranked among the country's top creative agencies and has a proven track-record of experiments and firsts.
- 2013** • **EXECUTIVE CREATIVE DIRECTOR (8 Years)**
Paragon International LLC
Paragon International is an independent, internationally recognized total brand management agency with offices in Oman, Kuwait, UAE, Hungary & Bulgaria.
- 2012** • **ART DIRECTOR**
SJS Group Oman
SJS Group is predominantly an Omani based corporate with its core activities listed under divisions such as advertising, publishing, e-solutions and events.
- 2011** • **EXHIBITIONS DESIGNER**
Omanexpo LLC
Omanexpo is the pioneer event management company in Oman and the leading organizer of major trade fairs, conferences, and consumer exhibitions.
- 2009** • **PRODUCTION DESIGNER**
ABS-CBN Broadcasting Corporation
ABS-CBN is the largest television network in the Philippines in terms of revenues, assets, and international coverage.