

JOÃO SEABRA

- CREATIVE DIRECTOR & DIGITAL ARTIST -

joanogueiraseabra@gmail.com

+852 6809 1719 / +351 91 845 42 78

www.linkedin.com/in/joaseabra

www.joaseabra.info

(ask password to access secured projects)



SUMMARY

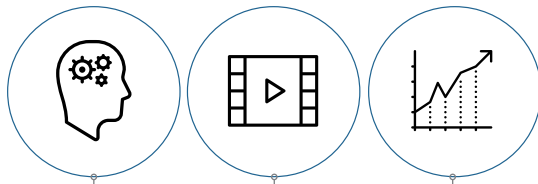
Presently Superunion's Asia Regional Digital Creative Director.

Joined Superunion to build the first Creative Tech Team in the global network, and I've also been an internal leader in our global Creative Tech and Innovation Superunion community. I'm a member of the Superunion Asia Leadership Team and the Hong Kong Leadership Team. I manage the Creative Tech Team, strategize the path forward, and manage the team financials and targets. I've created for brands such as Bank of America, Taiwan Mobile, HSBC, Pfizer, Hyundai, Movistar, Nivea, Huawei, China Unicom, Bank of China, Hang Seng Bank, Kia, Discovery, and HK Jockey Club.

Before Superunion, I co-founded and was Executive Creative Director of Jump Willy for 11 years, an awarded creative and production agency working from Europe, USA, and Asia, for clients such as Alibaba Group, BMW, Axe, H&M, Vodafone, Universal Music, and Bloomberg. I'm also a 13 years experienced computer animation university professor.

I've got an eye and mind for innovation, growth, creative and strategic thinking, and pixel-perfection design. My wish is to combine my knowledge and experience in design, motion, team management, and teaching to deliver the best to the final clients and their audiences. I'm also an avid traveller, a film documentary buff, a music collector, and a dark chocolate lover.

SPECIALITIES



Creative Team Leadership

Creative Technology

Entrepreneurship

SOFT SKILLS

Growth Mindset
Innovation
Creativity
Leadership
Resilience
Management
Critical Thinking
Talent Management
Business Development
Culture Awareness
Negotiation
Emotional Intelligence
Teamwork
Public Speaking
Teaching

HARD SKILLS

Creative Tools
Most market-leading tools in 3D (Maya, C4D), Fluid and Particle Simulations (Realflow, X-Particles), 2D, Video, Design, and Web

Also tools in
CMS
Project Management
Accounting
Office Suites
Multiple OS

MAIN AWARDS

2019 Transform Awards
Gold - Genetron
Gold - Lazada
Gold - Piggy Bank
Gold - Lianhua
Bronze - LeJoy
Bronze - Lazada

2015 Cannes Corpor. Media
Silver Dolphin Award

2015 WorldFest Houston
Gold Remi Award

2013 Cannes Corpor. Media
Silver Dolphin Award

2009 European Union
European Creative Talent Award

(full list at <http://www.joaseabra.info/about>)

WORK EXPERIENCE

SUPERUNION 2018 - Present (2 years)

Regional Digital Creative Director, Asia

Superunion is a next-generation global brand agency, and the world's most consistently awarded brand agency, spanning across 18 countries. My role as Digital Creative Director is to build the foundation for Superunion's creative technology offer across all our Asia offices (Hong Kong, Beijing, Shanghai, Singapore, Bangkok, Jakarta, Mumbai, and Seoul) and set the path for our global network where I play leader in the Creative Tech community. I'm also on both the Asia Leadership Team and Hong Kong Leadership Team. Superunion is part of WPP Group, a team of +110.000 people across 112 countries.

JUMP WILLY 2007 - 2018 (11 years)

Co-Founder, Executive Creative Director

Jump Willy is a top and award-winning creative agency. Proud to have international clients in its portfolio such as Bloomberg, Alibaba Group, Axe, BMW, Sony Ericsson, Umbro, Danone, Air Macau, and many others. I've co-founded Jump Willy in Portugal and expand it to UK, USA, and Hong Kong. I managed the day to day operations at Jump Willy Hong Kong and I was also the Executive Creative Director.

UNIVERSITY OF SAINT JOSEPH 2013 - 2017 (5 years)

Visiting Professor

Responsible for the modules of Animation and Virtual Environments, to the B.A. students of Design, Architecture, and Communication & Media.

WE CAME FROM MARS 2010 - 2015 (5 years)

Co-Founder and Partner

We Came From Mars is a mobile gaming studio. It has launched the games Return Zero and Parashoot reaching more than 250 thousand downloads in the first months. I was in charge of the relations with clients and distribution platforms; manager of the financial flows and the potential of new projects.

UOU! 2010 - 2015 (4 years)

Co-Founder and Partner

UOU! was the first company in Portugal to completely focused in the "Art of Presenting". The Uou team acts as consultants and/or trainers to companies, institutions and individuals who aim to be in the higher level of public presentations. Manager of the brand, acted as well as top trainer for the largest companies and institutions in Portugal.

IDEALAB DIOGO VASCONCELOS 2011 - 2013 (2 years)

Executive Director

The Idealab Diogo Vasconcelos aimed onto promoting the entrepreneurial capabilities of the youth, using it to create and establish proposals with practical values, that can be applied in regions, companies, universities, and other national institutions. My role was to manage the projects and guide the outcomes according to our KPI's.

ESAD COLLEGE OF ART & DESIGN 2012 - 2012 (1 year)

Visiting Professor

Responsible for the module Final Project integrated with the Motion Design post-graduation.

UCP DIGITAL CREATIVITY CENTRE 2005 - 2012 (8 years)

Founder and Executive Coordinator

Digital Creative Centre is the digital arts training centre of Universidade Católica Portuguesa (UCP).

It was one of the first centres in Portugal offering advanced international certification in Autodesk, Avid, and Apple software.

I created the Digital Creative Centre with the support of UCP and I served as executive coordinator and also a Certified Autodesk Instructor.

UNIVERSIDADE CATÓLICA PORTUGUESA (UCP) 2004 - 2010 (7 years)

Professor

Responsible for the modules of Final Project, 3D Animation, and Modelling, to the M.A. and B.A. students of the School of Arts. I was also part of the founding group that created the Masters in Computer Animation of UCP, the first in Portugal.

EDUCATION

MIT 2018

Design Thinking for Leading and Learning

AUTODESK (FORMER ALIAS) 2006-2006

International Instructor Certification, Maya

UNIVERSIDADE CATÓLICA PORTUGUESA 1999 - 2004

BA+MA, Digital Arts

CUMBRIA INSTITUTE OF THE ARTS 2003-2004

BA, Computer Animation Erasmus (student exchange program)

LANGUAGE SKILLS

PORTUGUESE
Mother language

ENGLISH
Advanced level

SPANISH
Medium level

FRENCH
Basic level