



F R E E L A N C E   A R T   D I R E C T O R   &   M O T I O N   G R A P H I C   D E S I G N E R  
I S A B E L L E   J O O S E N

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Hi, my name is Isabelle Joosen aka 'Stormbrein'.

Through my 12 yrs old career, I've grown from Motion Designer to Art Director. Today, as a freelancer, I'm happy to offer my unique expertise and services to studios, ad agencies, production companies, non-profits and brands.

With my analytical mind, heart for storytelling and keen eye for beauty, I'll tackle any creative brief. I can be your one woman-army taking on a full production from concept to animation to delivery to 'yay!'. Are you looking for an art director with some fresh ideas to land that exciting pitch? Say no more, I'm on it.

Also when your team simply needs an extra pair of hands, I will be your trusted multi-disciplinary motion minion. Feel free to contact me for freelance projects, collaborations or in case you need some motion design advice and like to pick my brain.

## EXPERIENCE

### **Freelance Art Director & Motion Graphic Designer**

Jan 2020 - Present  
Stormbrein, Antwerp

### **Creative & Art Director**

Jan 2016 - Dec 2019 (3.5 yrs)  
Sabouge, Antwerp

### **Senior Motion Graphic Designer**

Jul 2011 - Dec 2015 (4.5 yrs)  
Sabouge, Antwerp

### **Motion Graphic Designer**

Oct 2007 - Jun 2011 (3.5 yrs)  
(VIER & VIJF) SBS Belgium, Zaventem

### **Freelance Editor & Junior Motion Graphic Designer**

Aug 2007 - Oct 2007 (3 months)  
(JIMtv) VMMa, Vilvoorde

## EDUCATION

### **Copywriting**

2018 - 2019  
Syntra, Antwerp

### **Design Bootcamp**

2017  
School Of Motion

### **Cinema 4D**

2016 - 2017  
Encora, Antwerp

### **BATAC: Applied Audiovisual Communication (Bachelor Degree)**

2006 - 2007  
Thomas More, Mechelen

### **Audiovisual Arts, Animation Film (Master Degree)**

2000 - 2005  
KAsK, Ghent

## SKILLS & SERVICES

- ART DIRECTION
- MOTION GRAPHICS
- ANIMATION
- BROADCAST DESIGN
- CREATIVE CONSULTING
- STORYBOARD & STORYTELLING
- CREATIVE CONCEPTING
- BRAINSTORM SESSIONS
- COPYWRITING & SCENARIO WRITING
- BRANDING
- VISUAL EFFECTS
- LOGO DESIGN & ANIMATION
- CREATIVE PITCHES

## PERSONALITY

- I AM: A trier, an explorer, a practical idealist. Also, an observer of people (of course, not in a creepy illicit way).
- I LIKE: Hypothetical dilemmas, lit philosophical conversations and flaky puns. You'll see.
- I DISLIKE: Drizzle rain (FYI, it makes my hair behave odd), selfies and -God forbid- selfies during drizzle rain
- TYPICAL TRAITS: Determined, openminded, loyal, curious & embracing my inner weird

## LANGUAGES

Dutch (mother tongue)   English (good)   French (intermediate)

## SOFTWARE

- Adobe After Effects
- Maxon Cinema 4D
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Indesign
- Adobe Audition

## ACHIEVEMENTS

- Rebranding & Broadcast Design VTMKIDS (2018)
- Branding & Broadcast Design ATV, TVO, TVL (2015)
- Branding & Broadcast Design Evenaar (2015)
- Promo Trailer 'Bond is Back'  
2014 PromaxBDA Europe Finalist Best Movie On TV Promo  
2012 Dutch Promo Awards Nomination (1/3) Best Graphics
- 'For Butter Or Worse' 2006 Festimages Prix De La Meilleure Animation