

# EDWARD THOMAS

Branding / Motion Design / Visual Communication / Academics

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## PROFILE

As a leader and mentor, my vision is to channel and increase the creative energies of people and the organizations they conform, even in complex and difficult situations. As a creative, strategist, counselor and coach, I look into the motivations and needs of others to achieve this vision. My tools of trade are design thinking, storytelling, plus the power of visual symbols and their translation into messages in the electronic media. I use technology as it arises, as well as any tool, style and adequate medium necessary to achieve this vision, uniting the timeless and human, with what trends and what is new.

## PROFESSIONAL EXPERIENCE

2018 - Present

**Creative Director, Motion Designer, Consultant**

**Freelance, Madrid**

Creating Motion Design, Editing, VFX, Creative Consulting and Copywriting projects for clients such as RGB Corp, D-Bond, KPT Editorial and Design for Mobile Apps such as Q12 Trivia.

2018 - 3 Month Mentoring

**Mentor**

**Neoland, Madrid**

Dictated a 3 month intensive Motion Design course as part of a Design Master at Neoland, Madrid. This includes technical mentoring on After Effects and Cinema 4D applied to a visual design and conceptual framework

2015-2017

**Head of Studies, Animation, Supinfocom Rubika Pune / DSK international**

**Campus, India.**

As the Director of the renowned Supinfocom Rubika Animation School in Pune, I designed and adapted the Supinfocom Curriculum from France to the challenging cultural and logistical realities of India. After the first year, student academic performance resulted in a school overall academic record increase of 10%. Working in close collaboration with the Faculty body, and by a bridging interaction with the Indian and French managements, I have taken the streamlining of the Academic Curriculum and Production Pipelines to improve the final results of student Projects and animation pieces.

2013-2015

**Visual Communication and Motion Design Professor Supinfocom Rubika**

**Pune / DSK international Campus, India.**

Opening student's minds through skills and design-thinking over multi cultural frontiers. Final Motion Design works of my students have been chosen for the Student Selection exhibition in renown international festivals such as Annecy in France and Digicon in Japan.

1999-2009

**Founder / Brand Strategist / Art + Creative Director / CEO Totuma**

**Communications + Design, Venezuela, USA, Spain.**

We specialized in adapting and creating Branding Strategies and Visual Solutions for the Latin American and Caribbean market, filling screens in the region for over a decade with image campaigns, promos and Full On-Air image packages broadcasted over 35 countries and producing award winning material for Clients such as HBO, Cinemax Latin America, Sony Entertainment Television, The Warner Channel, Discovery Networks, also servicing Clients in Spain and Latino market in the US.

## EDUCATION

Mass Communications Licenciature  
Specialization in Audiovisual Media.  
Universidad Católica Andrés Bello  
(UCAB) Caracas, Venezuela.

Thesis: Digital Illustration Systems  
for Television. 1983 - 1988

## INTERNATIONAL

Bilingual: Spanish and English.

## KEY SKILLS

Cross Cultural  
Visionary  
Leadership  
Mentoring  
Coaching  
Motivating  
Teambuilding  
Storytelling  
DesignThinking  
VisualCommunication  
Motion Design  
Branding Strategy  
Art and Creative Direction  
Project  
Management  
Curriculum Development

## MOGRAPH SOFTWARE

Adobe After Effects  
Adobe Photoshop  
Adobe Illustrator  
Adobe Audition  
Adobe Premiere  
Cinema 4D

## AWARDS

2016 ANNECY FESTIVAL  
Prize: Student Selection  
Category: Graduation Film  
Project: Are we all Zombies?  
[Guiding Instructor]  
directed by:  
Deepak CHANDRAMOHAN, Soham  
CHAKRABORT Y.  
script: Mohit PANJIKAR.  
Submitted by: Supinfocom Rubika Pune

2009. BDA LATIN AMERICA  
Prize: SILVER  
Category: General Branding Image  
Project: 2009 Timeline Spot  
Client: Discovery Channel Latin  
America  
Submitted by: Discovery Channel Latin  
America

2009. BDA LATIN AMERICA  
Prize: BRONZE  
Category: Promotional Animation  
Project: 2009 Timeline Spot  
Client: DiscoveryChannel Latin  
America  
Submitted by: Discovery Channel Latin  
America

2008. BDA LATIN AMERICA  
Prize: GOLD  
Category: Online Advertising Design  
Project: Totuma's X Mas Card  
Client: Totuma Communications  
Submitted by: Totuma

2008. BDA LATIN AMERICA  
Prize: SILVER  
Category: Stationery  
Project: Totuma's Stationery  
Client: Totuma Communications  
Submitted by: Totuma

2008. BDA INTERNATIONAL  
Prize: GOLD  
Category: Best e-card  
Project: Totuma's Holliday Card Client:  
Totuma Communications Submitted  
by: Totuma

2007. PROMAX/BDA LATIN AMERICA  
Prize: GOLD  
Category: On-Air Identity Campaign  
(Out-of-House)  
Project: Blue ID's  
Client: DiscoveryChannel Latin  
America  
Submitted by: Discovery Latin America

2007. BDA INTERNATIONAL  
Prize: BRONZE  
Category: Special Event Program  
Promotion  
Project: Woman's Day  
Client: Discovery Home & Health  
Submitted by: Discovery Latin America

2007. PROMAX / BDA WORLD GOLD  
Prize: SILVER  
Category: Holiday Image Campaign  
Project: World Cup  
Client: Discovery Home & Health  
Submitted by: Discovery Latin America

2006. BDA LATIN AMERICA  
Prize: GOLD  
Category: Special Event Promo  
Project: Woman's Day  
Client: Discovery Home & Health  
Submitted by: Discovery Latin America

2006. BDA LATIN AMERICA  
Prize: SILVER  
Category: Promotional Animation  
Project: World Cup  
Client: Discovery Home & Health  
Submitted by: Discovery Latin America

2006. BDA WORLD GOLD  
Prize: GOLD  
Category: e-newsletter/e-mail  
Campaign  
Project: Coal Xmas Campaign  
(print+web)  
Client: Totuma Communications +  
Design  
Submitted by: Totuma

2006. BDA WORLD GOLD  
Prize: GOLD  
Category: e-card, e-greeting or e-vite  
Project: Coal Xmas (web)  
Client: Totuma Communications +  
Design  
Submitted by: Totuma

2008. BDA LATIN AMERICA  
Prize: BRONZE  
Category: Best Work Never Seen  
Project: Ovo's Euclide  
Client: Totuma Communications  
Submitted by: Totuma

2008. BDA LATIN AMERICA  
Prize: BRONZE  
Category: On-Air Identity Campaign  
(Single)  
Project: HBO 2008 ID's  
Client: Totuma Communications

2006. ANDA  
Prize: BRONZE  
Category: Best Special Effects  
Project: Club CANTV  
Client: CANTV  
Submitted by: ARS Publicidad

2006. BDA LATIN AMERICA  
Prize: BRONZE  
Category: Special Event Promo  
Project: Nickaton  
Client: Nickelodeon  
Submitted by: Nickelodeon

2005. NEW YORK FESTIVALS  
Prize: INTERNATIONAL TELEVISION  
AWARD  
Category: Animation  
(Computer)  
Promo spot  
Project: "Diez años en el aire"  
Client: SONY Entertainment Television  
Submitted by: SONY Entertainment  
Television

2005. BDA LATIN AMERICA  
Prize: GOLD  
Category: Promo Not Using Program  
Footage  
Project: "La Hora Británica"  
Client: People & Arts  
Submitted by: Discovery Latin America

2005. BDA WORLD GOLD  
Prize: SILVER  
Category: Art direction & Design  
Project: Calabaza's Campaign  
Client: Sony Entertainment Television  
Submitted by: Sony  
Entertainment Television

2005. BDA WORLD GOLD  
Prize: SILVER  
Category: Art direction & Design  
Project: BUM - Spot  
Client: Sony Entertainment Television  
Submitted by: Sony  
Entertainment Television

2005. BDA WORLD GOLD  
Prize: BRONZE  
Category: Art direction & Design  
Project: BUM - Launch Campaign  
Client: Sony Entertainment Television  
Submitted by: Sony  
Entertainment Television

2004. NEW YORK FESTIVALS  
Prize: FINALIST CERTIFICATE  
Category: N/A  
Project: Intrigues - BUM  
Client: Sony Entertainment Television  
Submitted by: Sony Entertainment  
Television

2004. BDA LATIN AMERICA  
Prize: GOLD  
Category: Animation  
Project: Spot "Miercoles de BUM"  
Client: Sony Entertainment Television  
Submitted by: Sony  
Entertainment Television

2004. BDA LATIN AMERICA  
Prize: GOLD  
Category: On Air Packaging (Out of  
House)  
Project: Estilo SONY  
Client: Sony Entertainment Television  
Submitted by: Sony Entertainment  
Television

2004. BDA INTERNATIONAL  
Prize: SILVER  
Category: Sales & Marketing  
Presentation  
Project: Sony Classic Entertainment  
Launch  
Client: Sony Entertainment Television  
Submitted by: Sony Entertainment  
Television

2003. BDA EUROPE  
Prize: FINALIST CERTIFICATE  
Category: Best On-Air Ident (Out of  
House)  
Project: Autumn Id's - Canal 9  
Client: Canal Nou - Valencia, Spain  
Submitted by: Totuma

## AWARDS

2003. BDA INTERNATIONAL  
Prize: PLATINUM  
Category: Typography Project: HBO  
Jingle  
Client: HBO Latin America  
Submitted by: Totuma

2003. BDA INTERNATIONAL  
Prize: PLATINUM  
Category: Non News, Out of House  
Image Promo over 30 -  
up to 90.  
Project: HBO Jingle  
Client: HBO Latin America  
Submitted by: Totuma

2002. INTE AWARD  
Prize: GOLD  
Category: ID Project: HBO Jingle  
Client: HBO Latin America  
Submitted by: Totuma

2002. BDA LATIN AMERICA  
Prize: GOLD  
Category: Use of Typography Project:  
HBO Jingle  
Client: HBO Latin America  
Submitted by: Totuma

2002. BDA LATIN AMERICA  
Prize: GOLD  
Category: Image Promo (Out of  
House)  
Project: HBO Jingle  
Client: HBO Latin America  
Submitted by: Totuma

2002. PROMAX LATIN AMERICA  
Prize: GOLD  
Category: Image Television Promo  
(Out of House)  
Project: HBO Jingle Client: HBO Latin  
America  
Submitted by: Totuma

2002. BDA LATIN AMERICA  
Prize: JUDGES CHOICE AWARD  
Category: Best of show Project: HBO  
Jingle  
Client: HBO Latin America  
Submitted by: Totuma

2002. BDA LATIN AMERICA  
Prize: SILVER  
Category: Use of Typography  
Project: "E de Elefante"  
Client: Discovery Kids Latin America  
Submitted by: Totuma

2002. BDA LATIN AMERICA  
Prize: GOLD  
Category: Reel  
Project: Totuma's reel  
Client: Totuma Comunicaciones +  
Diseño  
Submitted by: Totuma

2001. PROMAX LATIN AMERICA  
Prize: GOLD  
Category: Contest "Lucha de Titanes"  
Project: FSC / WWF  
Client: Promax Latin America  
Submitted by: Totuma

2001. BDA LATIN AMERICA  
Prize: GOLD  
Category: Stationary  
Project: Stationary Totuma  
Client: Totuma Comunicaciones +  
Diseño  
Submitted by: Totuma

2001. BDA INTERNATIONAL  
Prize: BRONZE  
Category: Out of House Menu  
Project: Discovery Travel & Adventure  
Launch  
Client: Discovery Latin America  
Submitted by: Totuma

2001. NEW YORK FILM FESTIVALS  
Prize: FINALIST CERTIFICATE  
Category: Station / Network ID  
Project: HBO Plus Launch  
Client: HBO Latin America  
Submitted by: HBO Latin America

2001. BDA INTERNATIONAL  
Prize: BRONZE  
Category: Millennium Y2K Promo  
Category  
Project: Y2K ID  
Client: DiscoveryChannel Latin  
America  
Submitted by: Totuma

1999. PROMAX INTERNATIONAL  
Prize: FINALIST  
Category: Holiday Seasonal Promotion  
Project: Christmas ID's  
Client: DiscoveryChannel Latin  
America  
Submitted by: Discovery Latin America

1999. BDA INTERNATIONAL  
Prize: SILVER  
Category: Best Original Logo Design  
Project: Discovery 5th Anniversary  
Client: DiscoveryChannel Latin  
America  
Submitted by: Discovery Latin America

1999. BDA Europe  
Prize: SILVER  
Category: Best Original Logo Design  
Project: Discovery 5to Aniversario  
Client: Discovery Networks Latin  
America  
Submitted by Discovery Networks  
Latin Ameica

1998. BDA INTERNATIONAL  
Prize: Bronze  
Category: Total Package Design  
Project: Sitges 97  
Client: HBO Ole Producciones  
Submitted by HBO Olé Producciones

1998. NEW YORK FESTIVALS  
Prize: FINALIST  
Category: Total Package Design  
Project: Sitges 97  
Client: HBO Ole Producciones  
Submitted by HBO Olé Producciones

1998. BDA INTERNATIONAL  
Prize: Silver  
Category: Total Package Design  
Project: Viva La Experiencia Client:  
HBO Ole Producciones  
Submitted by HBO Olé Producciones

1998. BDA  
Prize: Silver  
Category: Brand Campaign  
Project: Viva La Experiencia  
Client: HBO Ole Producciones  
Submitted by HBO Olé Producciones

1998. BDA  
Prize: Bronze  
Category: Total Package Design  
Project: Sitges 97  
Client: HBO Ole Producciones  
Submitted by HBO Olé Producciones

1998. NEW YORK FESTIVALS  
Prize: FINALIST  
Category: Total Package Design  
Project: Sitges 97  
Client: HBO Ole Producciones  
Submitted by HBO Olé Producciones

1998. BDA  
Prize: Silver  
Category: Total Package Design  
Project: Viva La Experiencia Client:  
HBO Ole Producciones  
Submitted by HBO Olé Producciones

1998. BDA  
Prize: Silver  
Category: Brand Campaign Project:  
Viva La Experiencia Client: HBO Ole  
Producciones  
Submitted by HBO Olé Producciones

1999. BDA Europe  
Prize: Nominee Category: Campaign  
Project: Christmas Campaign  
Client: Discovery Networks Latin  
America

1995. BDA INTERNATIONAL  
Prize: SILVER  
Category: International Promo In  
House ov 10 sec.  
Project: Cinemax ID navidad Client:  
Cinemax  
Submitted by: Cinemax Latin America

1995. BDA INTERNATIONAL  
Prize: Bronze  
Category: International Promo In  
House ov 10 sec.  
Project: Jimmy Jendrix Promo Client:  
Cinemax  
Submitted by: Cinemax Latin America

## AWARDS

1995. NEW YORK FESTIVALS

Prize: GOLD

Category: International Best Special Effects.

Project: Jeep Cherokee Client: Post House Submitted by: Post House

1993. NEW YORK FESTIVALS

Prize: SILVER

Category: International Computer Graphics

Project: Dimensión Intro Client: Maraven

Submitted by: Canal Uno Producciones

1995. NEW YORK FESTIVALS

Prize: Nominee

Category: Broadcast ID

Project: Esta Noche Siga Con HBO Olé Client: HBO Olé

Submitted by: Post House / HBO Olé

1993. NCGA

Prize: Nominee Category: Broadcast Presentation

Project:

Dimensión Intro Client: Maraven

Submitted by: Canal Uno Producciones

1993. ANDA

Prize: ORO

Category: Mejores Efectos y Animación

Project: Dimensión Intro Client:

Maraven

Submitted by: Canal Uno Producciones

1993. NEW YORK FESTIVALS

Prize: GOLD

Category: International Institutional Promotion

Project: Dimensión Intro Client:

Maraven

Submitted by: Canal Uno Producciones

1991. Promoción y Distribución

Prize: Gold

Category: Best News Open

Project: Noticiero NCN Client: NCN

Submitted by: Canal Uno Producciones

1990. Promoción y Distribución

Prize: Gold

Category: Best Hispanic ID Project: La Television RCTV Client: RCTV

Submitted by: Canal Uno Producciones

## OTHER ACTIVITIES

Revista Clips (87 -90): Fundador, Ilustrador y miembro de Clips, Revista de Cómics Venezolana.

-BDA Latin America 99: Conferencista y Panelista: "Pasión y Caos. Diseño Gráfico para Televisión en Latinoamérica".

-BDA Latin America 2000: Premios BDA Ju rado.

-Papel de Trabajo 2000: " Guía Técnica : Cómo se mueven las Imagenes - Introducción al Vídeo como Soporte " Escrito para estudiantes en el 10o Semestre de Diseño (DGR5) en el instituto ProDiseño de Caracas.

-BDA Latin America 2001: Panelista: Proyecto Sangre Latina.

-Behind the Scenes, Caracas 2003: Conferencista Invitado, juto con un destacado pañel de diseñadores nacionales e internacionales, como David Carson. Conferencia: "Diseño en Cayapa de Totuma".

<http://gavedi-iddar.blogspot.in/2008/08/notas-histicas-visita-de-david-carson.html>

-Entrevista 2003: "¿Porqué hacerlo fácil si puedes hacerlo mas difícil?" (Why go the easy way, when you can do it the hard way?) . Por Jacinto Salcedo, Magazine Objetual.

<http://www.objetual.com/graf/articulos/jacinto/totuma/totuma.htm>

-Universidad del Zulia, Dic. 2003: Conferencista Invitado : Exposición de Motion Graphics para la facultad de Diseño Gráfico como parte del 2o COngreso de Diseño y Sociedad.

-BDA Promax International 2005: Ju rado.

-BDA Promax Latinoamérica 2006: Ju rado.

-Cuarto Seminario Seis Visionarios de Comunicación, Sept 2006 : Conferencista: "Lo que Ves es lo que Es: Inspiración y transpiración para lograr la comunicación".

-5to COngreso Internacional de Diseño Gráfico COIDIGRA en Merida, Venezuela Nov 2006: Conferencista.

-Escuela de Diseño de Altos de Chavón, Dominican Republic, Marzo 2009: Motion Graphics Workshop y Masterclass.

-Escuela de Diseño de Altos de Chavón, Dominican Republic, March 2010: Motion Graphics Workshop y Masterclass.

-Workshop Nov. 2010 : Intro al Motion Graphics, La Nasa, Isla Margarita.