

hello, I'm Miguel.

MIGUEL PARAS
ART DIRECTOR

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Singapore, East Coast

I'm an Art Director with over a decade of solving creative problems for a living. I've worked across advertising, campaigns, branding, and content, for agencies and brands across South-east Asia and beyond. I care about finding the real idea inside a brief, then making it look like it means something. The tools (design, motion, video, AI) are all there when they need to be. The thinking always comes first.

Experience

Freelancer - Art Direction & More

2023 - present

Worked with agencies and clients across Singapore, the Philippines, Thailand, the UK, and beyond. From big ideas to final execution, across branding, advertising, and content.

DKSH - Creative Consultant

Brought in to develop big ideas and key visuals across brands, working from insight and strategy through to copy and art direction. A full creative loop, from thinking to making.

More Than Equal London - Freelance Graphic Designer

Designed brand assets across multiple touchpoints—including social media, digital headers, and race suit graphics—for a global nonprofit supporting women in motorsport.

MullenLowe Singapore - Freelance Art Director

Provided art direction support for Sunlight (regional) and National Museum Singapore. Served as lead art director for MSF, creating campaign visuals and social content tailored to the Singaporean market. Also supported creative work across various other clients, contributing to pitches, social campaigns, and design development as needed.

Chamni's Eye Thailand - Creative Consultant

Partnered with Chamni's Eye, an AI-driven creative production studio, to lead ideation and creative direction for Downy campaigns targeting the Filipino market. Provided strategic guidance on both visuals and copy, and presented creative concepts directly to the client to ensure alignment and cultural relevance.

Mindfuse PH - Freelance Creative Director

Acted as creative director for two major pitch wins: PTT and Café Amazon. Led the creative team from concept to rollout, shaping the visual approach and campaign narratives.

Propel Manila - Freelance Associate Creative Director

Oversaw creative work for Jollibee and Move It, leading teams through concepting and production. Work for Move It's "4,827-Character Caption Promo Hunt" won Silver at the Kidlat Awards.

Ace Saatchi & Saatchi PH - Freelance Senior Art Director

Regularly brought in as the lead creative for new business pitches. Known for quick, clear thinking and strong design instincts that help turn strategic ideas into compelling visual narratives under tight timelines.

Ace Saatchi & Saatchi (PH)

Senior Art Director

2021 - 2023

One of the Philippines' most awarded creative agencies. Part of Publicis Groupe.

Led the team as acting associate creative director in creating integrated campaigns for multiple brands and handled the agency's biggest account, TNT PH (Telco Company). Created memorable campaigns that brought both laughs and revenue, including TNT's That's a TikTok Campaign and TNT's There's an App for that campaign.

Consistently won new accounts for the agency, namely Krispy Kreme, Silka Papaya Soap, Philip Morris Tobacco Fortune Company, and TGP (The Generics Pharmacy, the Philippines' largest generics drugstore chain), through the respective campaigns 'Spot Happy,' 'That's a Sign,' 'Kita ko 'yan ha' (I see you!), and 'Kaibigan sa Kalusugan.'

Propel Manila (PH)

Senior Art Director

2017 - 2021

An independent creative digital house composed of over 50 employees who create ideas that matter in the world. Brand partners include Uniqlo, Starbucks, UnionBank, Grab, Jollibee, AXA, SM, Kiehl's, Clover Chips, Marby, MECO, Strokes, Ayala Malls, among others.

Boosted Philippine tourism by developing creative work for MECO's Fun Any Day Campaign. Thanks to the campaign, arrivals from Taiwan increased up to 53% from 2018, and Taiwan went from one of the top 10 visitors of the Philippines in 2018 to one of the Top 5 visitors of the Philippines in 2019.

Won the pitch for the Philippines' biggest fast-food brand, Jollibee, through the campaign "Champ's Biggest Fans", and was instrumental in the growth of the agency—creating work for the brand's other products and companies, like Chowking.

Successfully re-launched Jollibee's Champ product with "Champ's Biggest Fans"—a campaign that broke records for brand engagement benchmarks with increased viewability rate of 841% and view-through rate of 562%. The product sales overachieved daily targets by 150%. The campaign was shortlisted at the Tangrams Strategy & Effectiveness Awards at Spikes Asia 2021 in two categories: Social Effectiveness and Integrated Digital Campaign.

Spearheaded the creation and orchestration of digital activations such as Jollibee's #IDontSayThisEveryDayBut that garnered over 720,000 total engagements with a 12.18% Actual Engagement Rate, significantly exceeding the Industry Average Engagement Rate of 2.5%, and touching over 37 million hearts. The campaign was shortlisted in the 2022 Tambuli Awards in 2 categories.

Developed creative work that promoted positive change with the "Love is All We Need" campaign that won under Creative Effectiveness in the Kidlat Awards 2019, and was a finalist in the New York Festival under Ideas with Positive World Impact.

Harrison Communications (PH)

Art Director

2014 - 2017

A McCann Worldgroup subsidiary focused on ATL, BTL, and shopper marketing. Brand partners included Metrobank, Coca-Cola, Unilab, Subway, Petron, and Volkswagen Philippines, among others.

Helped expand the business by winning Rebisco Crackers and consequently gained projects for other Rebisco products.

Opened the agency to digital opportunities by spearheading digital and social campaign creation.

Led creation of campaigns—including digital, social, and on-ground materials—for Unilab's Neozep brand (a leading cold medicine in the Philippines), Rebisco, and Metrobank, at a time when digital was only starting to gain traction.

Stabilized Metrobank's position as top 3 in the market by capturing the young millennial audience with the "What's New with Metrobank" campaign. Opened the brand to digital and social by recommending ways on how to cascade the campaign.

McCann Worldgroup-Momentum (PH)

Art Director

2013 - 2014

The activations and shopper marketing arm of McCann. This role focused on creating engaging, on-ground brand experiences across retail and public spaces.

Developed nationwide shopper marketing materials for Coca-Cola Philippines, Winston (JTI), and Nestlé, ensuring brand consistency across multiple touchpoints.


Conceptualised and designed augmented reality holiday activations for Bonifacio High Street, blending tech and storytelling to create immersive brand moments.

Crafted fun, disruptive visual materials for Ayala Corporation's "Art BGC", showcasing originality in campaign design and public space branding.

Education

Bachelor of Arts in Multimedia Arts

De La Salle - College of Saint Benilde (Manila PH)

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let's talk