

LEONA
SMYTH

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LEONA

I am an art director with a passion for combining rich storytelling and compelling visual. I believe in brilliant strategy to make incredible creative. I have a background in fine art and photography. D&AD New Blood Graphite Pencil Winner and LEGO fan extraordinaire.

leona
smyth

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WORK EXPERIENCE**ART DIRECTION INTERN**

TBWA\Dublin | August 2020 – Present

Hands on internship working on a range of accounts.

HKX PLATFORMER | PITCH DAY

Havas London | August 2019

One-day pitch event competition for emerging advertisers.

PROGRAMMES ASSISTANT

QEPrize | June 2017 – July 2018

- Social media content and website management.
- Communications assistant for the global QEPrize ambassador programme.
- Designing fun and creative programmes for schools across the UK.

PRODUCTION & JURY ASSISTANT

D&AD | February 2017 – May 2017

- Responsible for Radio&Audio and Music Video entries to the D&AD Professional Awards 2017.
- Cataloguing and quality checking entries.
- First point of contact for customers and judges.
- Assistant to judges during the Professional Awards.
- Production assistant for the Professional Awards exhibition and awards ceremony.

EDUCATION**TECHNOLOGICAL UNIVERSITY DUBLIN**

MSc in Creative Advertising | 2019–2020

Intense and practical one year masters that develops strong creative from an appreciation and strong understanding of research methodologies and strategic thinking.

LIMERICK SCHOOL OF ART AND DESIGN

BA (HONS) Fine Art Photography, Film and Video
| 2012–2016

Training in photography and video equipment and software with a focus on conceptual thinking, critical evaluation and experimental processes.



Barclays

The challenge at hand was to design a new service or tool that made the management of money easier, targeting those consumers whose mental health may be impacted by their financial wellbeing, while being sensitive to the fact that Barclays is not a medical institution.

Money and mental health are intricately and inescapably linked. Therefore a tool to allow banking seem less daunting, stress-inducing, and worrisome, was a main priority.

[an] Account For Your Wellbeing: The Barclays Wellbeing Account is a new, specialised account type that allows customers to temporarily suspend any and all financial obligations that may be currently active within the bank.

The Barclays Wellbeing Account initiative is supported by two complementary services - the *Barclays Wellbeing App - Terrarium* and a weekly *Barclays Drop In Clinic*.



The Wellbeing App

Barclays Wellbeing App functions as a separate tool away from the generic Barclays App, specifically designed for Wellbeing Account holders. In addition to having standard access to users' Barclays account(s), the app features several human-centric resources to assist users through the process of financial-mental rehabilitation.

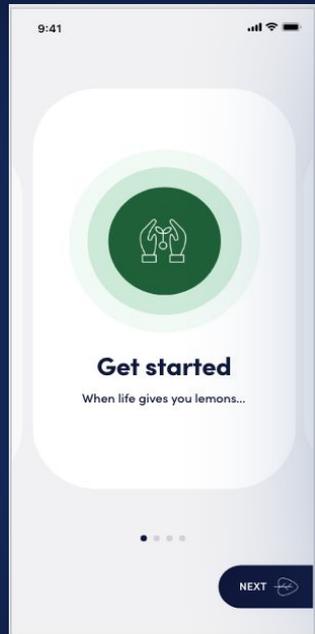
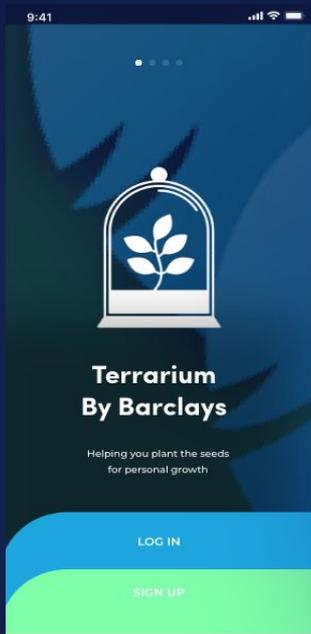


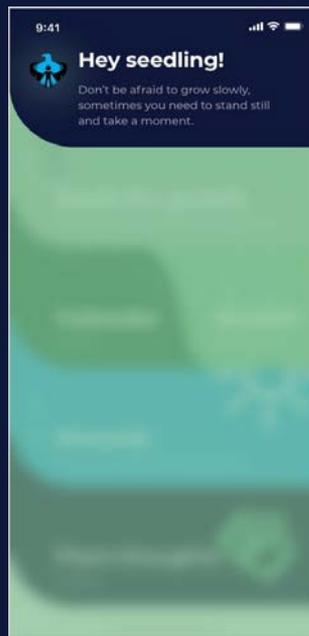
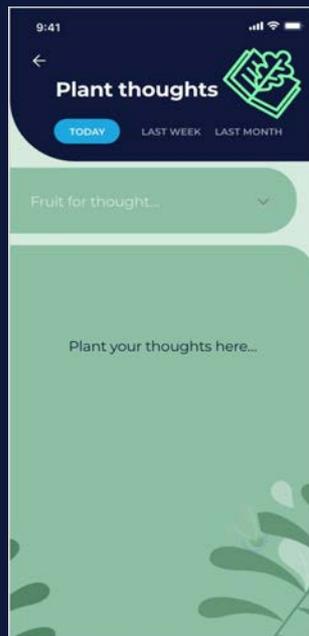
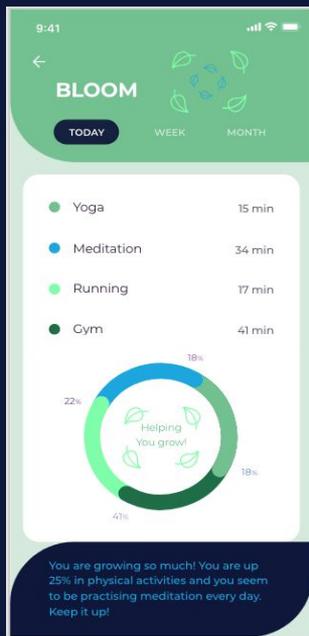
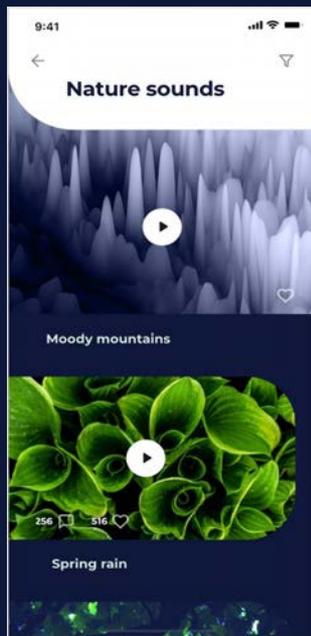
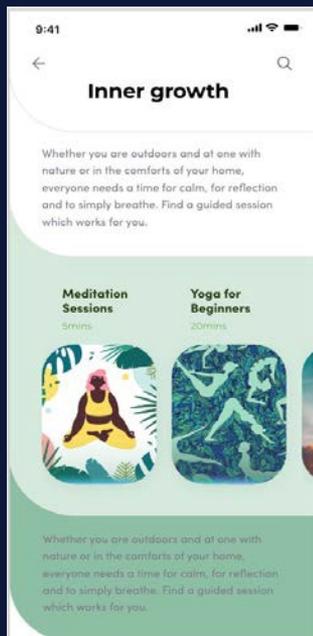
Terrarium by Barclays

Terrarium by Barclays is a human-centric banking app which puts consumer's mental health and wellbeing at the center of importance. With just the right tools, environment and directions, Barclays is here to help their customers grow.

(see video for more)







A miniature house with a dark roof and a chimney, situated in a lush, green forest setting. The house is surrounded by moss and small plants, creating a sense of a hidden, peaceful refuge. The overall scene is bathed in a soft, green light, emphasizing the natural and serene environment.

**Sometimes we find
ourselves in need
of a similar sort
of shelter,
seeking respite.**

IKEA

Looking at the architectural drawings and kooky characters found in the IKEA manuals I thought about the planning involved in what made a space into a place like a home. These interactive AR ads require the viewer to use their phone to "see inside" a home, view products and make the revelation. A playful approach to a practical everyday brand. The world can be a little more exciting even in its simplicity.

ExteriorMedia

IKEA

Mäke the revelation

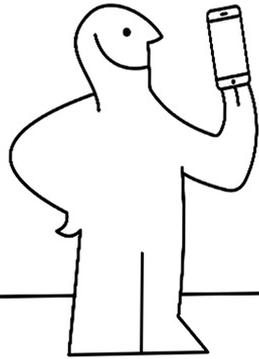
www.ikea.com

Reveal the space, use your phone





**Mäke the
revelation**



Use phone

www.ikea.com

IKEA®

Mäke the revelation

www.ikea.com

Reveal the space,
use your phone



IKEA®

Oversleeper?



Mäke the revelation
www.Ikea.com

IKEA®

Confused?



Mäke the revelation
www.Ikea.com

IKEA®

On trend?



Mäke the revelation
www.Ikea.com

...or, director at those that have already defined their government pension benefits around Grop's normal rules to Sept 7, the pension benefits will apply.

"This is also dependent upon the jurisdiction of Grop, and the jurisdiction where the policyholder is tax

...the pensions of those who have already retired from those professions and transfers would mean the government coming up with the cash.

"The lesson from this episode should be that the UK is highly fluid, just as the Australian groups showed, possibilities can and do change.

"Expats should not delay in exploring the options available to them. It is also more important than ever to retain specialist financial advice. It is not enough to assume that a particular course of action may or may not be possible or prudent.

Some people did manage to take advantage of the loophole to move their scheme before it was closed. Once their transfer is complete they will need to consider what to do with their pension next.

James McLeod, head of pensions at AES International, said: "Those people lucky enough to have squeezed through HMRC's ultimate cut off point on September 7 will now have almost complete control over their pensions, for the first time.

"The list of investments permitted under the Rops (the new name for Grop's legislation) is very similar to that offered under the UK's Sipp rules and so is very wide indeed.

"Investors will be able to build an investment portfolio which should allow them to continue to grow their capital, while also taking an income - although this of course depends very much on the size of the pot to begin with. The major

different but connected documents, and having to pull them all together to understand the overall position, is difficult for anybody to do."

Thanks to the increasingly complicated nature of UK pension transfers overseas, this is certainly not something that you should undertake without first seeking some advice on the subject from an expert.

EXPATS: a retiree in the UK can look for a range of products through Retirement Research, a specialist selling retirement products in the UK for 30 years sold 1,800.

Managing director Freeth said that Retirement Research sells properties for a variety of developers and also independent estate agents. He says that as well as looking to relocate to the UK, expats buy retire-

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IKEA

Confused?
Mula

Scan page

Make the revelation
www.ikea.com

IKEA

Confused?
MULA €10

Make the revelation
www.ikea.com

...director for those that have already moved their pension to a Grop prior to Sept 7, the normal rules around Grops and how you can take the pension benefits will apply.

"This is also dependent upon the jurisdiction of Grop, and the jurisdiction where the policyholder is tax

IKEA

On trend?



Scan page

Make the revelation
www.ikea.com

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"Investors will be able to build an investment portfolio which should allow them to continue to grow their capital, while also taking an income – although this of course depends very much on the size of the pot to begin with. The major

...did you need to get an offshore advisory firm? Changes to qualification mean that some specialist QOP advisers, either the UK or involved, such as Mercer, may need to be deleted. He added: "An expert may have the expertise of a local personal tax adviser in the jurisdiction in scenario, this would mean potentially five different firms or advisers involved providing advice and charging fees for that advice on a pension scheme which may only be worth just in excess of £30,000."

"On a positive note, it is already common to see contractual arrangements in place between UK financial advisers and Grop specialists.

"The same kind of firms will simply extend their relationships to include the other required parties.

"From the client's perspective, this is unlikely to be favourable. An unwieldy arrangement anyway, it is always easier to take on board and understand advice where it runs concurrently from one point to another.

"Receiving four or five different but connected documents, and having to pull them all together to understand the overall position, is difficult for anybody to do."

Thanks to the increasingly complicated nature of UK pension transfers overseas, this is certainly not something that you should undertake without first seeking some advice on the subject from an expert.



Friends of the Earth

Ocean plastic pollution, an awareness campaign.

A vision of the future where our currently threatened ocean life has become extinct and all that is left of these creatures are their impressions in the form of plastic toys, a slightly surreal but potential reality.

Exhibition

SEABIRDS / THE ALBATROSS

In 2050,
99% of seabirds are
tainted by plastic.
Let this not be
our legacy.



Exhibition

LEATHERBACK TURTLES

In 2033,
these animals are extinct...
All that is left is
plastic in our ocean.



Exhibition

NORTH ATLANTIC RIGHT WHALES

In 2043,
these animals are extinct...
All that is left is
plastic in our ocean.



Desperados

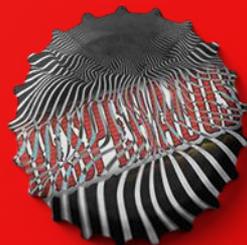
The challenge was to build an experience and campaign for Gen Z's that reflects the ultimate party personality of Desperados.

During the COVID-19 pandemic, the party spirit has been dwindling but we want Desperados to bring a taste of the party to your home, to rekindle the fun and to listen to great music.

We want to connect people no matter where they are. Hence, I have come up with a party which best reflects Desperados: Best of Both Worlds festival. Step from the physical into the virtual world at this one-off online festival that allows people to join through VR cardboard and enjoy the party atmosphere, in the safety of their own home.

Desperados as a drink and as a brand embodies cutting edge party atmosphere which deserves a cutting edge experience, it truly is the best of both worlds and offers people a taste of *the good life*, anywhere (La Buena Vida).







0138



LA BEUNA VIDA

DESPERADOS

BEST OF BOTH
WORLDS FESTIVAL

IN CASE OF EMERGENCY
CALL 999
IF YOU ARE IN A BUILDING
CALL 999
IF YOU ARE IN A BUILDING
CALL 999
IF YOU ARE IN A BUILDING
CALL 999



FCM

VAL BEST



...OS
...RA
...RADOS
...SPERADOS
...OS
...A Beuna Vida

VUS

6138

DESPERADOS

LA BEUNA VIDA

**BEST OF BOTH
WORLDS FESTIVAL**



IN CASE OF EMERGENCY
CALL 999
IF YOU ARE IN A BUILDING
AND YOU HEAR A BELL RINGING
PLEASE LEAVE THE BUILDING
IMMEDIATELY
IF YOU ARE OUTSIDE
PLEASE GO TO THE OPEN
AREA

100%



**LA
BEUNA VIDA**



DISPARADOS

**BEST
OF BOTH
WORLDS
FESTIVAL**

**LA
BEUNA VIDA**



DESPERADOS

**BEST
OF BOTH
WORLDS
FESTIVAL**

NewsBrands Ireland

This project required us to expand upon NewsBrands Ireland's existing campaign Journalism Matters. The aim was to get Gen Z and Millennials into considering the cost of journalism and the importance of paid, independent journalism.

My approach to this brief was to look at specific journalists and how their work has effectively changed society. To *Imagine a world without journalism* was to imagine it without the positive implications of the likes of Ellen Coyne on Ireland, whose reporting has encouraged movements to change legislation.

My work provides a snippet into this concept campaign which that spotlights journalists who have positively changed our country and the world. It would include a portrait series of journalists, podcast series with discussions trying to imagine a world without journalism and an insight into the role of the journalist, as well as extending to OOH. With greater awareness of the role of an independent journalist a greater appreciation and understanding to what they contribute to society is enhanced.



Imagine
a world without
journalism





#JournalismMatters

Imagine a world without journalism.

Imagine

World

Without

journalism

Who would we trust
to fill in
the blanks?

Subscribe for trusted sources

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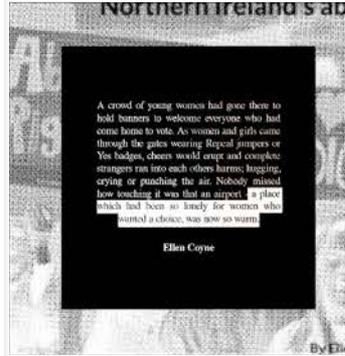
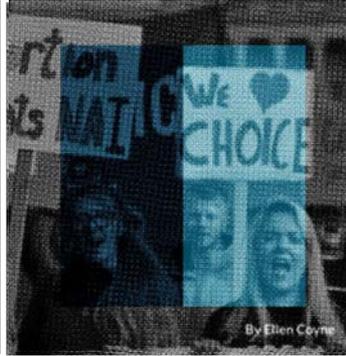
Who can we
trust to fill in the
blanks?

 **#JournalismMatters**

IN CASE OF EMERGENCY
CALL 999
FOR FIRE, POLICE OR AMBULANCE
FOR THE BRITISH RED CROSS
FOR THE ROYAL CANADIAN MOUNTED POLICE
FOR THE ROYAL CANADIAN MOUNTED POLICE
FOR THE ROYAL CANADIAN MOUNTED POLICE



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Fáilte Ireland

Covid-19 has denied us from experiencing our island, and therefore a part of ourselves has been lost. This campaign revolves around the idea of embracing our homeland and therefore reconnecting with parts of who we are, when we are free to travel again.

It is an act of encouragement, of reassurance. *Fáilte Arís* means Welcome, again. It is about experiencing Ireland with a renewed fondness, for connecting with the places and little things that define who we are, again. This campaign brings to life the profound connection we have with our country, we are literally part of it and it is part of us.

Again, we can enjoy the little things. Again, we can explore. Again, we can breathe. *Fáilte Arís*.

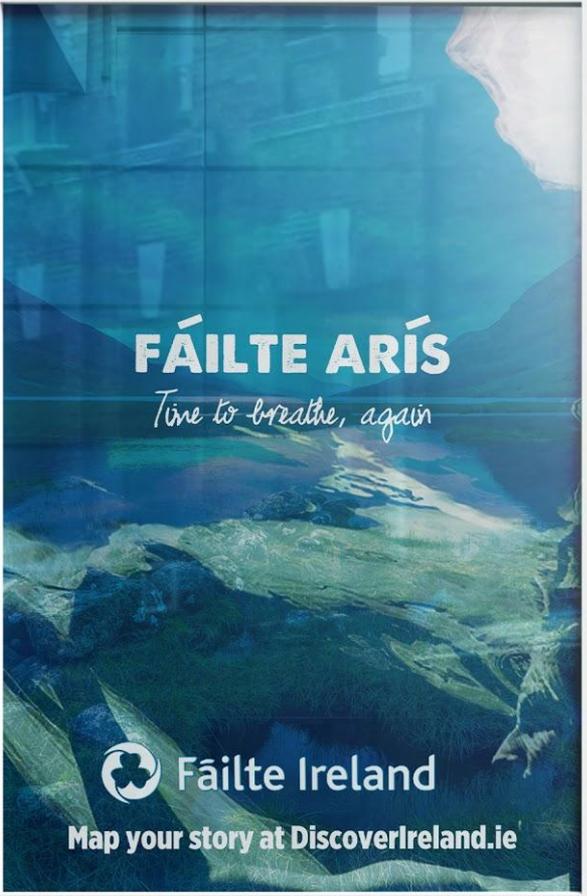
ExteriorMedia



FÁILTE ARÍS
Time to breathe, again

 Fáilte Ireland





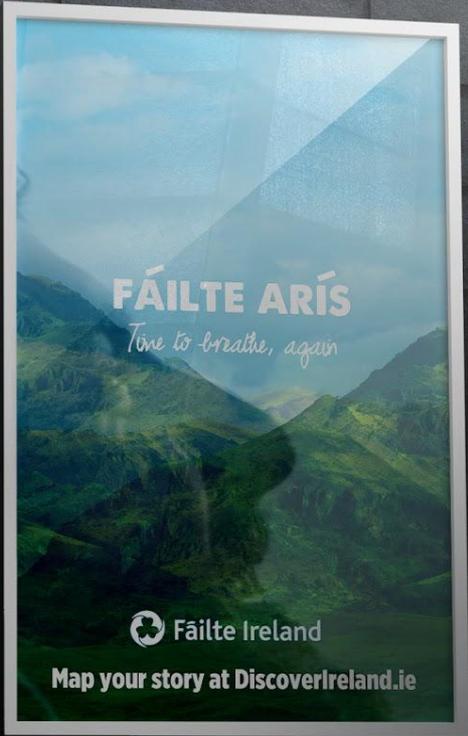
FÁILTE ARÍS

Time to breathe, again



Fáilte Ireland

Map your story at [DiscoverIreland.ie](https://www.discoverireland.ie)



FÁILTE ARÍS

Tóine to breathe, again



Fáilte Ireland

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FÁILTE ARÍS

Time to breathe, again

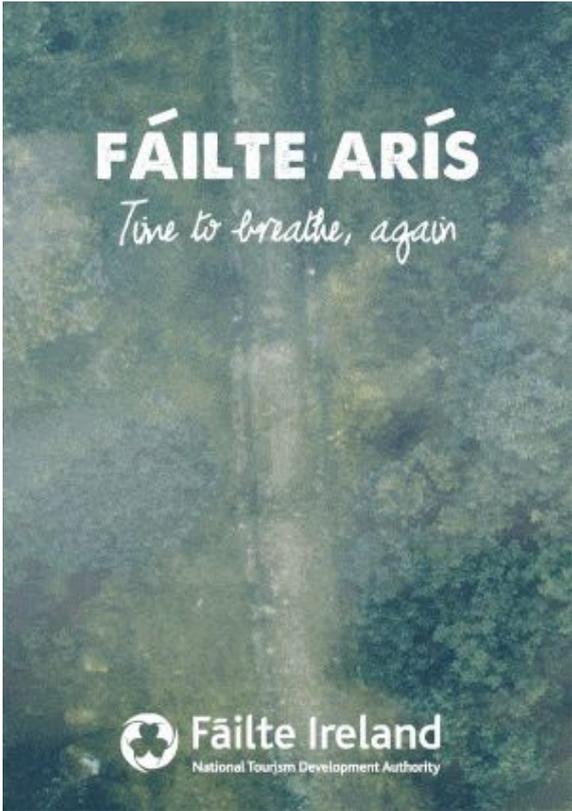
 Fáilte Ireland

FÁILTE ARÍS

Time to breathe, again



Fáilte Ireland
National Tourism Development Authority

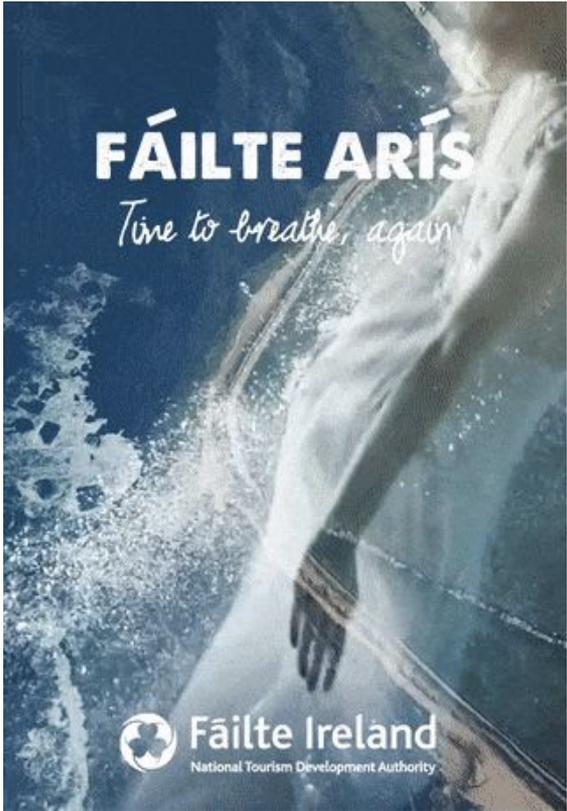


FÁILTE ARÍS

Time to breathe, again



Fáilte Ireland
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FÁILTE ARÍS

Time to breathe, again



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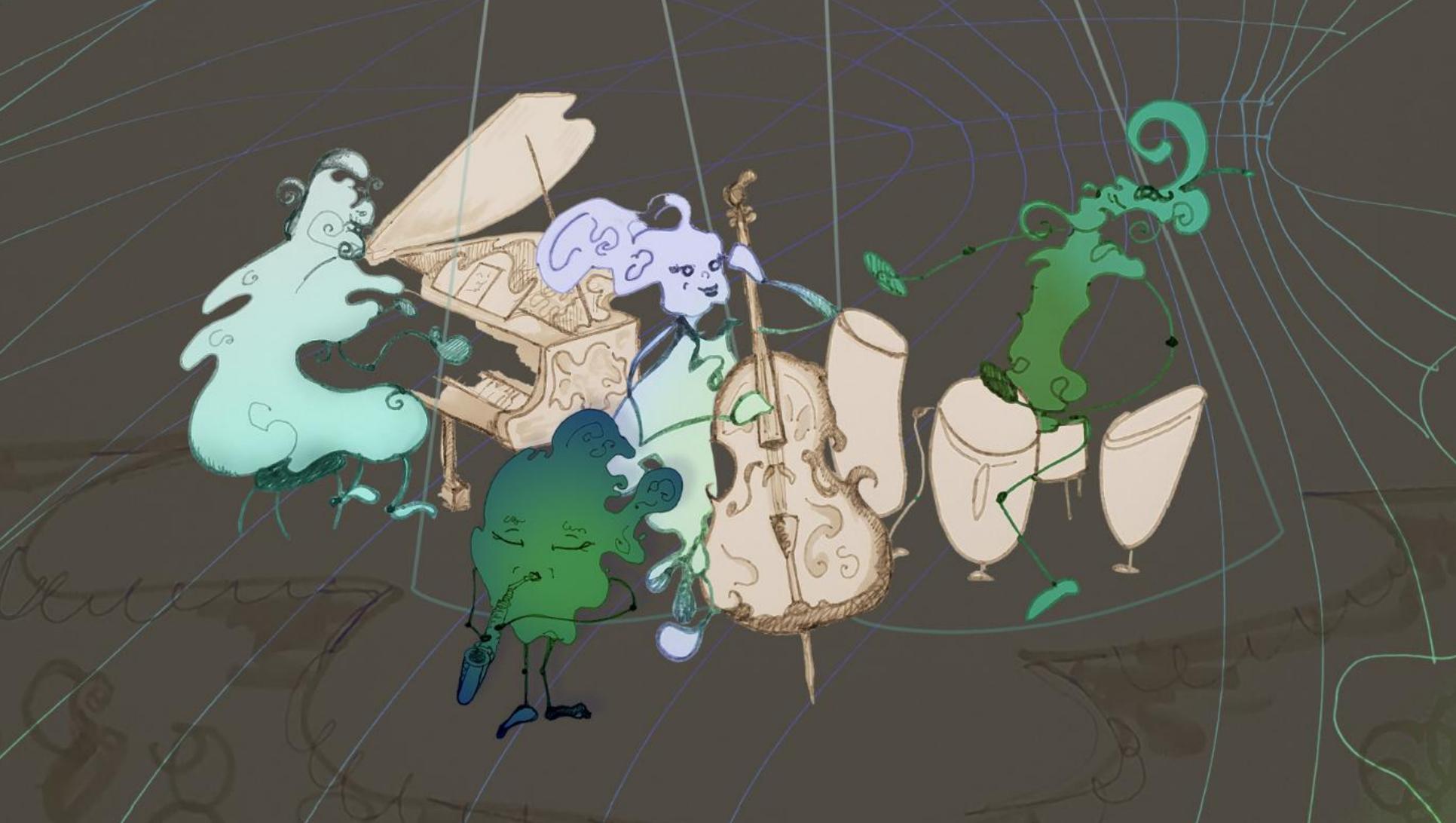


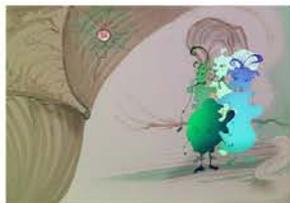


Specsavers

The challenge in this assignment was to create a TVC for Specsavers which was inventive and didn't use the line *Should have gone to Specsavers*. My take was to look at other Specsavers products rather than the usual glasses. I put hearing aids at the focus of this TVC. I came up with a set of kooky characters who personify the senses and told the story of a band, The Earonauts, who desire to listen to and play alongside music.

The line *Tune Your Senses* is a nod to musical language and audio for the TVC, but I also explored *Tune* differently in terms of its visual connotations within OOH iterations. These are made to be interactive executions, and use illusions as a basis for visual. Like fine tuning a guitar, or a tv, senses need to be fine tuned also.





Group is just lounging about, bored and a bit down. A light begins to flash and they look to it.



The eye-lady is sending the group a message, she has seen something which she wants to show them.



The groups stands by the speaker as it vibrates colourfully and emits sound, they listen to what they eye-lady has to say.



They disappear through a tunnel.



They travel to the eye station, they all stand around as they notice their Person is considering to attend a gig, they all cheer, press and encourage Him to make up his mind.



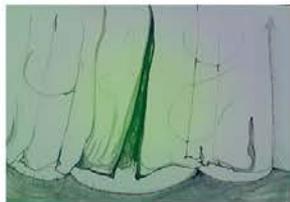
Through the eyes, the camera zooms in and zooms out again. From animation to real-world. It's a regular guy, he's been looking at a poster and he's heading in.



He sits by himself in a little jazz bar, he's contented, he sits back, adjusts something by his ear and closes his eyes.



The camera gently zooms all the way up to his ear, through visual waves of sound and in through the ear and into the world of the Earonauts.



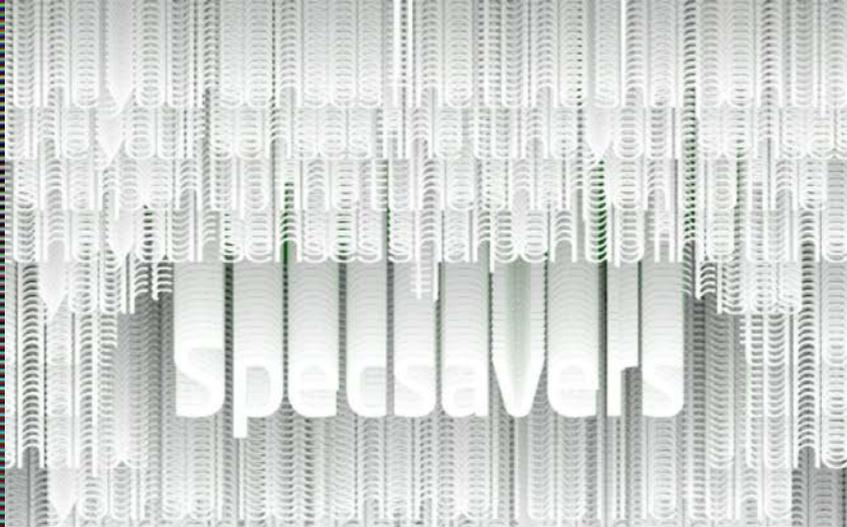
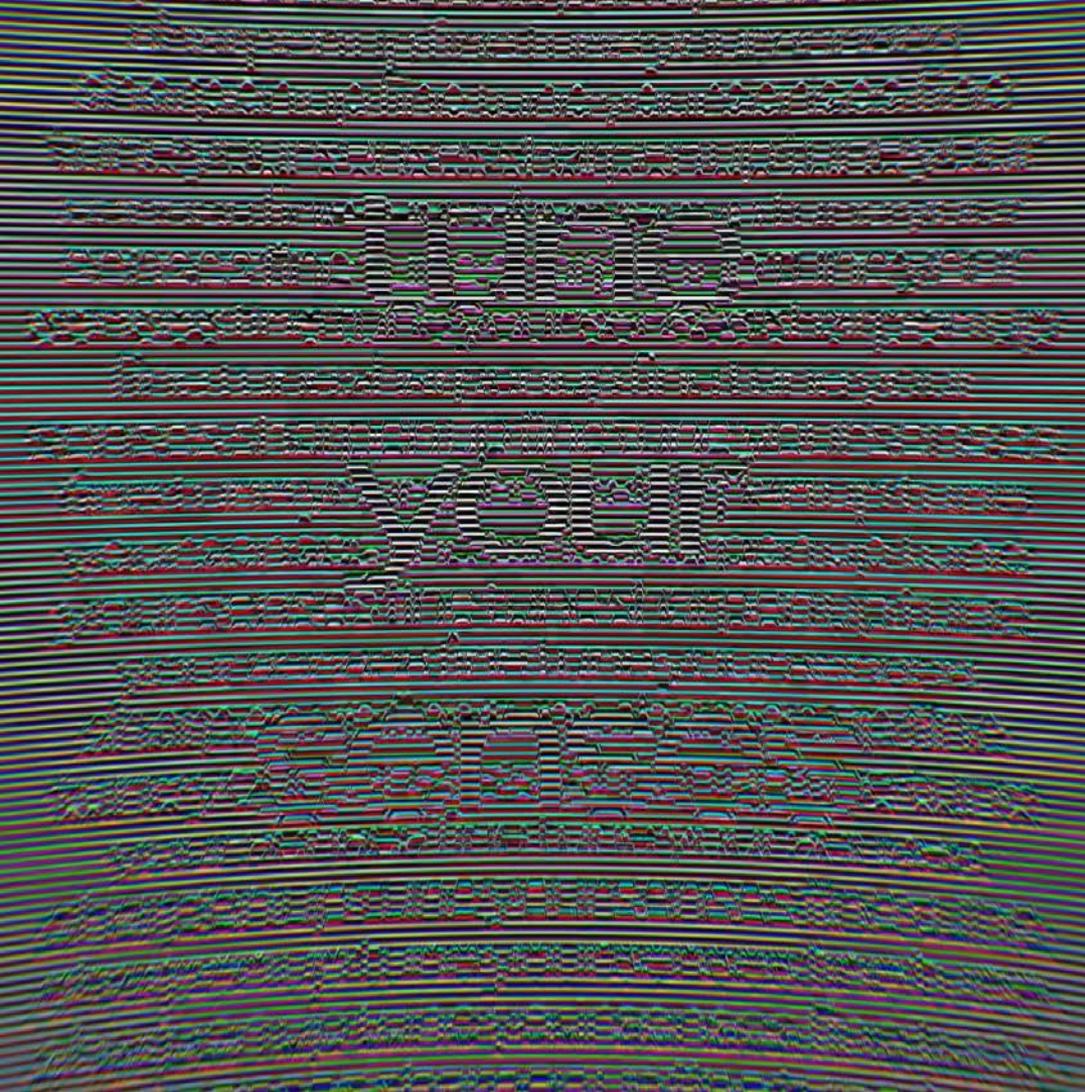
There is a stage and lights shine, There is a crowd of unusual characters/senses. They have all gathered together, The curtains draw open.



The Earonauts, instruments in hand, begin to play some music. Colours and lights move with the sound and everything becomes warmer.



Lights go down and pan across the stage. Logo appears. Lights shine through logo and "Tune your senses" shines down onto the ground.



Specsavers

A billboard advertisement for Specsavers. The background is a dense pattern of white contact lenses. The word "Specsavers" is written in large, bold, white, sans-serif capital letters across the center. The billboard is mounted on a dark metal frame with a glass top. The scene is set at night on a city street, with blurred light trails from passing vehicles and illuminated buildings in the background.

A billboard advertisement featuring a grid of vertical bars in various colors, including shades of blue, purple, and green. The billboard is mounted on a dark metal frame with a glass top. The scene is set at night on a city street, with blurred light trails from passing vehicles and illuminated buildings in the background.



The European Union

This project was produced in response to an international competition by Wieden and Kennedy Amsterdam to rebrand/reposition the EU. It was made in partnership with designer Ciaron Fitzpatrick and we placed in the final 13.

We are all proud and protective of our homes and culture. This possessiveness has developed into an “us and them”. Let us be proud of what makes us individual and different - definitely. But let us share what makes us unique because with more knowledge there is more understanding, respect and camaraderie. It means our collective cultures live on and thrive. In encouraging connection and conversation across the EU we hope that people become more understanding and open.

DISC OVER YOUR UNION

We have this rich and diverse community.

We are not confined to a marked plot.

We are not alone.

We are not forgotten.

We are free to discover what other EU citizens have to give.

We can share the hospitality of our own homes.

Let's talk. Let's connect.

Let us be truly a union.

We are individuals part of a greater whole.

We want to encourage conversation and learning across EU citizens and countries.

Knowledge opens doors to discovery.

We aim to offer a view of the EU to its citizens of a community which is diverse, open, fun and connected.

Discover Your Union

An app to encourages conversation and openness. It's a space to allow people to discover personal insights into another citizen's locality. A space to offer advice on the best traditional meal in Stockholm, or where to find an enthusiastic companion who will explore the oldest zoo in the world with you, or a friendly face who-knows-someone-who-knows-someone who can give kaba gaida lessons in the Rhodope Mountains.

This app offers the opportunity to discover other EU countries, cultures and people at your own leisure. It also allows you to be an ambassador for your home. It offers a space for you to be proud of your locality while discovering the homes of others. It is your union, it is their union, it is our union. We have the power to strengthen our community and celebrate what each country has to offer. That is the ultimate benefit and reward.





Incentive

There are rewards for people who are active participants in the app and each would receive points based on feedback/reviews. Feedback is known as a “heads-up”- were you happy with your interaction? Has the person you’ve been speaking to been a good ambassador? Not everyone will do a walking tour but we believe everyone has something to share. People like being acknowledged for doing well or being helpful (e.g. as passengers in an Uber we want to be rated for being pleasant), why not put a similar system in place but one which actually benefits people and society on a whole. These points could be exchanged for travel vouchers, further encouraging travel within the EU zone.

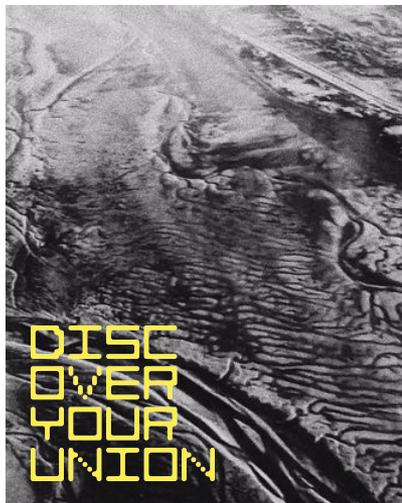


EUROPEAN
UNION

Limited edition EU football jerseys

Whether it's the UEFA League, the Olympics or the Tour de France, sporting events bring people together from across borders to watch their heroes perform. We have come up with designs which are unique to individual countries but reflective of the EU on a whole. These would be limited edition items celebrating the European Union and sporting camaraderie.

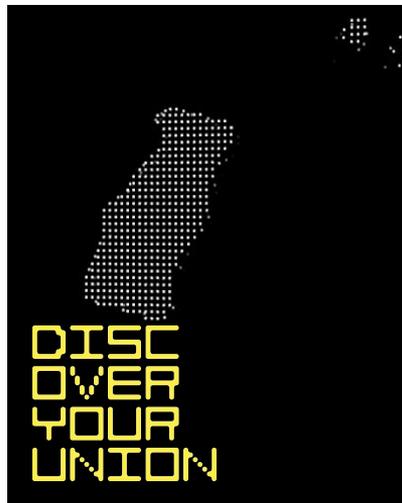




DISC
OVER
YOUR
UNION



CONNECT WITH
OTHER
EU CITIZENS



DISC
OVER
YOUR
UNION



CONNECT WITH
OTHER
EU CITIZENS



OLA
SINEAD,
WHERE
IS THE
BEST
BOXTY?



DISCOVER MORE
FROM OTHER EU
CITIZENS

Thank you