

# TYRONE USANA

Award-winning Executive Creative Director



NAME	<b>TYRONE USANA</b>
BIRTHDAY	October 18, 1988
RELATIONSHIP	Married
NATIONALITY	Filipino
CONTACT	+968 935 29 757
EMAIL	tyroneusana@yahoo.com
ADDRESS	Azaiba, Muscat, Oman

## FORTE

- Branding
- Art Direction
- Cinematography
- Marketing
- Advertising Design
- Photography
- Graphics Design
- Advertising Production
- TV Production
- Motion Graphics Design
- Textile Design
- Website Design
- Packaging Design
- Sculpture
- Basic 3D Design

## ABOUT

He is a passionate aficionado of the design industry, having more than 12 years experience on collective forms of media; working with big players in the market such as DDB-Bulgaria, Tribal Worldwide Bulgaria, Paragon International-Oman, McCann Worldgroup, Leo Burnett, JWT Manila & BBDO.

As part of an ongoing series highlighting young talent in the industry, he has been featured in Branding in Asia as one of the top young creatives under 30 years.

He had worked together with Philippines' two biggest broadcasting companies like ABCBN & GMA Network as Art Director for Film & Television. And worked with brands like: URC Kuwait, Audi, Al Mouj Muscat, Oman TV, Omanexpo, Muscat Hills, Quicksilver, InterContinental Hotel Muscat, Solara Air Bulgaria, Ernst & Young, Ominvest, ASAAS, Mazoon Magazine, Horizon Fitness, Port of Sohar, Finland Eye Center, Koutisse London, Falcon Petroleum, National Bank of Oman, Best Western Premiere Hotel, Oman Oil Company and Majid Al Futtaim, to name a few.

## EDUCATION

### University of Santo Tomas [Manila 2009]

College of Fine Arts & Design Major in Advertising Arts [GRADUATE]

## WHAT I DO



Ideas



Branding



Design



Videos



Illustrations



Photography



Websites

## ACHIEVEMENTS

**24** International Awards on Graphics Design and Product Design Categories

**01** Marketing Campaign of the Year for the work done for Al Mouj Muscat

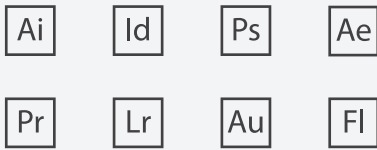
**07** Published on books in an International Level on Graphics Design

**01** Grand Winner for Photography Ziii-ro - Germany




**02** Awards for Web Design Muscat, Oman

**01** Featured on Behance for the work done for Zunairah

## SOFTWARES



## LINKS

-  [www.facebook.com/ty.usana](http://www.facebook.com/ty.usana)
-  [www.twitter.com/lamTyUsana](http://www.twitter.com/lamTyUsana)
-  [www.behance.net/tyroneusana](http://www.behance.net/tyroneusana)

To view my Portfolio,  
please visit

[www.tyroneusana.com](http://www.tyroneusana.com)

## SKILLS

- Excellent creative communication skills
- Highly creative, influential, analytical and can work under minimal supervision.
- Works well among groups.
- Disciplined, well-mannered and always on time.
- Talented professional creative director with good business instinct.

## WORK

Present

### DEPUTY MARKETING MANAGER (2 yrs. 7 mos)

**Dröob of Continent Trading (Enza Home / Turkish Market)**

Dröob of Continent Trading in the Sultanate of Oman is established in April 2018 with the partnership with Yataş Group Turkey to launch their flagship brands Enza Home and Yataş Bedding.

Enza Home currently have three showrooms in the Sultanate, and we are expanding soon to our neighboring GCC countries.

In 2023, we opened the biggest furniture market in Oman, Turkish Market. Housing Türkiye's most loved furnishing brands like Dogtaş, İstikbal, Mazzini, Divanev and our very own brands Luzaz Home and Luzaz Office.

2021

### CREATIVE ART DIRECTOR (1yr.)

**Tribal Worldwide / DDB Bulgaria**

Tribal Worldwide Sofia is an affiliated agency of Tribal Worldwide founded in 2013, as part of DDB Group in Bulgaria. It is ranked among the country's top creative agencies and has a proven track-record of experiments and firsts.

2013

### EXECUTIVE CREATIVE DIRECTOR (8yrs.)

**Paragon International LLC**

Paragon International is an independent, internationally recognized total brand management agency with offices in Oman, Kuwait, UAE, Hungary & Bulgaria.

2012

### ART DIRECTOR

**SJS Group Oman**

SJS Group is predominantly an Omani based corporate with its core activities listed under divisions such as advertising, publishing, e-solutions and events.

2011

### EXHIBITIONS DESIGNER

**Omanexpo LLC**

Omanexpo is the pioneer event management company in Oman and the leading organizer of major trade fairs, conferences, and consumer exhibitions.

2009

### PRODUCTION DESIGNER

**ABS-CBN Broadcasting Corporation**

ABS-CBN is the largest television network in the Philippines in terms of revenues, assets, and international coverage.