

*I am a seasoned Creative Director and Innovator living between Milan and Dublin with over 20 year's professional experience. I consult on a broad range of projects, working in a multi-cultural/skilled environments. Please visit my site to see the broad range of projects, [www.jamesennis.space](http://www.jamesennis.space).*

## Current position: Creative Director

World Bank | Various locations (2019-2024).

As the Creative Director at the World Bank I've had the privilege of working on impactful projects, with a particular focus on two key initiatives: the Understanding Risk Global Forums and the Averted Disaster Award. Here's a summary of my involvement:

- Led the creative vision and artistic direction for the global identity of the Understanding Risk Community and Global Forums, developing the UR brand guidelines, shaping its visual representation and communication strategies.
- Oversaw the creative vision for the UR+ Himeji (2024), and UR Florianopolis (2022) UR Singapore (2020) Global Forums. Taking inspiration from local the local culture, creating all communication and visual elements for offline and online platforms. Additionally, curated engaging on-site events.
- Successfully adapted the UR2020 forum from a physical in-person Forum to an online format, exploring innovative streaming methods and strategies to enhance attendee engagement.
- Created the overall identity for the Averted Disaster Award, developing captivating imagery, a distinctive logo, compelling videos, user-friendly websites, and visual guidelines for social media. Supervised the production of the physical award.
- Provided creative direction for the Hydromet forums in African regions, producing captivating online promotional materials and designing an intuitive streaming platform.
- Responsible for art direction, visual design, experience design, data visualization, infographics, stage design, and layout/people flow management.
- My role combines my passion for creativity with promoting risk management and disaster mitigation on a global scale.

In summary, my role as Creative Director at the World Bank has allowed me to contribute to these impactful initiatives while creating immersive experiences for participants and audiences worldwide.

Project links: [Understanding Risk](#), [ADA](#)

## Select projects:

[NASA Disasters Program](#) | Napoli, Italy (2018).

Developed a mixed reality app using augmented reality to translate massive data from satellites, including time series and interferograms, into a new 4th dimensional immersive experience. The project was presented during the 'Cities on Volcanoes' conference in Naples, offering a fresh perspective for observing, learning, communicating, and sharing scientific evidence. Project [link](#).

## SiProduzioni | Mexico City (2018).

Secured an international tender for the UR2018 global forum, a 5-day event with global participation. Managed all aspects of media, including print and digital, as well as on-site design. Project [link](#).

## Adidas Group | Nuremberg, Germany (2017).

Delivered an inspirational talk and conducted a design thinking workshop at Adidas headquarters. Led a coaching session on innovative thinking with Adidas employees. Project [link](#).

## Skills summery

**Applied Creativity.** Having 20 Years of professional experience with diverse sectors, diverse clients, diverse skillsets. Applied creativity is a method I have coined for Innovating and problem setting/solving from first principles. Spanning 2d CAD, letraset, pantone colour swashes, creating engaging experiences, through visualising big data, my experience excels in the below disciplines:

**Interaction Design.** Master's degree in Interaction design. Bringing together the space between people, product and environment in a meaningful way or creating a WOW experience, for the customer or the client. Generating insights, making data usable and beautiful. Methods include user research, interviewing, synthesizing, rapid prototyping, iterating, information architecture, flow diagrams, blueprinting, storyboarding and testing.

**Visual Design.** Be it a 10 meter billboard or a 2 x 2cm interface, full brand identity, a photorealistic render, a short film or fine tuning colour correction. My experience in visual design and art direction reaches the highest levels in project execution ensuring the message and visual identity is coherent and sharp through diverse media respecting the clients' identity and visual culture.

**Verbal & Written Communication.** Delivered presentations to large audiences. Experience pitching projects, running workshops, brainstorming sessions, writing briefs, scientific papers, requirements documents, functional specifications, business model canvassing, competitor analysis, task analysis and usability reports.

**Project Management & Teamwork.** Have recruited and built teams of designers, engineers, developers, anthropologists and scientists. Defined external agencies' work outputs, set schedules, managed client relationships, and determined goals and deliverables. Comfortable negotiating design issues within and pushing technical constraints.

**Product Design and Development.** Cum Laude degree in Industrial design. Other practice areas include user research, competitor analysis, ergonomics, material science, concept generation, complex 3d modelling, photorealistic rendering, diverse engineering liaisons, manufacturing and OEM sourcing.

**AI, Software and Algorithm development.** Experience working at the highest level completing complex tasks in visual, motion, 3d or data software suits, working onsite or remotely, constantly keeping up with the state of the art and Artificial Intelligence. If project specific software and algorithm development is not available, we can build it.

## Languages

English | Mother tongue.

Italian | Proficient to business level.

French | Basic.

## Education

2011 | **Institute of Technology** Dundalk, Ireland. Entrepreneur business program.

2002 | **Domus Academy** Milan, Italy. MA in Interaction Design. (Awarded scholarship).

1999 | **National College of Art and Design** Dublin, Ireland. BDes in Industrial Design, (Cum laude).