

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.

Current position: Creative Director

World Bank | Various locations (2019-2026).

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

- Led the creative vision and innovation aspects of the Land Conference, which included all branding, digital and printed. For the conference we developed an [interactive globe](#) that dynamically displays 24 different global data sets.
- Produced all online content for the Land Conference event platform Cvent. Technical aspects included payments paths, registration and agenda set-up. All certificates, visa letters for attendees we set up and automated.
- Led the creative vision and artistic direction for the global identity of the Understanding Risk Community and Global Forums, the UR website maintenance and event platforms. I developed the UR brand guidelines, shaping its visual representation and communication strategies.
- Lead the creative direction for UR Global Forums from 2016 - 2026, integrating local cultural context into spatial design, communications, and digital platforms, and curating audience-focused intervention
- UR Forums span multidisciplinary design, covering art direction, visual and experience design, data visualisation, infographics, stage design, and spatial planning, including audience flow.
- 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.
- Designed and managed digital platforms for three Hydromet forums across Africa. The work was done completely remotely between, Belgium and African offices.
- Responsible for art direction, visual design, experience design, data visualization, infographics, stage design and event layout/people flow management.

In summary, my role as Creative Director at the World Bank has allowed me to work in close collaboration with partners and sponsors, using design thinking to translate their technological innovations into engaging and accessible experiences, ranging from data-driven installations to interactive formats.

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](#).

[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](#).

[tictoc platforms ltd](#) | Dublin, Ireland (2011 – 2017)

Co-founder. tictoc developed Information Based Energy Management (IBEM) applications for the energy sector. tictoc was the first recognised 3rd party energy service provider in Ireland, winning state & private funding.

Skills summary

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 2 cm 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 throughout 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 together.

Languages

English | Mother tongue.
Italian | Proficient to business level.
French | Basic.

Education

2011 | [Institute of Technology](#) Dundalk, Ireland. Entrepreneur business program. (Secured a 70k funding grant).

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).