

Luiza Cruz-Flade | Producer / Art Director

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About

Luiza Cruz-Flade is a Producer & Art Director with a passion for design.

She studied graphic design at Ravensbourne and is one of those lucky souls to have worked in creative, strategic and production based roles within established agencies across digital (Deepend), design + branding (English & Pockett), advertising (AMV BBDO) and post-production (The Mill).

As Design Director, Luiza has led teams creatively and strategically for high-profile clients such as BBC, Discovery Networks, Disney Channel and VUE Cinemas. She has directed many award-winning title sequences and promos across live action, design and animation.

Her work has been showcased at various global film festivals including Onedotzero & London Short Film Festival and she has spoken at numerous design colleges.

From 2008 – 2014, Luiza was Head of Post-Production at AMV BBDO. She established the LAB into a reputable department of 23 staff. Within 2 years Luiza turned it into a creative and important revenue stream for the Agency.

In 2014, Luiza joined as a Producer at renowned post-production facility The Mill. Here she has worked on a range of projects for UK and International clients such as Samsung, BBC, Google and OFFF. Her experience as a creative practitioner has been invaluable in her role within production. Luiza understands what is needed for creative talent to thrive to achieve the best creative and technical output and she focuses heavily on identifying and nurturing emerging young female talent. She is currently a Mentor for Ravensbourne students.

Luiza continues to design and direct personal projects under the Social-Début collective.

She doesn't have a favourite font or colour and still uses a calculator. Luiza loves learning new languages.

www.luizaflade.com

Quick Links

Click on the links below for a quick snapshot of work done. The next page directs you to selected work.

[Producer Showreel](#) ▶

[Art Director Showreel](#) ▶



Employment

The Mill

Producer (2014 – 2017)

Social-Début Productions

Founder + Director / Producer (2014 – present)

AMV BBDO

Head of Post-Production (2008 – 2014)
Design Director (2006 – 2008)

English & Pockett

Design Director (2002 – 2006)

Static 2358

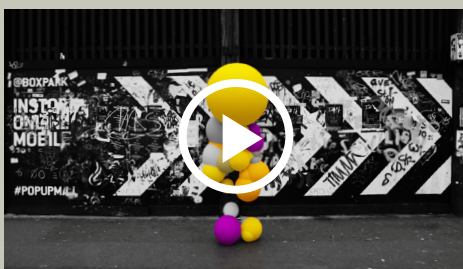
Senior Designer (2001 – 2002)

Deepend London

Designer (1997 – 2001)

- Understands complete design / animation process
- Comprehensive knowledge of VFX pipeline
- Efficient at bidding process + budget management
- Client facing and servicing
- Team co-ordination
- Strong understanding of animation software used
- Creative attention to detail and problem solving
- Excellent project management skills
- Collaborative and communicative
- Thorough from concept to delivery phase
- Passionate throughout project life-cycle
- Graphic Design & Visual Communication
- Brand strategy
- Fluent in English & Portuguese

Selected Work: VFX Producer

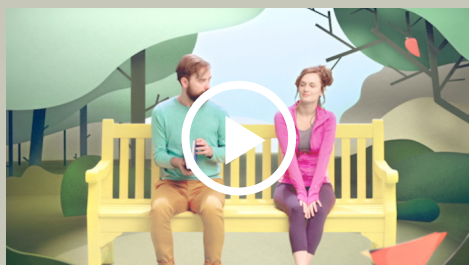


Samsung "See more. Feel more"

TVC & Cinema
Agency: CHI Partners
Director: Aoife McArdle (Somesuch)
VFX: The Mill

OFFF Porto

Title Sequence
Client: OFFF Festival
Directors: Bif (Mill+)
VFX: The Mill



3M Command Strips "A Whole Wall"

TVC & Online
Agency: Oliver
Director: Carl Addy (Mill+)
VFX: The Mill

LAB "Showreel"

In-house post-facility
Agency: AMV BBDO
Head of Post-Production

Selected Work: Art Director / Designer



Kinetic_air

Experimental Film
Director: Luiza Cruz-Flade (Social-Début)

SXSW "Chaos Is The New Calm"

A talk by Mill+ creative director Carl Addy
Client: The Mill

Tonic Health

Branding & Identity
Designer: Luiza Cruz-Flade (Social-Début)



Moonlight Sonata: Ludwig vs. Amalia

Experimental Film
Director: Luiza Cruz-Flade (Social-Début)

www.themill.com • www.social-debut.com

Festivals & Screenings

KINETIC_AIR (2016)

Festivals:
London Short Film Festival 2017 (United Kingdom)
KRAF International Film Festival 2016 (Croatia)
Figueira Art Film Festival 2016 (Portugal)
Production Company: Social-Début
Role: Director / Producer

BEYOND YESTERDAY / Memory Stream_Exp.001 (2015)

Festival: "VHS MIXTAPE VOL.1" 2016 (U.S.A)
Production Company: Social-Début
Role: Director

DISCOVERY CIVILISATIONS "The Killing of JFK" (2006)

Festival: Onedotzero Film Festival (Global screening)
Category: Perspectives 06: new directions in documentary
Agency: English & Pockett
Client: Discovery Channel
Role: Design Director

SUNDAY SERVICE (1999)

Festival: Onedotzero Film Festival (ICA, London)
Agency: Deepend
Role: Director / Designer

Clients

UK

AMV BBDO
adam&eve
BBC
Cancer Research
CHI & Partners
Discovery Channel
Disney Channel
EMI
Google
3M
VUE Cinemas

International

Channel 5 (Russia)
Deutsche Welle (Germany)
Discovery Networks (Italy)
FC Krasnodar (Russia)
OFFF Festival (Global)
Samsung (Korea)
UEFA Champions League (Switzerland)
Viasat (Sweden)