

IAN
BELVAL



E L V A L

ART DIRECTOR

PROFILE

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Art Director with 13+ years of experience shaping brand and campaign work across entertainment and retail. Strong in creative strategy, concept development, and team management, with a focus on defining vision, aligning stakeholders, and guiding work from brief to execution. Passionate about bold, culturally relevant ideas and building strong teams, creative direction, and processes that bring them to life.

SKILLS

PROFESSIONAL

- Team Leadership & Mentorship
- Cross-Functional Collaboration
- Project Management
- Creative Direction
- Integrated Campaign Development
- Brand Strategy & Identity Systems
- Concept Development & Storytelling

EDUCATION

2010 to 2013

Diploma of College Studies
(DCS) in Graphic Design
Cégep de Sherbrooke

EXPERIENCE

May 2024 - Present

ART DIRECTOR | VOILÀ

- Lead integrated national campaigns across Québec and Ontario, spanning TV, OOH, digital, paid media, CRM and social.
- Partner with strategy, copy and marketing to develop culturally relevant creative concepts.
- Lead creative teams from concept to delivery, collaborating with agencies, production partners and internal teams.
- Evolve the Voilà brand across markets, balancing consistency and local relevance.
- Lead and mentor designers while improving workflows through scalable systems and AI tools.
- Optimize performance creative using insights to refine concepts, messaging and execution.

Dec 2023 - Mar 2024

ASSOCIATE ART DIRECTOR | UBISOFT

- Leading multi-channel creative direction across Mario + Rabbids, Star Wars, For Honor, and Assassin's Creed Shadows, ensuring consistency from concept to execution.
- Partnering with Creative Directors and cross-functional teams, elevating campaign storytelling and visual impact.
- Leading designers, motion artists and external partners while overseeing production.
- Shaping campaign vision and evolving franchise-level brand expression across major AAA titles.

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AWARDS

CMA Bronze Award – 2025

- Direct Mailer / CRM
- Breakup Strategy – Win-Back Campaign (Voilà)

RGD In-house Awards – 2026

- IMC – Integrated Marketing Communications
- Voilà Rated Best In Overall Value (Voilà)

SKILLS

TECHNICAL

- Adobe Creative Suite
- AI Creative Tools (Adobe Firefly, Vortex, Claude)
- Project Management Tools (Asana, Jira, Monday, Trello)
- Asset & File Management (Canopy, Box, Sharepoint)
- Motion & Video Direction

INSPIRATION

- Film & Pop Culture
- Video Games & Storytelling
- Travel & Outdoor Lifestyle
- Music & Live Experiences
- Fitness

EXPERIENCE (CONTINUED)

Nov 2020 – Dec 2023

SENIOR GRAPHIC DESIGNER | UBISOFT

- Developing original and licensed campaigns for franchises including Assassin's Creed and Prince of Persia, including Just Dance 2022 concept art creation.
- Leading art direction for key assets across digital, motion, and retail environments
- Collaborating closely with marketing, production, and creative teams, delivering integrated campaigns
- Supporting senior creative leadership while evolving brand expression and campaign systems.

Dec 2018 – Nov 2020

360° GRAPHIC DESIGNER | DRAKKAR DIGITAL

- Leading art direction for branding, digital marketing, and videos.
- Delivering performance-driven creative for e-commerce clients.
- Supporting social and campaign strategies, creating engaging and platform-adapted content.

Apr 2015 – Dec 2018

MARKETING & GRAPHIC DESIGNER | COLORI INC.

- Leading creative concepts and artistic direction across campaigns, lookbooks, and seasonal launches.
- Developing fashion-driven content and producing marketing assets across retail, digital, and e-commerce.
- Directing photoshoots, styling looks and guiding models to ensure strong visual output.
- Managing creative resources, website content, digital campaigns, and overall e-commerce brand experience.