



FRANCESCA BELLEAU

Creative Director

Brand Experience

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FRANCESCA BELLEAU

CV & EXPERIENCE

Overview:

With over 12 years of experience in design, technology, and innovation, I currently serve as a Board Member and Advisor at Engage Works, where I provide strategic guidance on business growth, innovation, investment opportunities, and creative leadership. Having previously spent five years as Creative Director at the London-based creative technology agency, I continue to work closely with the leadership team to help shape the company's long-term vision and strategic direction.

Most recently, I spent two years as Creative Director at The Smalls, an independent global film and content company, leading creative strategy and delivering content and brand experiences for internationally recognised clients. Prior to this, I served as Creative Director at Asite, a leading data SaaS platform, where I developed the company's product design system and brand guidelines while scaling the multidisciplinary design team from four to fourteen across product, marketing, and strategy. I worked closely with the CEO and Chairman on investment strategy, recruitment, acquisitions, and led a white-label joint venture with NEOM to help transform digital solutions for the construction industry.

Alongside my board responsibilities, I continue to freelance with some of the world's leading brands across digital products, content, and immersive experiences. I hold a BA (Hons) in Fashion Design from Istituto Marangoni London, a Foundation Diploma in Fine and Contemporary Art from Central Saint Martins, and qualifications in Digital Design from Ravensbourne University.

I also serve as an advisor on the judging panel for the Design Awards for Digital and VR Design. My expertise spans board-level strategy, creative direction, product design, UX/UI, branding, spatial design, campaign marketing, innovation strategy, and fine art. I am passionate about building high-performing teams and creating products, brands, and experiences that combine exceptional design with measurable commercial impact.

Throughout my career, I have led the creative and strategic development of numerous digital platforms and SaaS products from concept through to delivery, including six incubator SaaS products, a fintech startup, presentation software for CBRE and Canary Wharf Group, a virtual events platform for Reed Exhibitions, and collaboration platforms for organisations including KPMG, Accenture, EY, and Capita.

Skillset & tools:

1. Conceptual design - free hand & digital sketching
2. Deck design & illustration - free hand & digital - Microsoft Suite & Keynote
3. UX UI design - XD, Sketch, Figma, Azure, Trello
4. Production & Resourcing - Smartsheets, float, YunoJuno, Accountability, Waterfall, Agile and ScrumMaster
5. Graphics & Branding - Photoshop, Illustrator, Indesign, Premiere, Rush
6. Finance & Budgeting - Excel, Quickbooks, Tide
7. E-commerce & Web - Shopify design & development
8. AI & ML Tools - Midjourney, Lumer, Chat GBT, Pixlr, Jasper Ai, Canva.

Qualifications:

- Experiential Design - Ravensbourne
- BA Hons Fashion Design & Production - Istituto Marangoni
- Fashion Design & Marketing - Central St Martins
- A* A* A - A Level - Fine Art, Photography & Textiles
- VR and AR Judge - The Design Awards
- Judge @ The Smalls Film Festival 2023
- Runner up - Virtual Events Institute - Immersive Design
- Winner X2 – The Investment Marketing Awards
- Winner - Drum Video Awards

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Clients:



CV & EXPERIENCE

FRANCESCA BELLEAU

Content Campaigns



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BLACKROCK

Role:
CREATIVE DIRECTOR

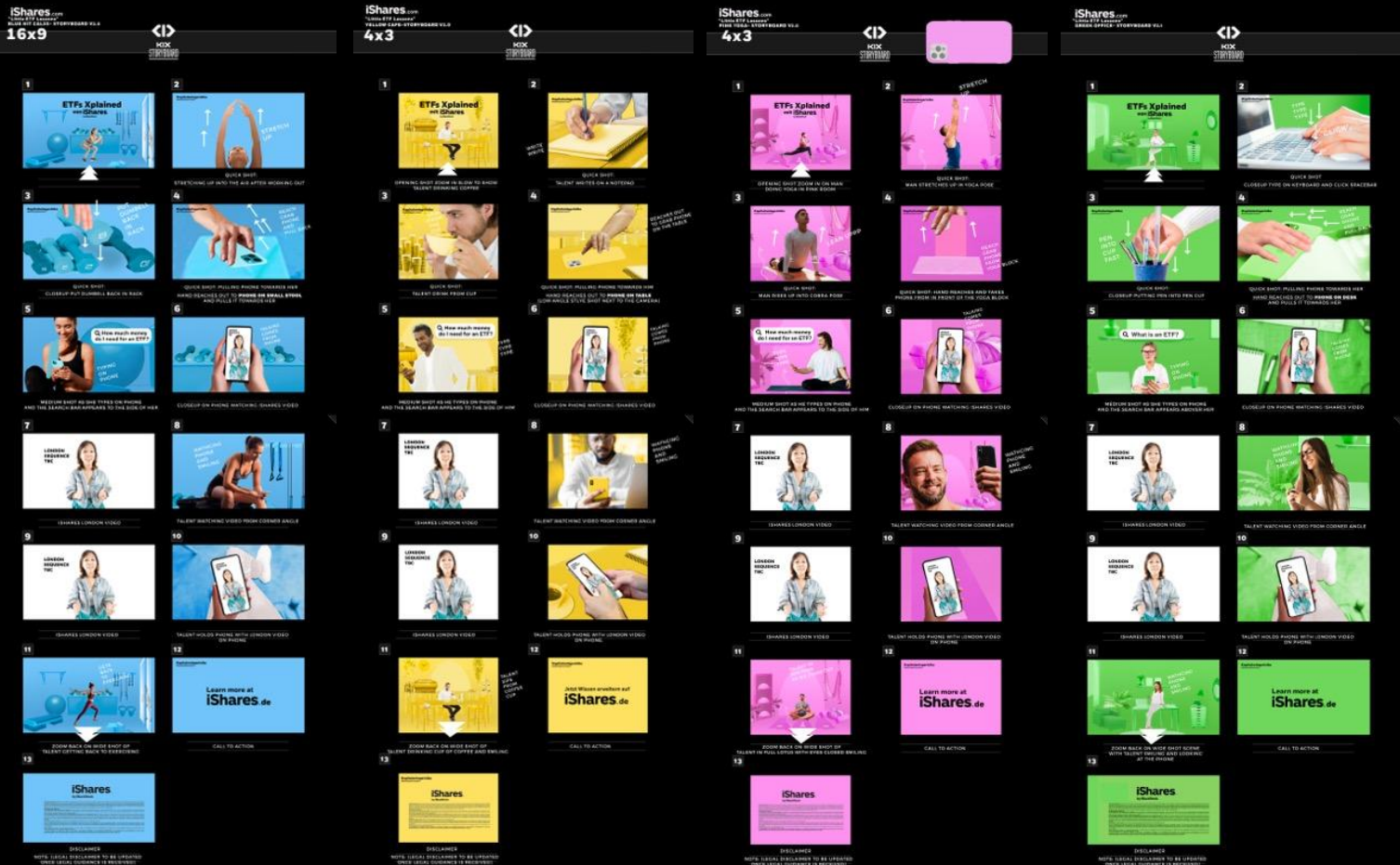
BLACKROCK approached The Smalls with the challenge of redefining the messaging around investing, with the goal of engaging a younger audience, aged 25-45.

To meet this objective, we developed a fresh brand message that resonated throughout the entire campaign. Every element, from the concept and set design to sound and animation, was custom-crafted to ensure a cohesive and impactful experience.

Here you will see the storyboarded artwork produced to explain the concept.

WATCH THE CAMPAIGN

<https://vimeo.com/872616521>



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BLACKROCK

Role:
CREATIVE DIRECTOR

The final result was a resounding success within the industry, proving that the finance sector can break away from traditional corporate norms to create something both engaging and fun. The campaign went on to win two prestigious awards at the Investment Marketing and Innovation Awards 2024: *Best Marketing Campaign* and *Best Use of Video*. And Best Marketing Campaign at The Drum Awards.

The Drum Awards

WINNER:
Best Marketing Campaign



WINNER:
Best Marketing Campaign



WINNER:
Best Use of Video



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GoJek - Animation

Role:

CREATIVE DIRECTOR

Project 1: Go-Jek Branding Animation for Singapore Launch

For Go-Jek's entry into the Singapore market, we created a dynamic and engaging branding animation that showcased the convenience and flexibility of the app, similar to services like Uber. The animation was designed to introduce Go-Jek's full range of services, from ride-hailing to food delivery, and emphasize its unique offerings in a crowded market.

Through fluid animation, we demonstrated how the app connects passengers to drivers in real-time, integrating map routes and dynamic pricing to highlight Go-Jek's user-friendly interface. The animation was designed to be bold, colorful, and vibrant, capturing the spirit of the city while positioning Go-Jek as a reliable and exciting transportation solution.

Project 2: Go-Jek Driver Experience Animation

In this project, we focused on animating the experience of a Go-Jek driver in Singapore, highlighting both the ease of becoming a driver-partner and the benefits of using the platform. Using a detailed modeling studio setup, we created a series of 3D animated sequences that illustrated how drivers receive ride requests, manage trips, and interact with the Go-Jek app.

We Got you - <https://vimeo.com/790680865>

Say Yes Campaign - <https://vimeo.com/943499528>



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Bloomberg X Hyundai Art & Technology Season 6 - Interview

Role:

CREATIVE DIRECTOR

Bloomberg and Hyundai's *Art & Technology* YouTube series is a collaboration that explores the intersection of art, innovation, and technology. The series brings together leading artists, technologists, and thinkers to showcase how cutting-edge technology is reshaping the creative world and influencing artistic expression.

Through a series of thought-provoking episodes, *Art & Technology* highlights the transformative power of tech in art, featuring projects that blend traditional creativity with digital advancements like AI, augmented reality, robotics, and immersive media. The series provides insight into how artists are pushing the boundaries of what's possible by incorporating new technologies into their work, while also discussing the broader implications of these innovations on the future of art, culture, and society.

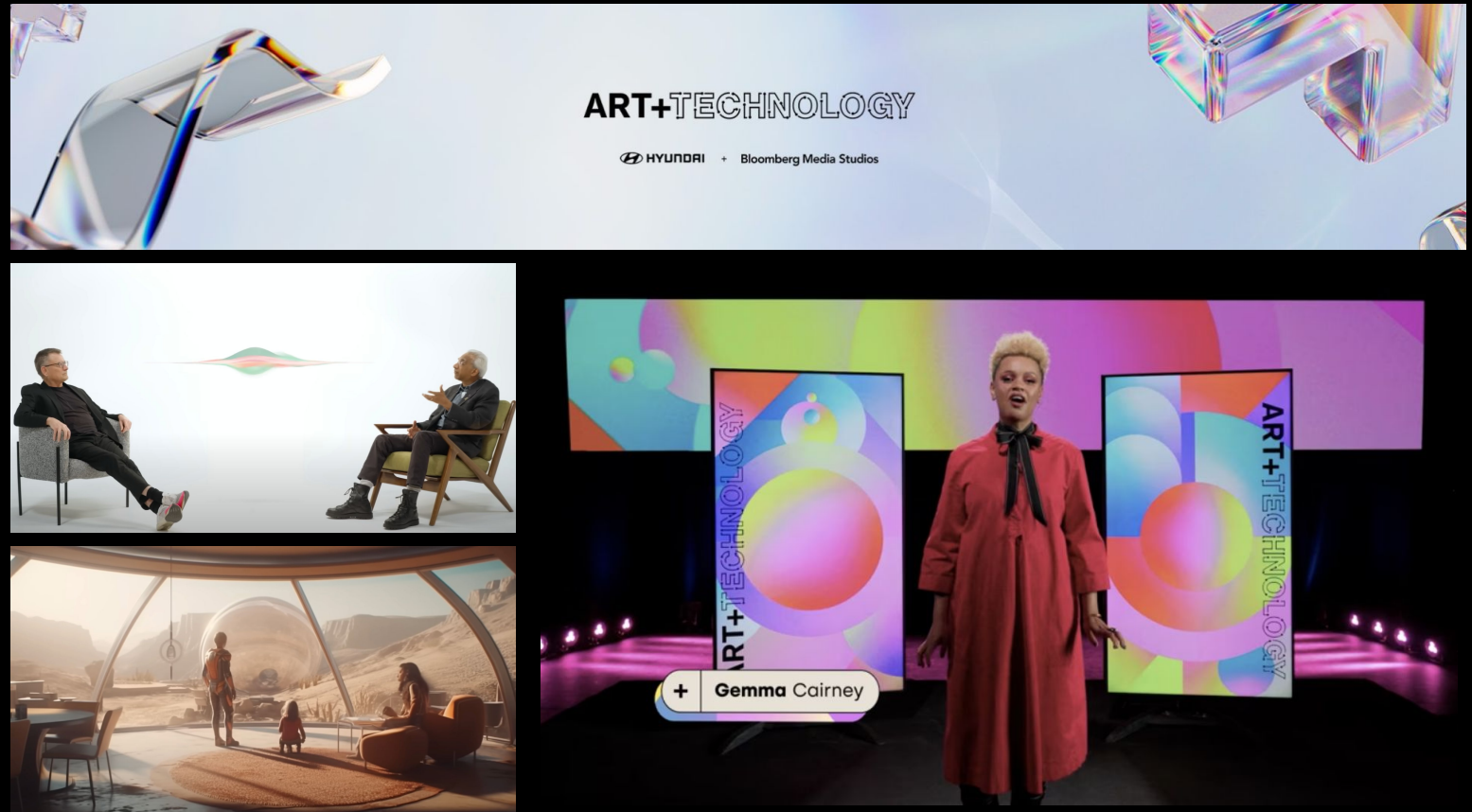
Each episode includes interviews with renowned artists and thought leaders, behind-the-scenes looks at groundbreaking projects, and discussions on how tech companies like Hyundai are integrating sustainability and digital innovation into their products and initiatives. With its mix of art and technology, the series aims to inspire creativity, spark new ideas, and showcase the exciting future where these two worlds collide.

Watch Here:

<https://www.youtube.com/channel/UCtHzL4NJisJVozqX0kklGfA>

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Klook x Singapore Tourism Board - Documentary

Role:

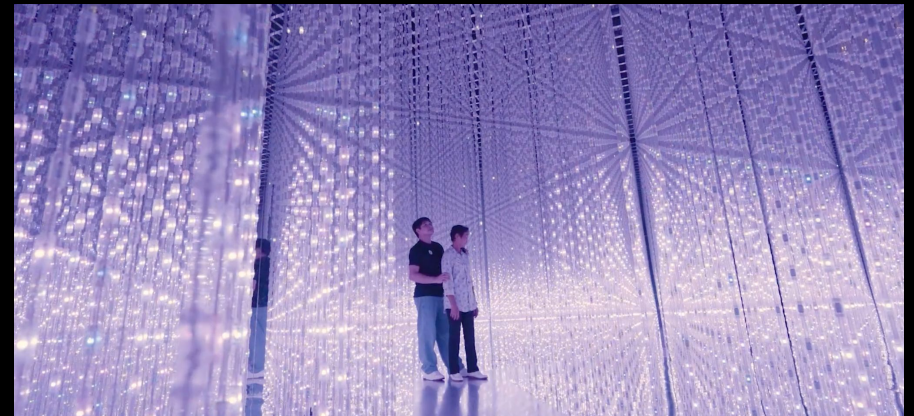
CREATIVE DIRECTOR

Klook and the Singapore Tourism Board partnered to create engaging documentary-style vlog content that would appeal to both younger and more mature audiences. The creative concept revolved around a unique and heartwarming idea: "Grandparents and Grandchildren Tours" of the city. This series followed the interactions between grandparents and their grandchildren as they explored the sights and experiences of Singapore, capturing candid moments, personal stories, and the joy of rediscovering a city together.

The series, *Vlogging with My Grandma*, combined the charm of intergenerational bonding with a fresh, relatable perspective on tourism, bridging the gap between generations while showcasing the city's cultural and modern attractions. By offering a mix of nostalgia and discovery, the content resonated with a diverse audience, from younger viewers looking for fun travel inspiration to older generations appreciating the sentimental journey.

The campaign was highly successful, winning two awards for tourism at The Drum Awards, recognizing its innovative approach to storytelling and its ability to connect with audiences across age groups.

Watch Here: <https://vimeo.com/908952581>



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FRANCESCA BELLEAU

Immersive Art Installations



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THE RUG CO. SALONE 25

Role:
ART DIRECTOR

I led the creative concept and exhibition design for The Rug Company's installation at Salone del Mobile 2025, developing an immersive spatial experience that celebrated the artistry, craftsmanship, and sculptural qualities of the collection. The concept centred around a series of suspended rugs, transforming the exhibition into a dynamic architectural environment where visitors could move through and experience each piece from multiple perspectives.

Alongside the exhibition concept, I created the visual identity and supporting graphic assets, including the exhibition lookbook, printed collateral, and branded merchandise. The project brought together spatial design, art direction, and graphic design to deliver a cohesive brand experience that extended beyond the physical installation and reflected The Rug Company's position as a leader in contemporary luxury design.



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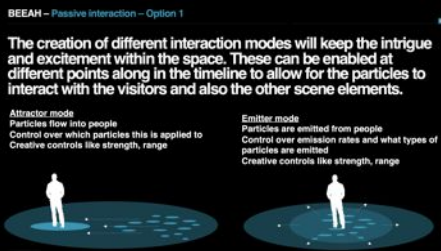
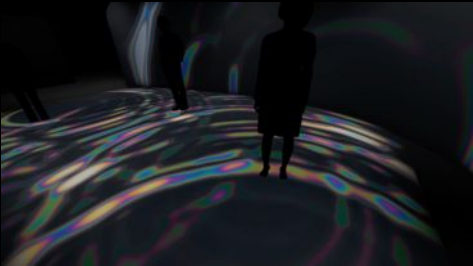
BEEAH HQ ZAHA HADID

Role:
CREATIVE DIRECTOR

Engage is designing an immersive, dynamic visitor experience for Bee’ah, an environmental company based in Sharjah, UAE. This innovative, non-touch, multi-sensory projection system allows visitors to not only explore Bee’ah’s vision but also gain insight into its cutting-edge technologies and facilities.

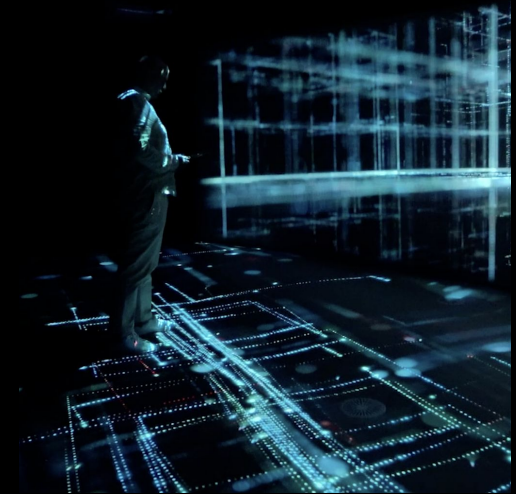
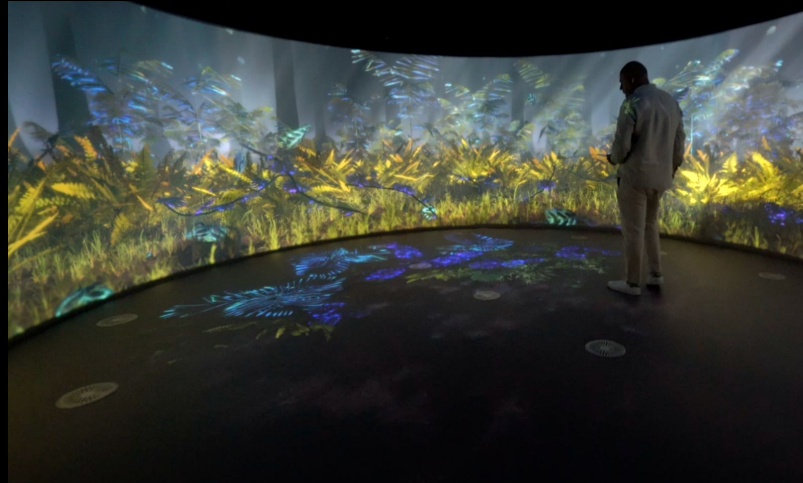
In response to the COVID-19 pandemic and evolving trends in interactive experiences, Engage set out to create an exhibition that could cater to a wide range of preferences—offering a highly engaging, interactive experience for those who wish to explore, while remaining passive for those who prefer a more subtle approach. Using the Unity game engine, advanced tracking cameras, and large-scale projected displays, the concept began to take shape.

Through a combination of visual storytelling and audio narration in both Arabic and English, visitors embark on an educational journey through a captivating, interactive environment, offering a deeper understanding of Bee’ah’s mission and environmental initiatives.



BEEAH HQ ZAHA HADID

Role:
CREATIVE DIRECTOR



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MONSOON STORE FRONT

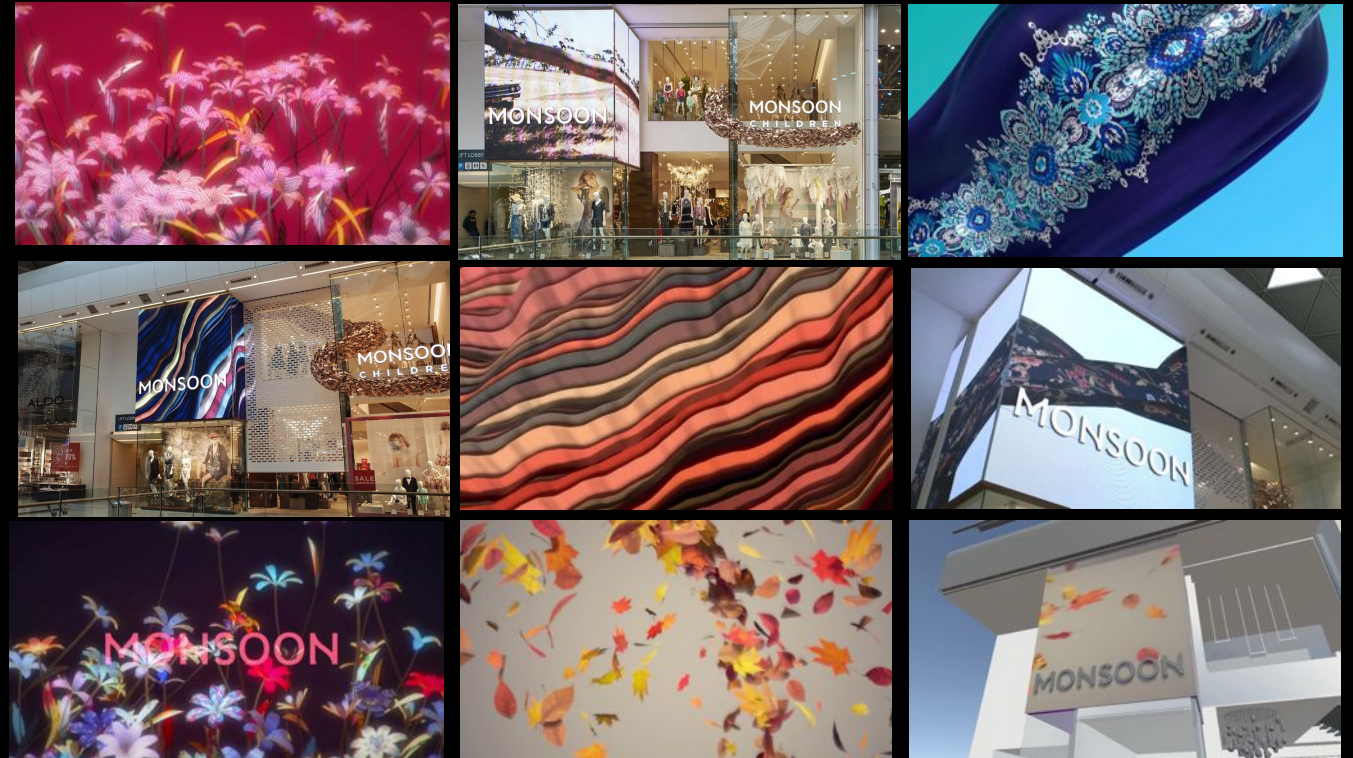
Role:

CREATIVE DIRECTOR

At their new flagship store in Westfield, London, British womenswear retailer Monsoon sought a bold, fresh design to attract customers and ensure they could stay ahead of the competition. The goal was to create an experience that would not only captivate shoppers but also provide the flexibility to adapt to future trends and seamlessly integrate in-store content.

Engage met this challenge by combining digital innovation with sculptural design, using generative art to create 'living canvases' that interact with the physical store environment and Monsoon's product displays. These dynamic installations bring the brand to life, generating animated content that responds to the clothing on display. The result is a continually evolving visual experience that delivers an endless stream of fresh content, future-proofing Monsoon's in-store content strategy.

Monsoon praised Engage's work, noting, "It's allowed us to tell our stories, immerse customers in our product, and successfully express who we are as a brand."



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ACCESSORIZE STORE FRONT

Role:

CREATIVE DIRECTOR

Building on the success of the Monsoon project, Engage transformed the Accessorize flagship store at Westfield, London, with a dynamic, generative content engine that brought the store to life in a visually captivating way.

Over 300 hanging LED rods adorned the storefront, each one powered by content that flows across the exterior walls and in-store screens. This content is directly linked to the internal marketing team's activities, allowing them to quickly update the display overnight to feature new campaigns or promotions.

The front and in-store screens are also driven by a sophisticated three-dimensional cube system, which takes uploaded content and disperses it throughout the store in unique, generative patterns. This system creates an ever-changing, immersive experience that keeps the store environment fresh and engaging for customers.



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PICCADILLY ON LONDON

Role:

CREATIVE DIRECTOR

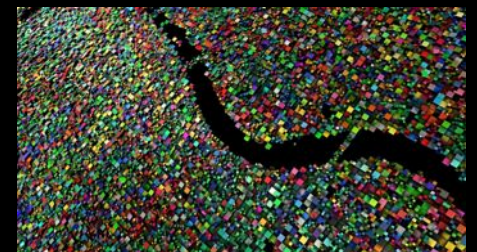
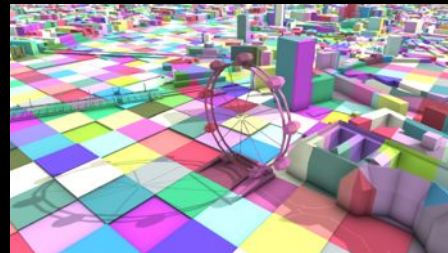
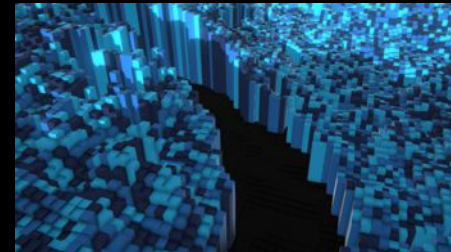
The #PiccadillyOn campaign showcased a 2-minute digital film that creatively highlighted the dynamic use of sponsored color chips from around the world.

Each color chip contributed to a patchwork that was featured in three distinct narrative segments of a 4K film, which premiered across the iconic Piccadilly Lights screen on 'SwitchOn' day.

The narratives were developed using Unity 3D, integrating live global data from the sponsored color chips. This approach gave the client full flexibility and control, allowing for real-time updates and seamless adjustments within the interactive environment.

Watch the video:

<https://vimeo.com/592342164>



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TWITTER

Role:

CREATIVE DIRECTOR

The 'Twitterverse' is a snapshot of what the world is talking about as it happens as seen through the eyes of Twitter. Engage created this interactive visualisation of their social media platform to provide users with a way to explore and interpret the complex real-time data. The software can be applied to any data set, allowing users to ask questions, discover answers, and gain insights.

Produced for the Twitter LIVE 10th Anniversary week, the iPad controlled application enabled hosts to view data as it visually manifests into a construct of nodes and connections, each forming layers of complex information that are selectable and filtered live by a host on stage. The user could filter out layers of information to access passions, feeds and even singular tweets.



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THE WHITELEY

Role:

CREATIVE DIRECTOR

The Whiteley offers an immersive, zoned marketing suite experience set within a historic London landmark, reimaged for the 21st century. This iconic address has been transformed to house 139 private residential apartments and townhouses, blending heritage with modern luxury.

The development is a bold reimagining of a grand, historic site, featuring a carefully restored Grade II listed façade. The Whiteley includes not only 139 private residences but also London's first Six Senses hotel and spa, with 110 rooms, a selection of high-end restaurants, 20 new retail stores, a cinema, a state-of-the-art gym, and a variety of fully accessible public spaces. It's a dynamic new destination that seamlessly integrates heritage, luxury living, and world-class amenities.



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THE MONET EXPERIENCE

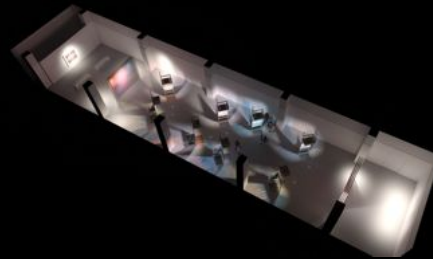
Role:

CREATIVE DIRECTOR

For Dubai's Expo 2020 (November 2021), we were tasked with creating an immersive experience centered around a single painting by Claude Monet. While Monet produced a series of 12 paintings within a short timespan of 1-2 weeks, only one was available for display at the Expo. To represent the entire series, we introduced interactive elements for the other paintings, allowing visitors to explore Monet's evolving artistic process.

During this period, Monet's eyesight was beginning to deteriorate, and his changing vision influenced the way he approached his work. To reflect this, we designed an interactive experience using Leap Motion and tracking cameras. When visitors first view the painting, it appears completely blurred. As they approach, the mist and fog begin to dissipate, revealing more details. Raising their hand to "wipe away" the remaining droplets causes the painting to morph further, symbolizing Monet's shifting focal point as his eyesight declined.

Built using Unity, this experience offers both a passive walk-by option or a fully interactive encounter, allowing visitors to engage with Monet's creative process in a personal and immersive way.



The Impressionist style of painting is a build up of layers over time.

Create a parallax effect on the filters morphing one into the other revealing hidden messages or quotes from Monet.

French for the quotations and then Arabic and English for the UI.

Hardware:
Projection
Leap motion
Integrated graphics PC



All the paintings are displayed with a layer of mist or fog on top of them. As you swipe your "Brush" over the painting it brings clarity to the image.

This is as if you are rubbing away the mist and revealing the beauty.

This can also be connected to the overarching themes of Sustainability and air pollution.

Hardware:
Projection
Leap motion
Integrated graphics PC



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CANARY WHARF MARKETING SUITE

Role:

ART DIRECTOR

Wood Wharf is a premier property marketing suite located in the heart of Canary Wharf, London. Engage was tasked with creating an innovative and standout design for their flagship marketing suite.

The concept centered around a striking floating cube, which served as both a visual centerpiece and a dynamic display platform. This cube showcased a range of content, from architectural visualizations and brand photography to abstract real-time renders, transforming the cube into a captivating art installation.

Not only did the cube draw attention to the space, but it also functioned as an interactive portal to the development and its software. Through our bespoke property software, Engage crafted a seamless end-to-end experience, guiding potential clients from the initial invitation to post-visit follow-up, ensuring a fully integrated and immersive journey.



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PACEPORT

Role:

CREATIVE DIRECTOR

Drawing on insights gathered during our discovery phase in close collaboration with the UK Pace Port team, we designed a technology-driven environment tailored to client use cases, target audiences, and specific outcomes. The space features two large interactive walls, a range of mobile screens, an immersive projection room, and an entrance tunnel that activates content based on user movements, creating an engaging and dynamic experience.



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EARLY CHILDHOOD AUTHORITY

Role:

CREATIVE DIRECTOR

The Early Childhood Authority is committed to fostering a world where young children can thrive, placing their well-being at the heart of everything they do. Engage embraced a child-centric approach, guided by wonder and imagination, to develop an interactive experience that blends data with creativity and play. This project was designed to engage policymakers and stakeholders, helping them gain a deeper understanding of children's needs through an innovative and engaging platform.



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FRANCESCA BELLEAU

THE PRIME MINISTER'S OFFICE HUB

Role:

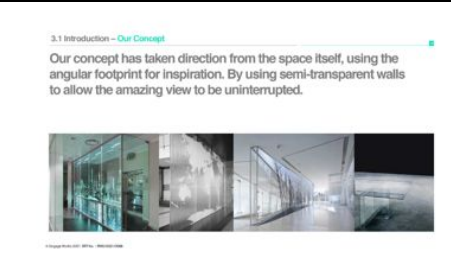
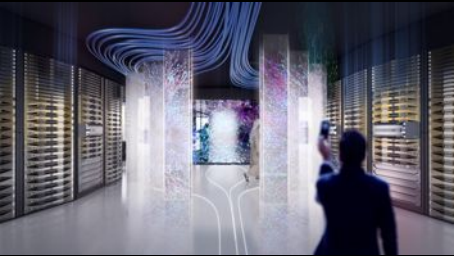
CREATIVE DIRECTOR

This experience incorporates cutting-edge technologies in digital transformation, cybersecurity, and AI. Located in the iconic Jumeirah Emirates Towers, the 2,171 sqft space offers stunning panoramic views of Dubai. The design must be ultra-modern, versatile, and flexible, serving as both a functional working environment and a dynamic showcase of innovation.

While the space will be used for day-to-day operations, it must also feature key "Instagrammable" moments, as social media engagement is a crucial aspect of the project's success. The goal is to generate excitement and buzz by showcasing the latest technologies and architectural design, making the space a must-share on social platforms.

Key elements :

- 20-26 staff desks
- 1 directors office
- 1 meeting room -8 people
- 1 cyber security room
- Server room
- Self service room
- Biometric access control



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SKY ACADEMY STUDIOS

Role:

CREATIVE DIRECTOR

Sky approached Engage with the goal of creating an immersive experience to inspire and educate schoolchildren using the power of broadcast technology. In response, we developed interactive digital environments at three locations, offering students the chance to experience firsthand what it's like to work in a news broadcasting studio and empowering them to share their own stories with confidence.

Sky Academy provides children with access to cutting-edge technology, including broadcast-quality cameras, green screens, and interactive touch screen tables. Students can write, shoot, and edit their own "Fact, Fiction, or Future" videos, gaining hands-on experience in media production.

Before the pandemic, Sky Academy had already welcomed 163,000 students across the UK and Italy, hosting a total of 2,039 individual sessions and leaving a lasting impact on young aspiring broadcasters.

Watch the video here:

https://engageworks.com/en/case_studies/sky-academy/

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SKY ACADEMY ELSTREE

Role:

CREATIVE DIRECTOR

Sky plc partnered with Engage Works on a mission to turn dreams into reality by sparking the imaginations of young minds through an immersive broadcast studio experience.

Our role was to consult, design, and create a digital wonderland where students could step into the roles of news broadcasters. We built state-of-the-art green screens, stunning media walls, immersive chambers, and cutting-edge editing suites, all powered by custom-designed software. This not-for-profit initiative aimed to empower over a million students by 2020, giving them the tools and inspiration to tell their own stories.

Our commitment goes beyond the initial design—we continue to provide ongoing technical support and care for both studios, ensuring that these creative spaces remain a place where young dreams can thrive.



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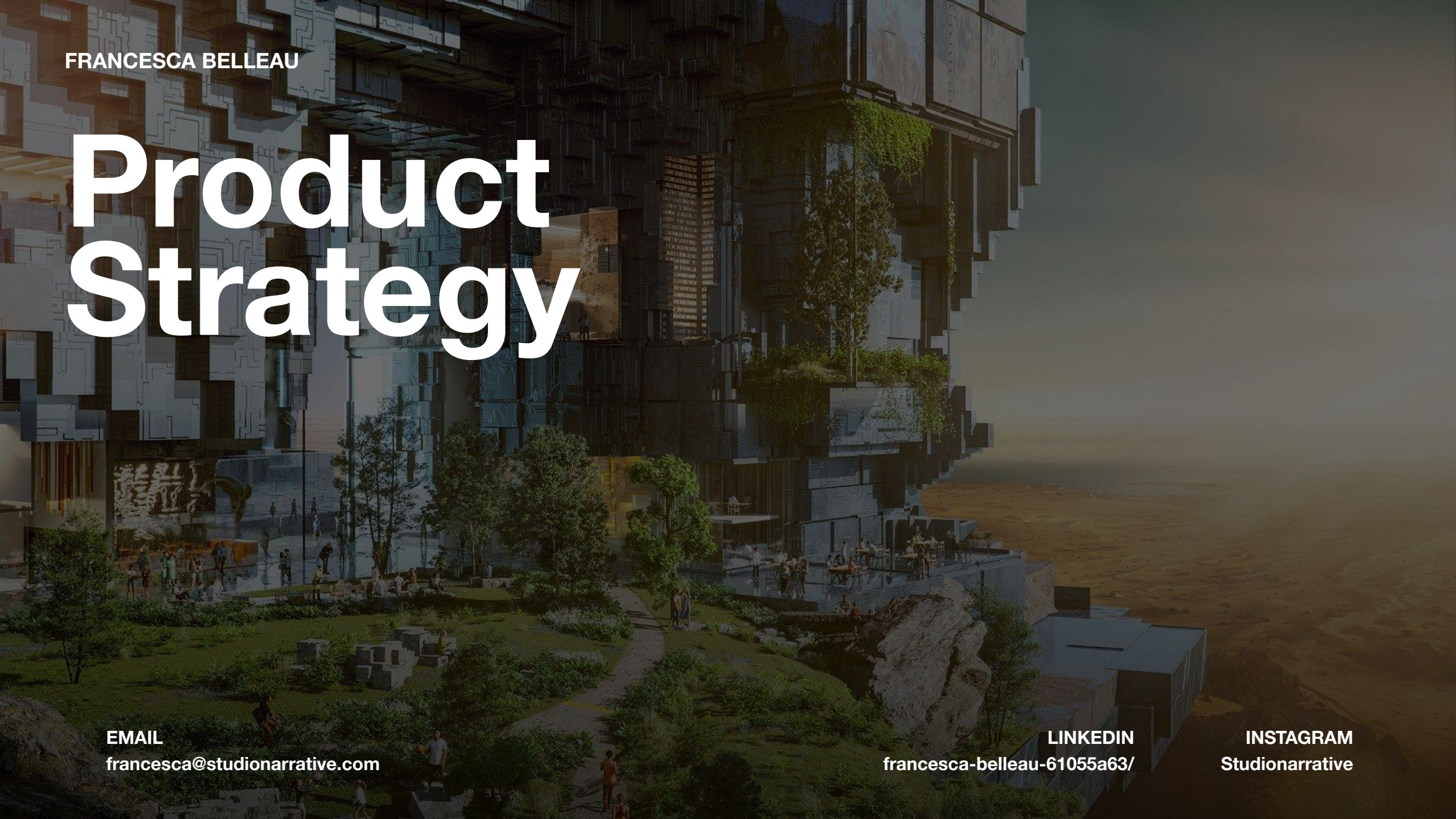
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A detailed architectural rendering of a futuristic, multi-tiered building. The structure is composed of numerous rectangular blocks of varying sizes, creating a complex, stepped facade. Greenery, including trees and shrubs, is integrated into the design, growing from some of the building's levels. People are depicted walking on various platforms and sitting on the ground in front of the building, providing a sense of scale. The background shows a vast, flat, arid landscape under a hazy sky.

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Product Strategy

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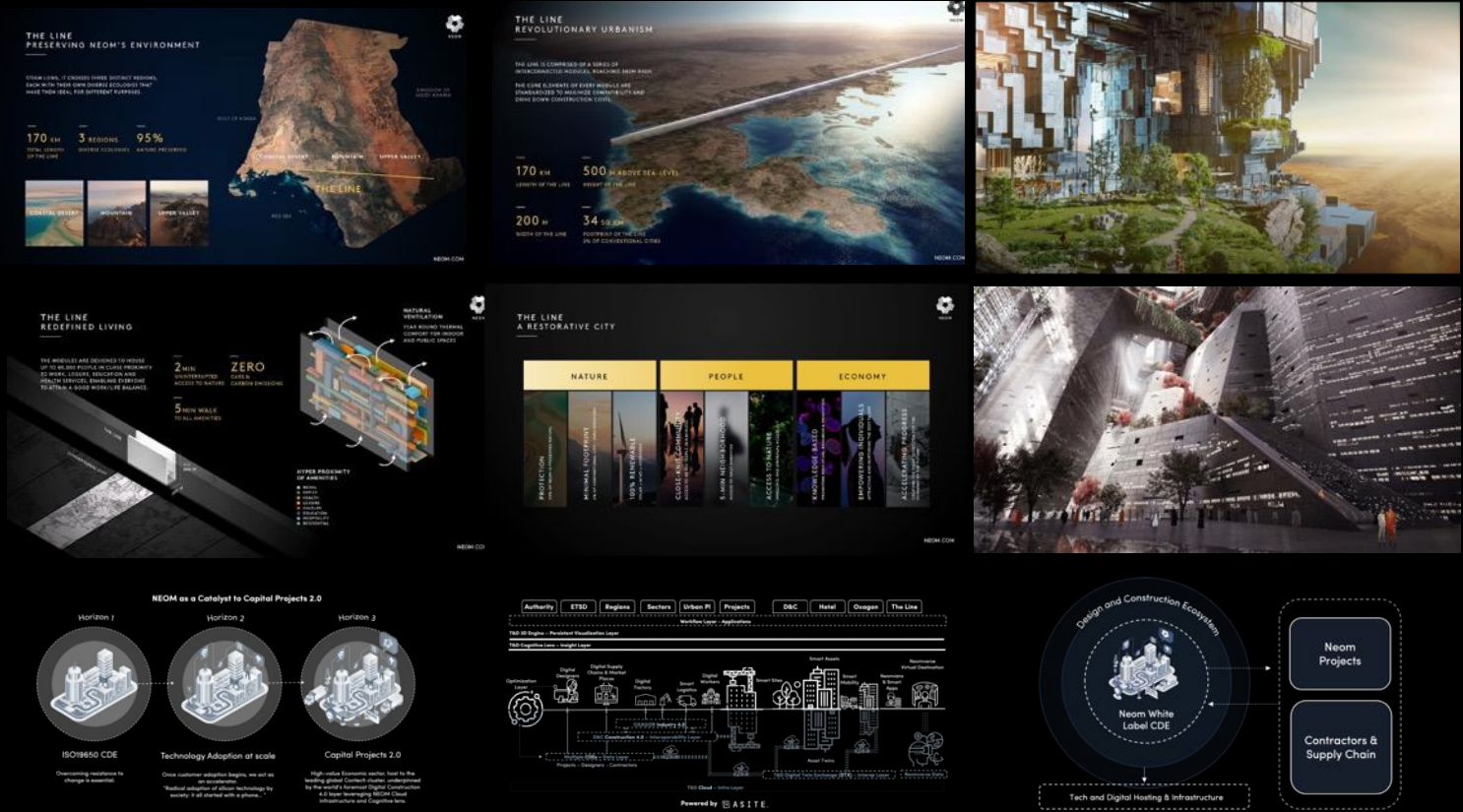
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NEOM X THE LINE

Role:
CREATIVE DIRECTOR

NEOM is poised to lead the way in shaping the future of construction, spearheading the development of *Construction 2.0* for global deployment. The initiative is focused on improving worker welfare, promoting sustainability, driving industrialization, and embracing digital transformation. The Design & Construction sector at NEOM will become a dynamic engine for economic growth, supported by a thriving "Contech Cluster."

Asite, a pioneer in digital transformation for the construction industry since 2001, is a key partner in this journey. With a leading data platform that holds over 30% of the UK market share, and expanding its presence in the GCC (including 10+ clients in KSA) and the USA, Asite's expertise is instrumental in enabling NEOM to build faster, more efficiently, and sustainably. Through a joint venture focused on NEOM and *The Line*, this partnership will help redefine construction processes and deliver innovative, future-ready solutions.



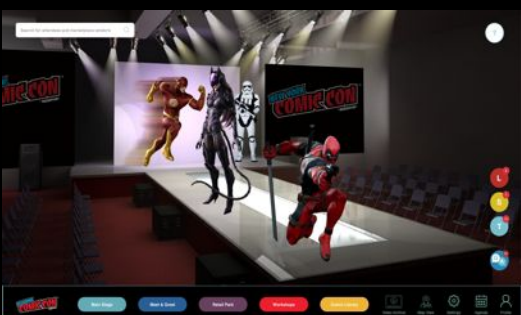
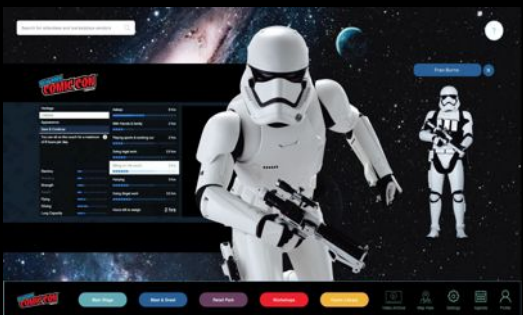
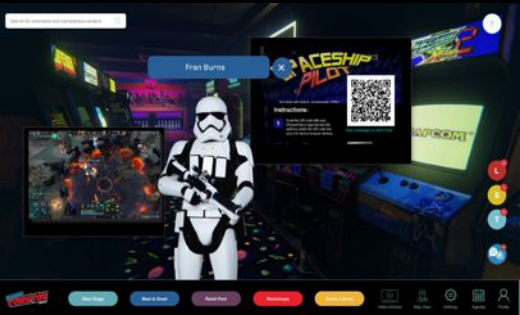
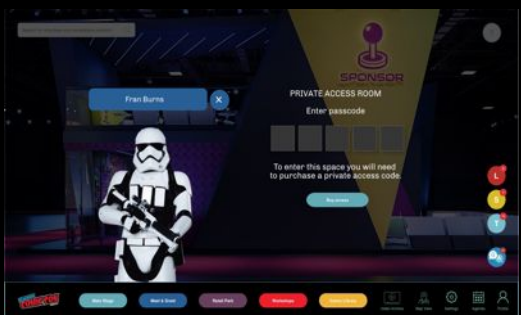
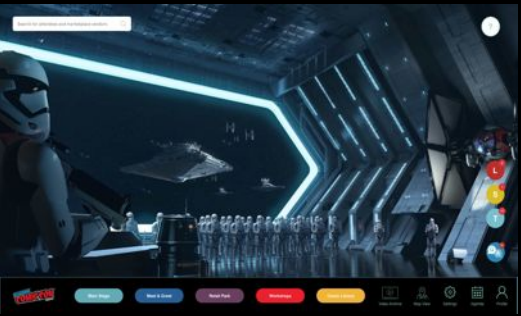
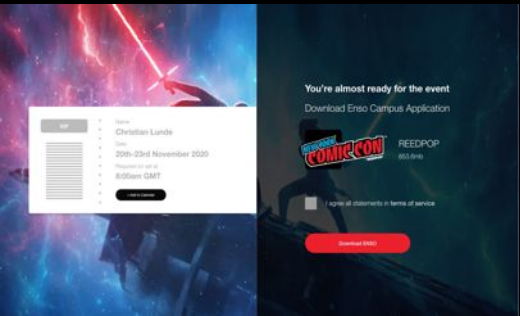
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COMICON MR

Role:
CREATIVE DIRECTOR

Reed approached Engage to leverage the Enso platform for hosting the global Comic-Con event. The event would feature custom e-commerce integration, allowing attendees to personalize avatars of their favorite characters. In addition, there would be a Cosplay runway, celebrity meet-and-greets, and a Death Star-inspired lobby. Set to launch in the first quarter of 2022, the event is expected to attract over 3,000 visitors.



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THE WORLD INDIGENOUS FORUM

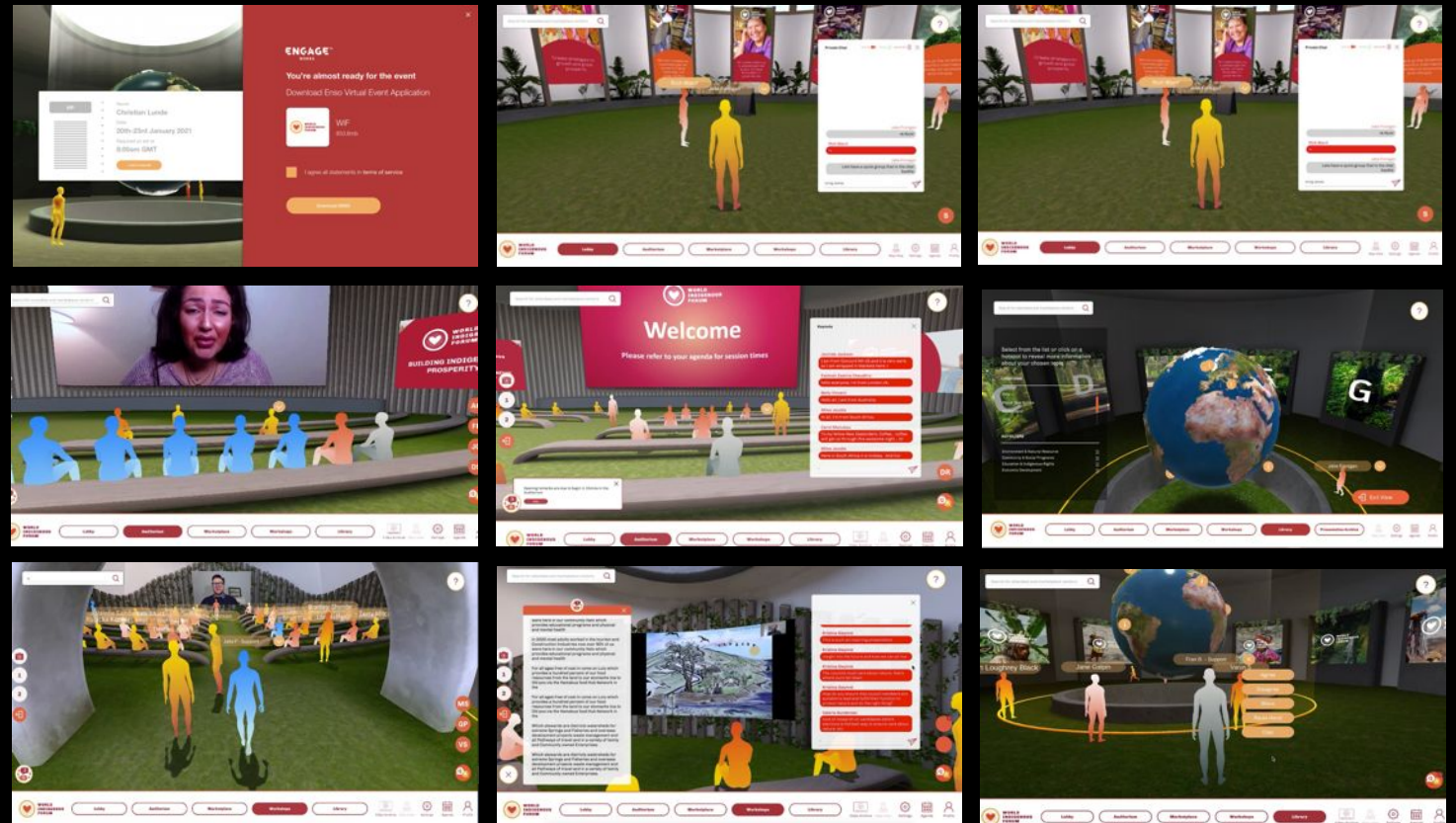
Role:

CREATIVE DIRECTOR

The goal of the WIF platform was to showcase the potential of a virtual event that can scale, expand, and evolve. This innovative platform enables users—ranging from investors and entrepreneurs to indigenous communities and corporate entities—to explore business opportunities in a new light while amplifying the indigenous voice on the global stage.

The virtual platform offers more than just access to talks and workshops on critical issues; it also creates a dynamic marketplace where users can discover products, ideas, and opportunities.

Most importantly, the online event served as a unique meeting space for the Council90, allowing them to discuss, agree on, and sign a manifesto that would shape the roadmap for 2021. It also provided an ideal environment for networking and collaboration. By transitioning to this virtual 3D world, the WIF has opened new possibilities, enabling global participation far beyond the limitations of a physical event.



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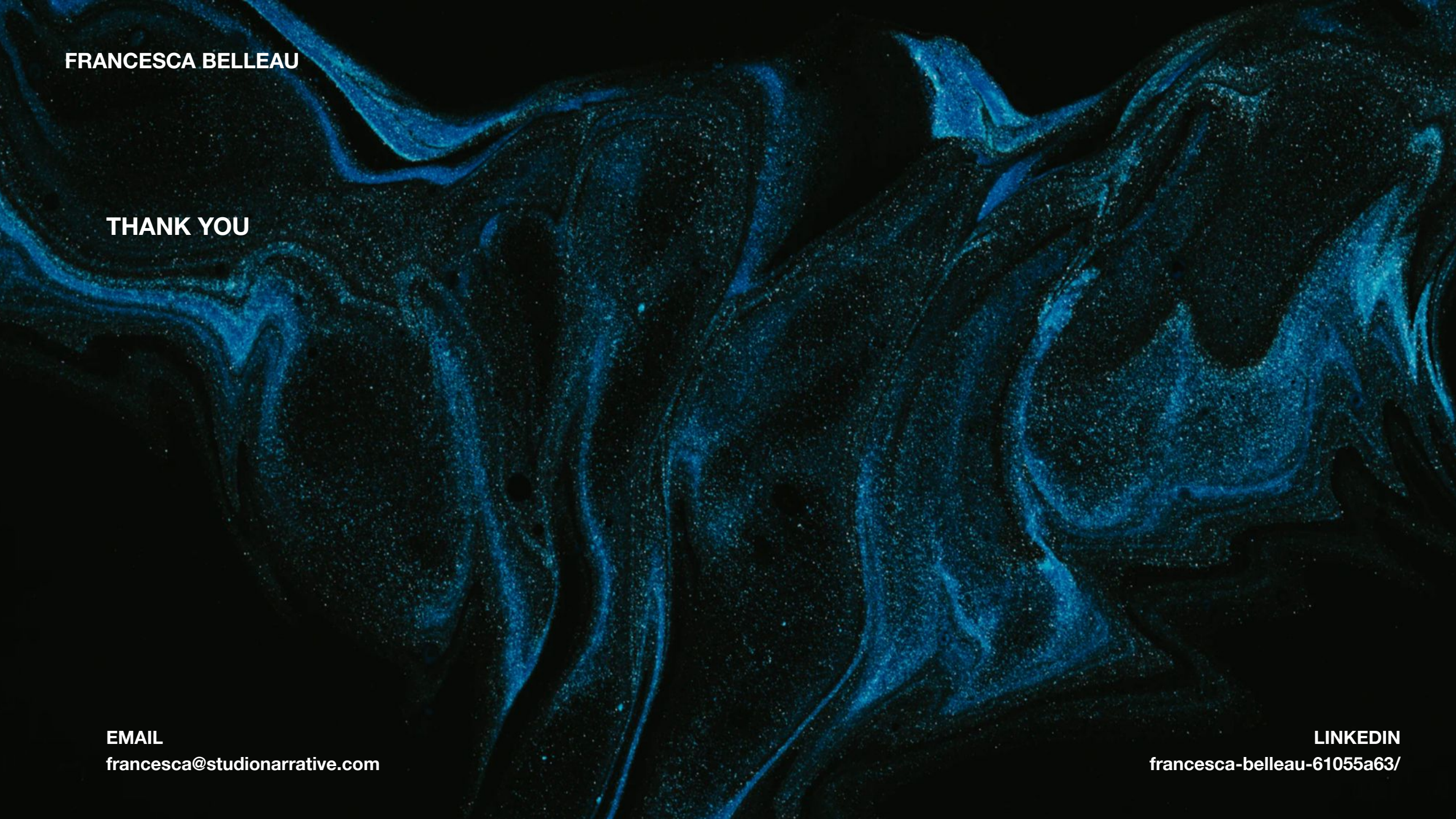
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