

Joanna Mamede

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Profile

I'm a Visual Artist, Director, and Translator based in London with 10 years of experience in Film and TV. My interests and projects mostly relate to language and communication. As a filmmaker I've worked with international crews around the world for recognised brands and channels. In 2019 I was awarded a distinction for the MRes Art: Moving Image degree at Central Saint Martins (UAL), and a First for my BA degree in Communications from ESPM in São Paulo.

Highlights

Visual Artist - 2015 - Present

Special Lecturer at Chelsea College of Arts - Climate Assembly 2020

Project 'Faceinthehole' Exhibited at The Tate Modern 2019 as part of the Tate Exchange.

Project Press Coverage: - Interviewed for the 'interrogating spaces' Podcast

- Published in Zine 2 of Decolonising the Arts Curriculum: Perspectives on Higher Education -

Lecturer and Guest Speaker at Art and Decolonization: Afterall MASP Symposium

Metal Anthropophagy Photo Series published in Zine 2 of Decolonising the Arts Curriculum

Live Text Performance - CSM Degree Show 2019

Short Film 'Maybe Nymph' Selected by the GstaadFilm Festival in Leipzig 2019

Short Film Turner shot in Rio De Janeiro and London (currently in post production)

> Most of my work explores language, culture, and the perception of difference

Livestream Director & Vision Mixer - 2019

Twitter Beach Stage - Cannes Lions Awards 2019

Adweek Europe 2018/2019

> Responsible for the technical operation of vision desks and the creative output of various livestreams and management of personnel.

Translator and Consultant - Microsoft Bing Maps – 2017- Present

>Responsible for the collection and maintenance of open transit data for Brazil, as well as communication between local transit agencies and Microsoft's platform Bing Maps.

Director and Vision Mixer - Rio Olympics and Paralympics – 2016

Olympics: Fencing and Taekwondo

Paralympics: Sitting Volleyball

>Responsible on both projects for directing Camera Crews and Presenters live in the Arena, Live Video Mixing Graphics, and other television feeds such as OBS. I was also responsible for gallery staff and overseeing creation of the days scheduling Ident.

Television Director and Partner at Luzz Productions 2009 - 2016

>Hired per project/season, my responsibilities entailed directing crew, talent and finalizing edits with Channels approval. I have directed History Detectives for The History Channel via Giros. I have also directed for 3 years the Comedy TV Shows starring Fernando Caruso Ed Mort, Muito Giro and De Cara Limpa, and the Celebrity Reality Show Tira Onda by Urca

Filmes for Multishow Globosat. I have also directed Aldeia Viral via Conspiração Filmes. As a documentary director I have travelled through Brazil, Colombia, United Arab Emirates, and South Africa via brands such as Unilever and General Motors.

First Assistant Director - Freelance - 2007 - 2012

Assisted BAFTA Winner Dan Gordon on the awarded 9.79 Documentary for BBC and ESPN, Kayhan Lannes Ozmen for Coke Zero Commercial Campaign with Margarida Films, Cho Jai Seik for The Hero - Samsung with RiccaFilms, and TJ O'Grady Peyton for The Power of Potential - Conde Naste and Shell, among others.

> Responsible for maintaining the order on the set, tracking daily progress against the filming production schedule, arranging logistics, preparing daily call sheets, checking cast and crew.

Innovation and Latin American Coolhunting Coordinator - Voltage 2005 -2007

Responsible for creating logos, unconventional marketing actions, planning presentations strategies, consumer habits research, field surveys, vSpotters network upgrade, organization of cool hunting events, research settings and events.

Education

Central Saint Martins, UAL. London, UK - MRes Fine Art: Moving Image, 2019

- Distinction Award

Escola Superior de Propaganda e Marketing, ESPM, São Paulo - B.A. in Communications and Marketing 2005

- First-class Honours and III Ricardo Ramos Portfolio Award 2005

Practical Filmmaking, Universidade Estacio de Sá 2000

Other Courses

Kinophilosophy: Deleuze and the action-image crisis, Museum of Modern Art Rio 2017

Masterclass with Richard Peña on Maya Deren - Academia Internacional de Cinema 2017

Summer Art Residency at Capacete – Rio de Janeiro 2016

Screenwriting and Narrative Design at Pontifícia Universidade Católica 2009

Editing short course at Ateliê da Imagem, Rio de Janeiro 2006.

Video, Production and Photography courses at Blake College - London 2000

Skills and Programs

Soft Skills: Director and Visual Artist: Directing Talent and Actors, conducting interviews, managing teams, overseeing creative output from conception to delivery, building & maintaining relationships, working in a team and autonomously when required, scheduling and budgeting projects, delivering projects to brief, curation of visual arts and creative logistical aspects of delivery, creative writing and photography, editing of material, copy-editing.

Translator: English and Portuguese

Hard Skills: Programs: Adobe Creative Suite/Avid/Final Cut Pro //Celtx/ Final draft/ Microsoft Office/ Keynote/ Moviemagic/Express Suite/Pages/Microsoft CRM

Hardware Operation: Sony and Blackmagic Vision Desks/Cannon, Sony and DSLR Cameras