

Tom Vanleenhove
presents

The
“**PORTFOLIO**”

A
[placeholder]
Production

 **"Highly advise as a designer
and storyteller."**

-Arthur

 **"I once saw him get a cramp when
stirring a cup of coffee..."**

-Salsa

"Money back guarantee!"

-Gert

 **"Who?"**

-Pope Francis

  **"He's a good boy."**

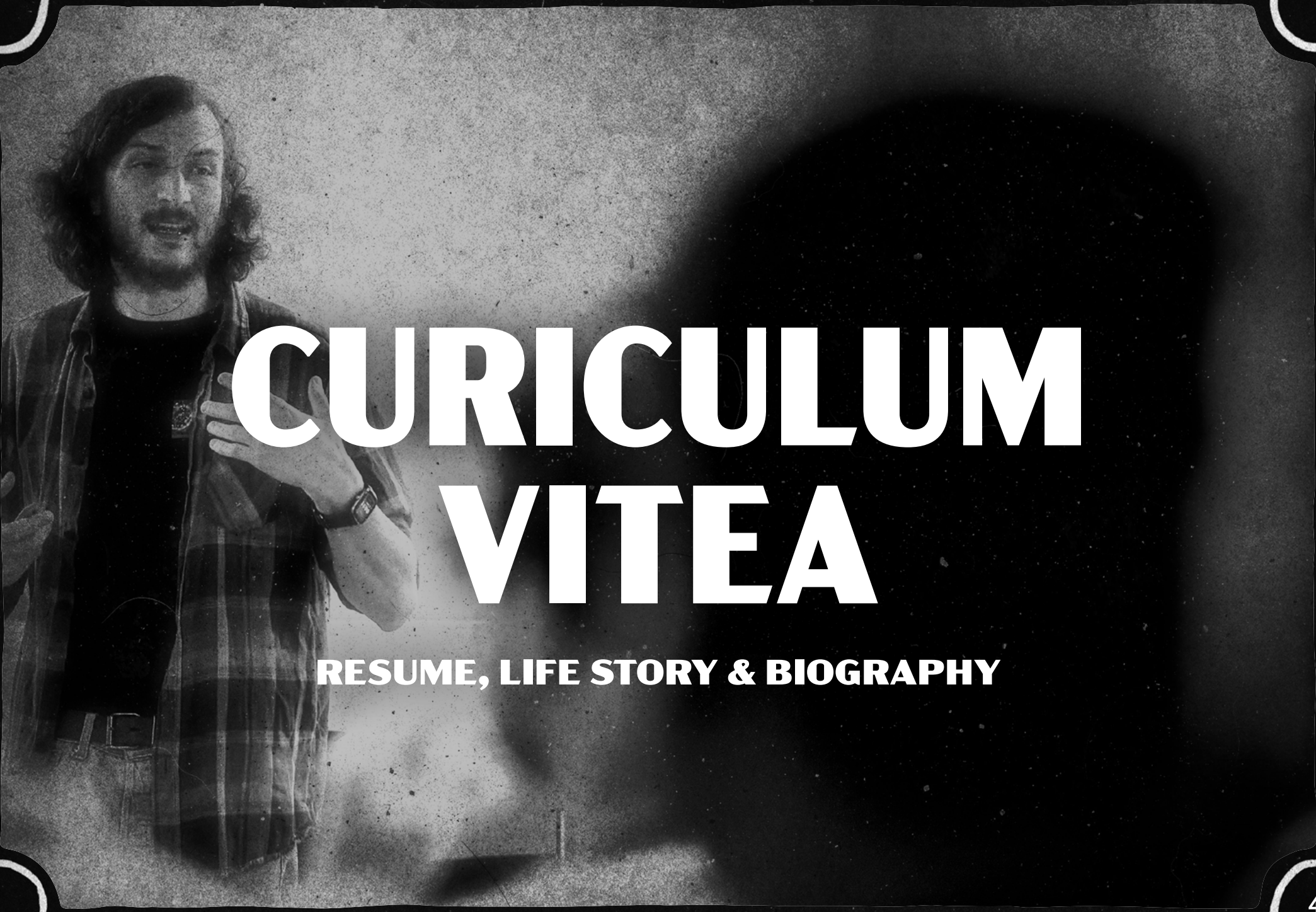
-Mom

  **"Nice boi, thick ass"**

-Lotte

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CURRICULUM VITEA

RESUME, LIFE STORY & BIOGRAPHY

Information

PERSONAL INFORMATION

First name Tom

Last name Vanleenhove

Date of birth 12/02/1994

Nationality Belgian

Languages Dutch (native)

..... English (proficient)

..... French (intermediate)

CONTACT INFORMATION

Telephone: +32 476 44 74 58

Mail: hello@tomspoon.com





Introduction

Tom, A man worth talking shit about. He's a lover, a hater, an artist, but mostly a dick. Aside from being your friendly neighborhood asshole he's an art director at Adsomenoise. Gifted/cursed with a twisted brain and a fascination for design, animation and storytelling, Tom entered the ad industry with a taste for revolution.

It all started at age 16, making his book assignments look amazing so he'd still pass without reading the book. This made little rascal Tom realise that nice words with pretty packaging change people's minds. Of course this idea flourished after meeting and working with weird, wacky and talented people all around Belgium.

Work Experience

EDUCATION

2016 - 2017 UC Leuven-Limburg
..... Specific teacher training

2012 - 2016 Howest - Hogeschool
..... West-Flanders
..... Multimedia &
..... communication sciences,
..... Devine

PROFESSIONAL

2020 - 2024 Adsomenoise
..... Art Director

2020 - now Tom Spoon
..... Founder & Boss

2017 - 2020 Adsomenoise
..... Motion Designer

2017 Little Miss Robot
..... UX Architecture Intern

2016 - now Freelancing
..... All-Around Designer
..... Motionographer
..... Illustrator

Skills

HARD SKILLS

Adobe Creative Cloud

- Photoshop
- Illustrator
- Experience Design
- InDesign
- After effects
- Animate

Illustration

- Conceptual sketching
- All-round Illustration

AI tools

- ChatGPT
- Claude
- Midjourney
- and many more...

SQUISHY

SOFT SKILLS

Concept creation

- Brand building
- Digital marketing
- Offline marketing

Art Direction

- Style creation
- Visual design
- Animation & Motiongraphic
- Web design

Presenting to clients

Knowledge of:

- Web development
- Interactive design
- Hardware Coding



Art Direction

In 2020, I leveled up from animator/designer to Art Director at Adsomenoise, tapping into the conceptual potential of my “twisted brain.”

This transition unlocked an entirely new creative skillset before execution - brainstorming big ideas, collaborating cross-functionally, and translating raw concepts into compelling campaign visions.

My visual foundation as an animator/designer merged with high-level strategic thinking. The works showcase my full creative scope - from innovative conceptualization down to polished production details.

It was an artistic awakening, bringing an inventive perspective to both the “what” and “how” of the creative process.



Artificial Intelligence

Since April 2022, when DALL-E 2 launched, I have been completely captivated by the possibilities of AI. Driven by a fascination with how AI can enhance my creative process, I stay up-to-date daily with the latest advancements and trends.

AI has revolutionized my creative perspective, revealing that there are no boundaries to what I can create. It empowers me to express myself in ways previously unimaginable, pushing the limits of my artistic capabilities.



Teaching & Public Speaking

I've done workshops, guest lectures, and public speaking engagements on design, AI, and motion graphics. Showing that I can simplify complex subjects for diverse audiences, from industry professionals to high school students.

2024 Genk City
..... Connecting with A.I.

2024 Adsomenoise
..... A.I. Inspiration session

2024 UCLL Leuven
..... Guest lecture on A.I.

2020 - 2024 Adsomenoise
..... Various workshops

2016 - 2017 TSM Mechelen
..... Multimedia teaching

Fisher-Price

Worked with



LE
Pain
QUOTIDIEN

DHL



TotalEnergies

COWBOY*

telenet



Samsonite



SAMSUNG



mazda



BNP PARIBAS
FORTIS



DECATHLON

MOTION • DESIGN • ILLUSTRATION

TOM SPOON



SHOWREEL

2024

ILLUSTRATION • DESIGN • MOTION

www.vimeo.com/1027040980



cturen
en?

in vlammen op?
Durf te klagen.

Beschadigd pakketje ontvangen?
Durf te klagen.

CASE

TESTAANKOOP

Of staan je aankopen
in de weg van je zomer?

Komt het nieuws sneller
per schildpad dan via internet?

Net iets te veel willen bespa
op beveiliging?

“BAD LUCK BARRY” CAMPAIGN



The Brand & The Brief

TESTAANKOOP

Testaankoop is a trusted, independent consumer organization in Belgium, known for informing and protecting consumers. From an outsider's view, their benefits package empowers members to save money and gain knowledge on important topics.

Adsomenoise was involved to differentiate their core product offerings (Compare & Complain) while driving subscription growth through clever advertising campaigns.

www.testaankoop.be

The Campaign

BAD LUCK BARRY

In this campaign for Test Aankoop, we revitalized their “Complain” service with the charming character Barry (Jos/André). This lovable figure, who often hesitates to complain, illustrated that with Test Aankoop, consumers will never run out of luck again.

We brought Barry to life through engaging static and video ads across social media, YouTube, and premium pre-rolls. His relatable and humorous narrative not only resonated widely but modernized Test Aankoop’s image and demonstrated the power of effective complaint resolution, setting a vibrant tone for future campaigns.

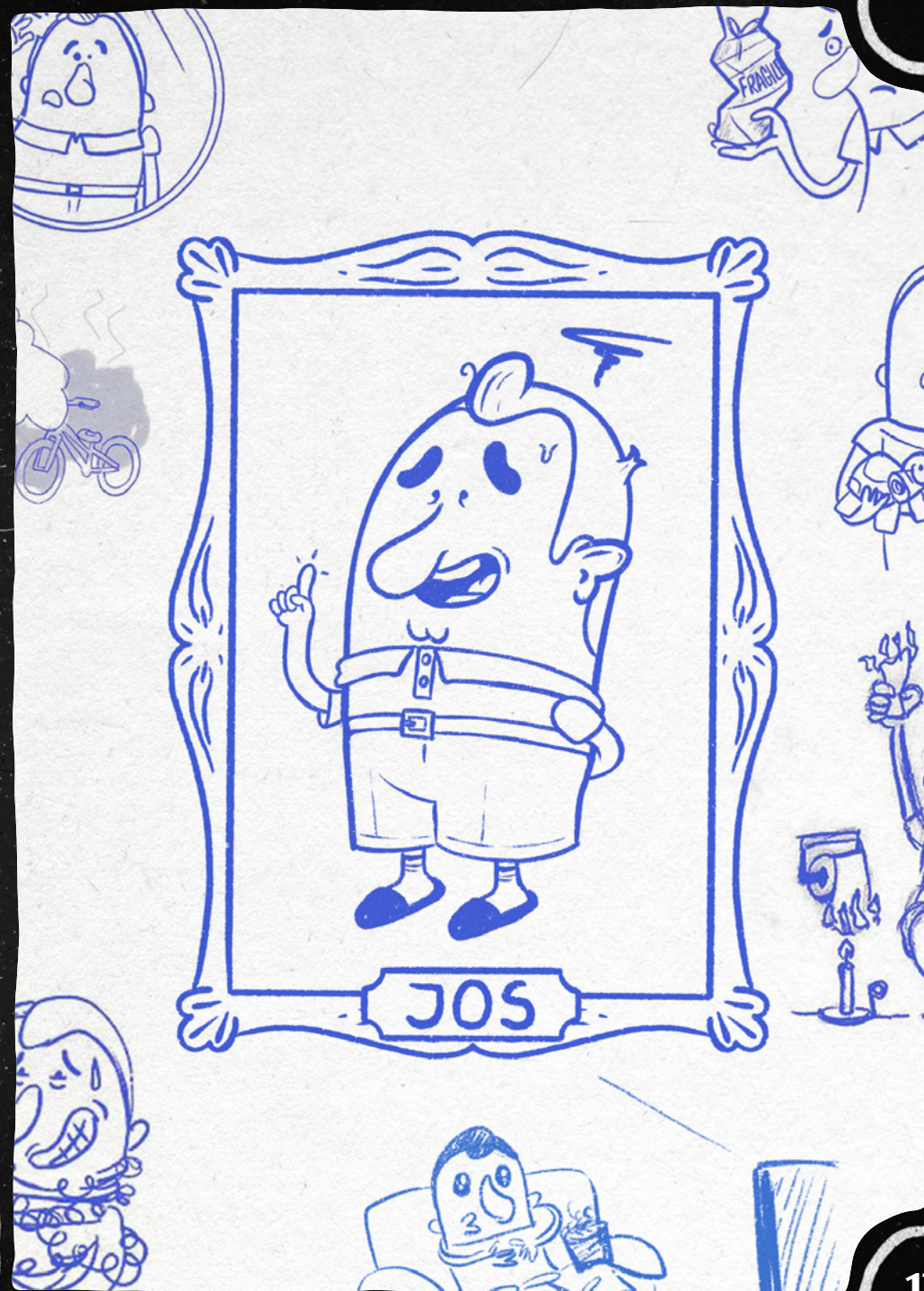


Character Design

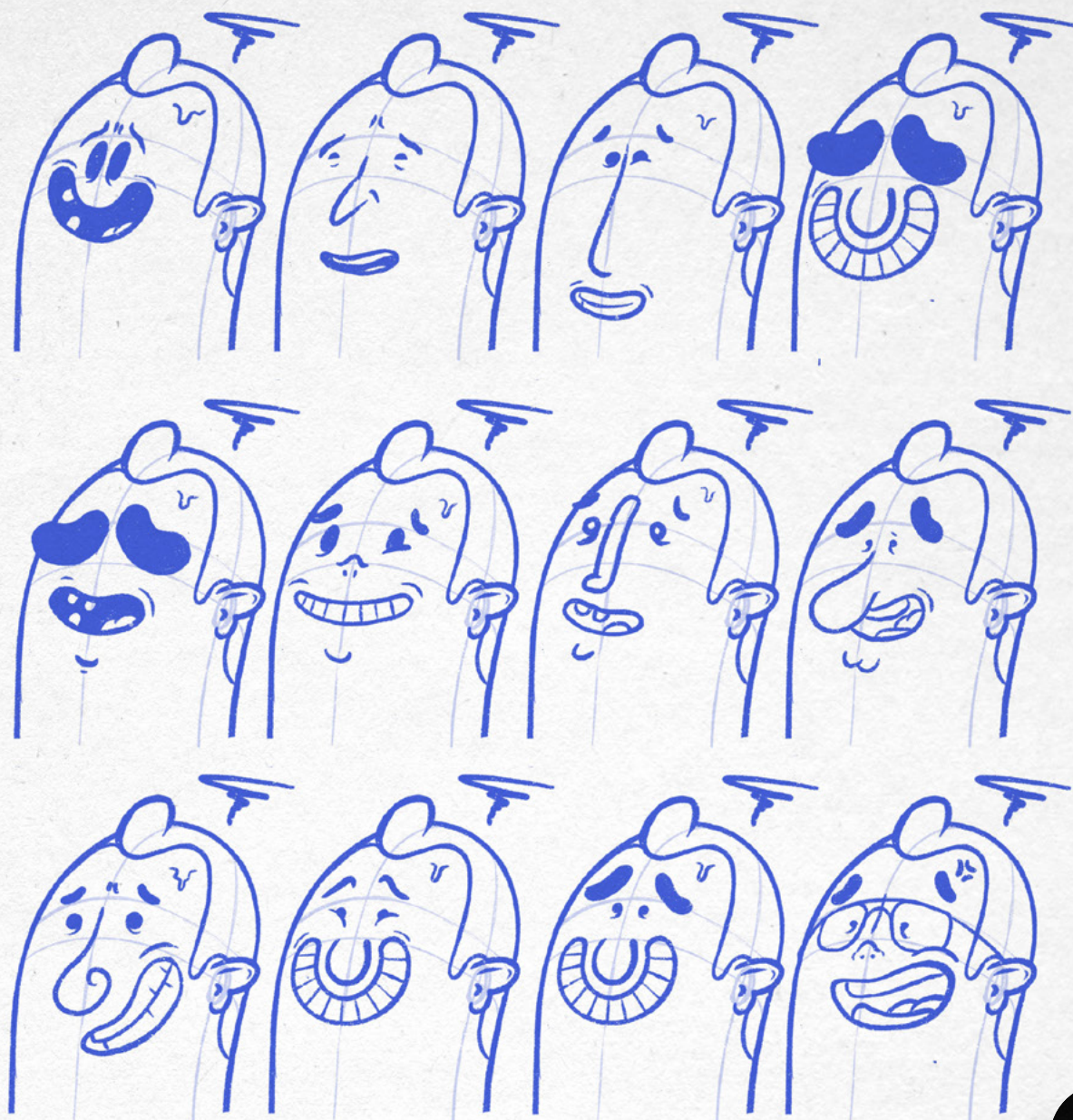
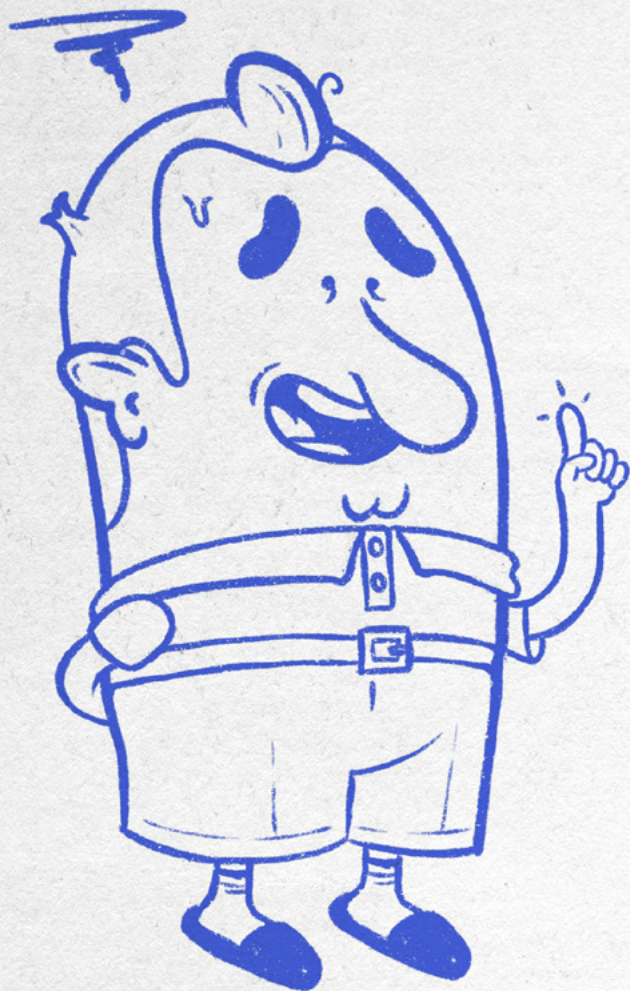
BAD LUCK BARRY

The objective was to design a relatable character who embodied a potential consumer facing misfortunes that necessitate TestAankoop's services. By crafting an empathetic, friendly yet unlucky persona for Barry, we aimed for viewers to see aspects of themselves reflected, prompting recognition of TestAankoop as the solution provider.

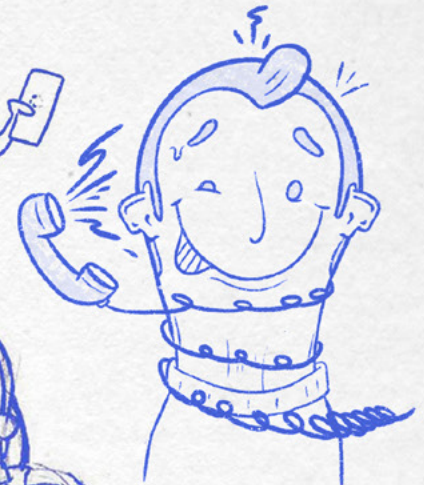
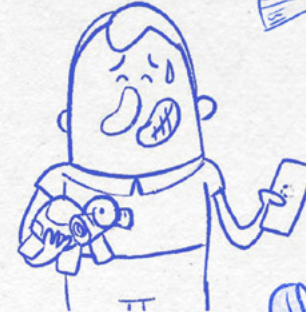
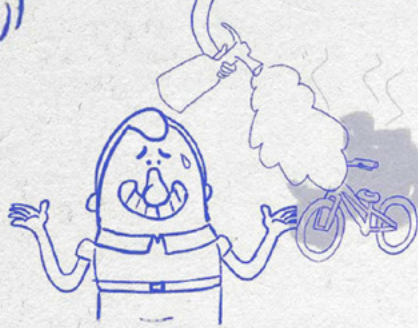
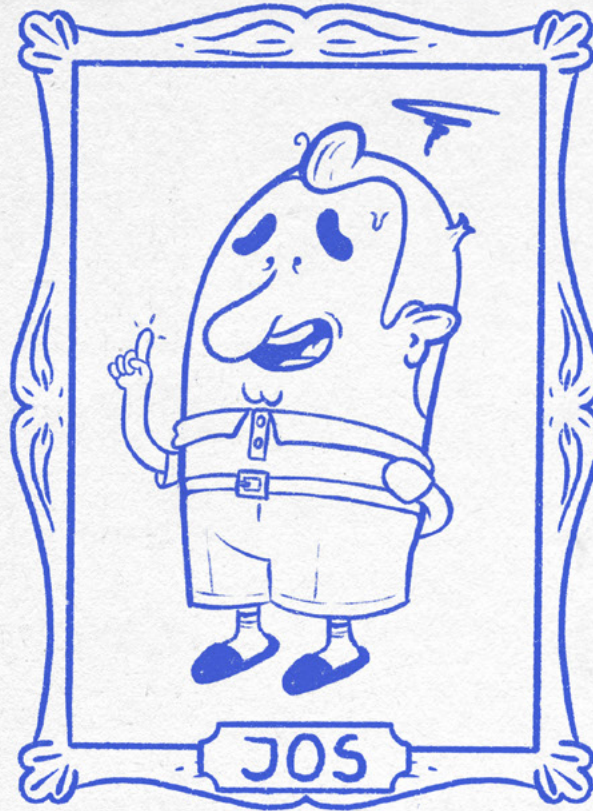
Through an iterative sketching process, the approachable potato head look was selected to capture Barry's affable nature in an emotionally resonant way. Moving into 3D production, I closely art directed Mr. 81 throughout the process, guiding the transition from initial sketches to the finalized 3D asset.



CHARACTER EXPLORATION



EXPLORATION

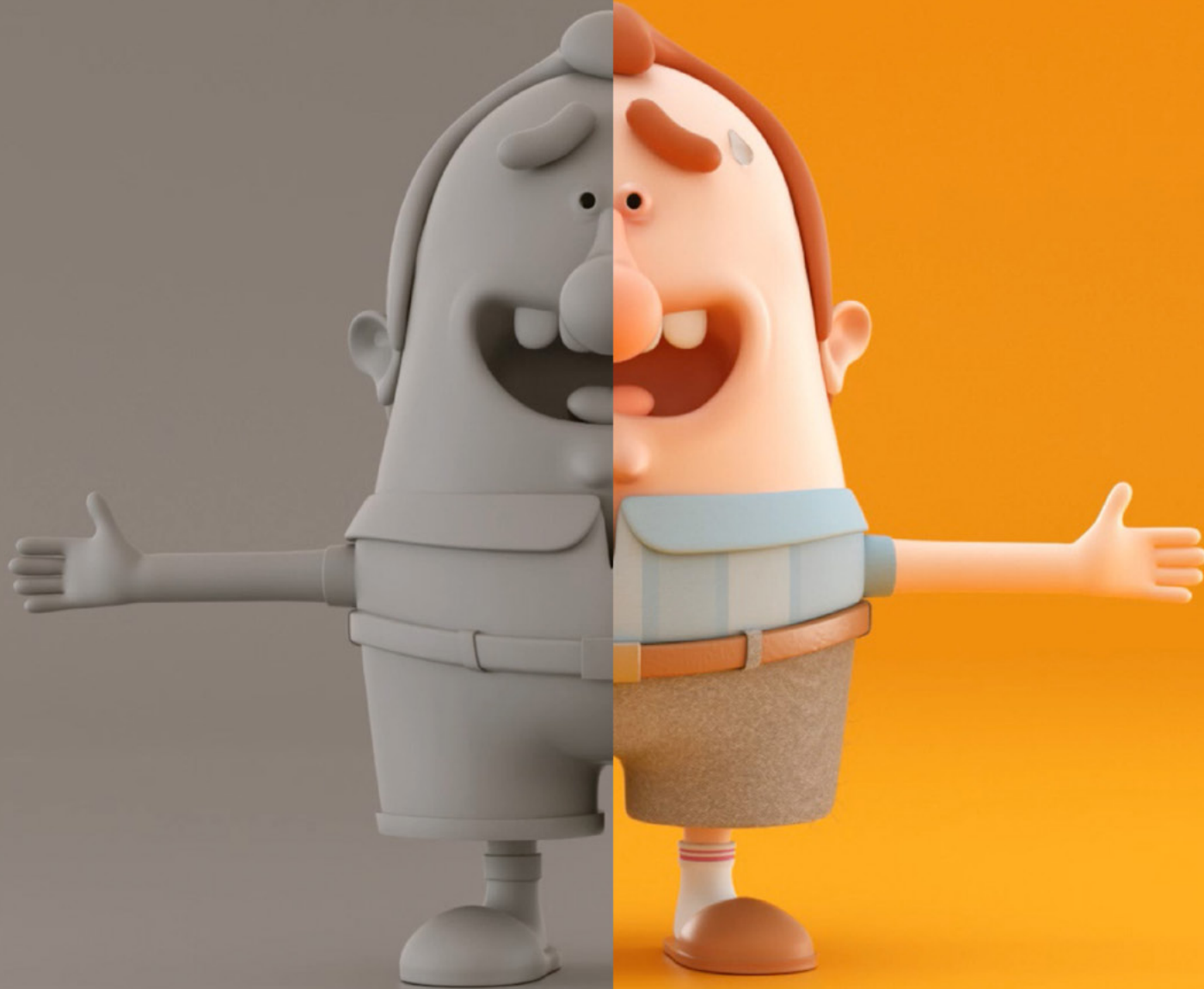


GEJOST?

HIER WORDT HET
OPGELOST



3D PRODUCTION & SHADING



FINAL CHARACTER



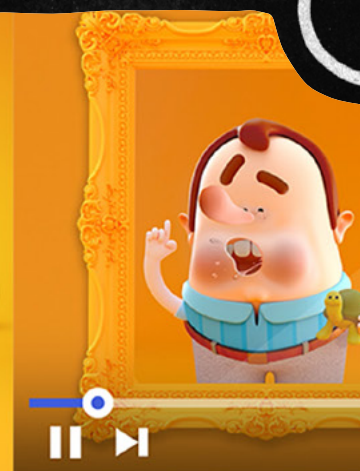
Energiefacturen
kan te rillen?



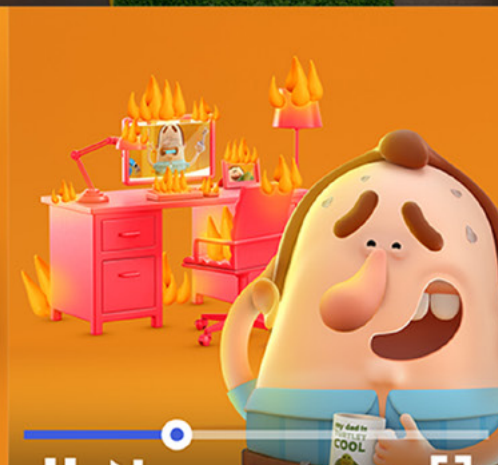
MEER INFO



Gaan die goede voornemens
in vlammen op?
Durf te klagen.



Komt het nieuws sneller
per schildpad dan via internet?



Net iets te veel willen b
op beveiliging?



Animation

BAD LUCK BARRY

To create a year's worth of topical yet strategically aligned “Barry” scenarios in an efficient and cost-effective manner, we pivoted the art direction to utilize 3D assets animated in a 2D style.

This hybrid approach allowed us to imbue Barry with expressive emotion and character while maintaining an animation pipeline conducive to a rapid production cadence. By eschewing the time and resource intensiveness of full 3D animation, this methodology enabled us to prolifically generate over two years of engaging ads featuring the beloved Barry persona for TestAankoop's campaigns.





CASE VIDEO
“BAD LUCK BARRY” CAMPAIGN

www.tomspoon.com/cases/TA_jos-case.mp4

CASE
SAMSUNG
VARIOUS PROJECTS



SAMSUNG

The Brand & The Brief

SAMSUNG

Samsung is a global tech leader known for innovation in electronics, home appliances, and mobile devices. Its reputation for quality and forward-thinking design makes Samsung a trusted name in the tech world.

I began working with Samsung focusing on production such as design and animation, consistently delivering my best. This dedication fostered a reliable partnership, which opened doors to more innovative and challenging projects.

www.samsung.com

Assets & Content

In my 6 years at Adsomenoise I've worked on a multitude of Samsung campaigns for their wide range of smartphones, watches, tablets and home appliances. These campaigns involved mostly production regarding designing with the Samsung guidelines but also motiographics and multimedia animations.

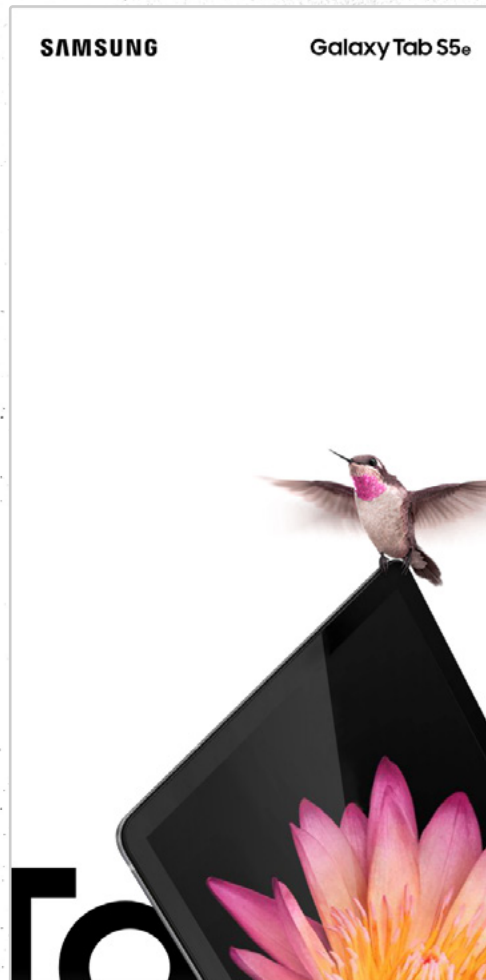




**DISPLAY AD:
GALAXY S10**

- Size: 101kB
- Animated html5

www.tomspoon.com/cases/examples/samsung-s10



**DISPLAY AD:
GALAXYTAB S5E**

- Size: 140kB
- Animated html5

www.tomspoon.com/cases/examples/samsuhg-tab-s5e



**DISPLAY AD:
GALAXY S10/S10+/S10E**

- Size: 124kB
- Animated html5

www.tomspoon.com/cases/examples/samsung-s10-range

Dynamic Ads

With the vast amount of products in rotation within the Samsung brand universe they needed a more dynamic always-on layer that automatically updates for every new product launched.

Together with Samsung we conceptualized, designed and animated a dynamic display and video ad that was technically feasible but also aesthetically correct for Samsung but also the viewer.

More information can be found in
the “Dynamic video advertising” case video





CASE VIDEO

DYNAMIC VIDEO ADVERTISING

www.tomspoon.com/cases/Samsung-Dynamic-dco.mp4

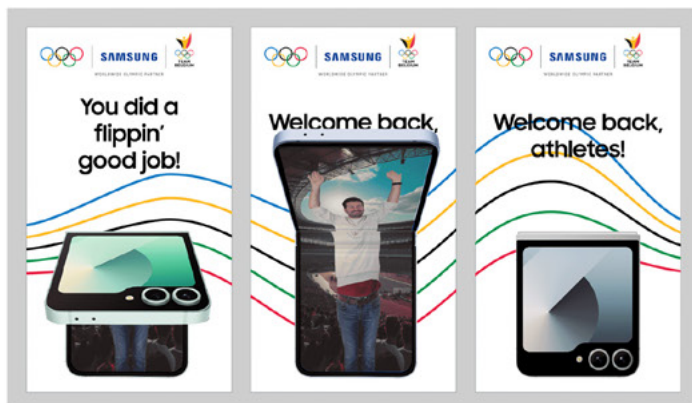
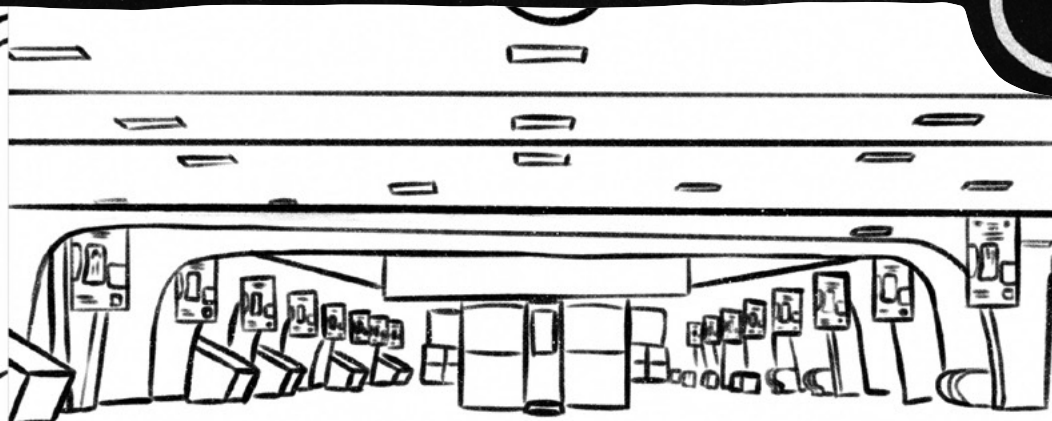
Join The Flip Wave

DYNAMIC OUT-OF-HOME

Samsung wanted to put the focus on their new Galaxy Z Flip6 while also showing their support for the Summer olympics of 2024. We combined our technical expertise with web experiences and our creative brains to create a campaign that would run live on all digital-out-of-homes around Belgium. Simply scan the QR-code, take a picture of yourself with your arms in the air and join the Samsung flip wave within minutes.

This was the last campaign I did with Samsung and it was a blast to work on. The years of building up trust and a lot of our technical research came together in this campaign.





SAMSUNG
Galaxy Z Flip6
#FlipTheWave voor Team Belgium



SHOWCASE VIDEO

GALAXY Z FLIP6 OLYMPICS

Upload jouw selfie op
flipthewave.com

www.tomspoon.com/cases/Samsung-flipwave-video.mp4

Flippin' great job!

THE FINAL MOMENT

Post-Olympics, we aimed to give the Belgian athletes a hero's welcome at Brussels station. Our ambitious plan was to sync all available screens to create a massive, station-wide wave showcasing submissions from our "Join The Flip Wave" campaign.

While the campaign is still running (so no footage yet, sorry!), I single-handedly set up the animations for 30+ screens throughout the station. It's a testament to Belgium's support for its Olympic team – and my caffeine tolerance.



CASE
MLEUVEN

DIERIC BOUTS CAMPAIGN



Museum Leuven

The Brand & The Brief

M LEUVEN

The M - Museum Leuven, an art museum in Leuven, Belgium established in 2009, boasts a collection of approximately 46,000 works spanning late-Gothic paintings and sculptures to 19th-century Flemish masters.

In 2022, the museum's 'New Horizons' initiative aimed to juxtapose contemporary art inspired by historical pieces, specifically highlighting the 15th-century painter Dieric Bouts. A comprehensive marketing campaign was developed to introduce Bouts' masterpiece "The Last Supper" to modern audiences.

www.mleuven.be

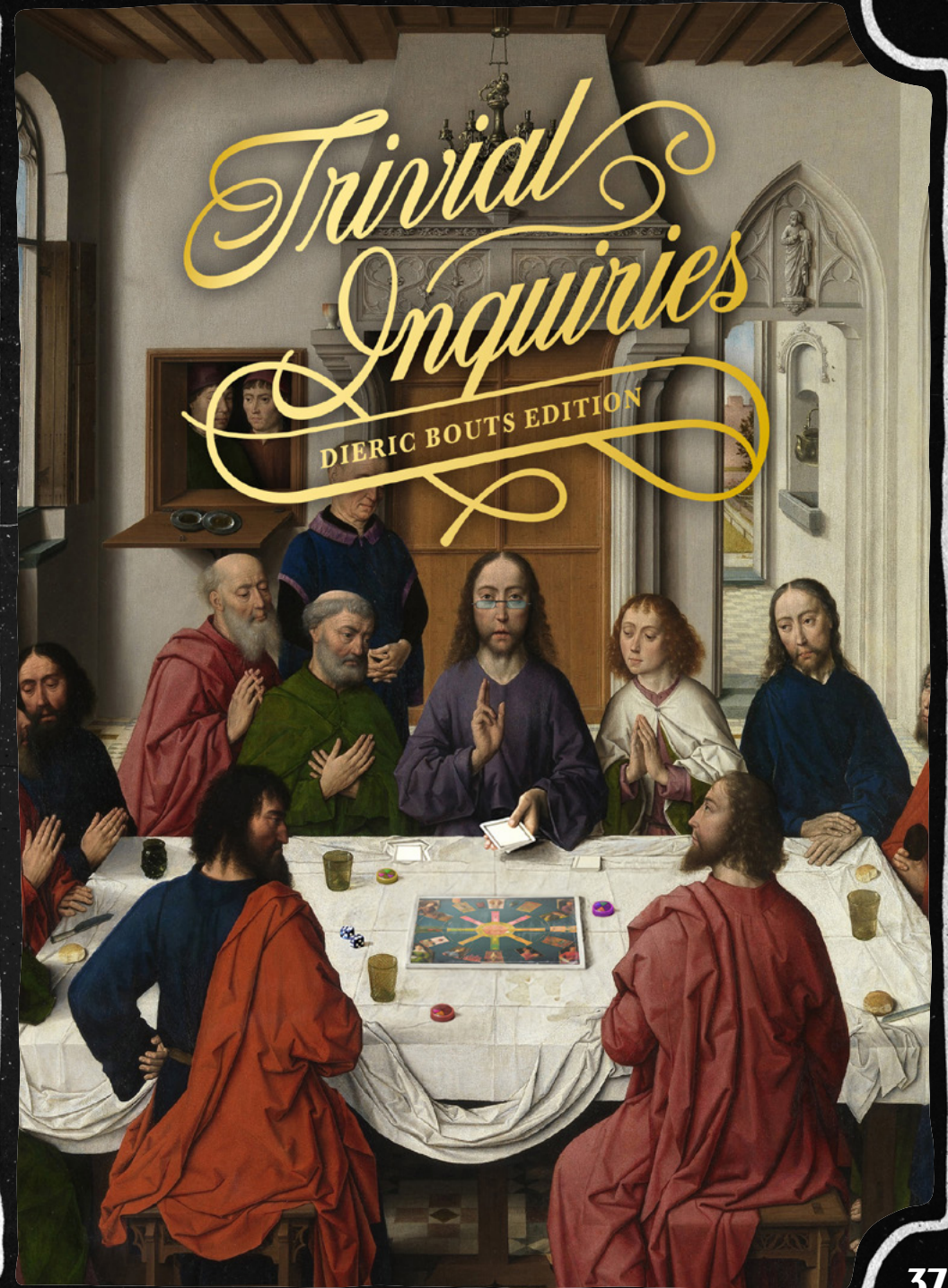
The Campaign

DIERIC BOUTS

The Museum Leuven's 'New Horizons' initiative engaged audiences with Dieric Bouts' "The Last Supper" through an immersive AR experience.

Users scanned a QR code on a brochure to enter an interactive journey featuring a quiz inspired by Trivial Pursuit. AI-generated characters from the painting guided them, deepening their connection to Bouts' work and the exhibition. This contemporary approach aimed to educate and entertain visitors, sparking interest in the museum.

More information can be found in
the "Dieric Bouts experience" case video



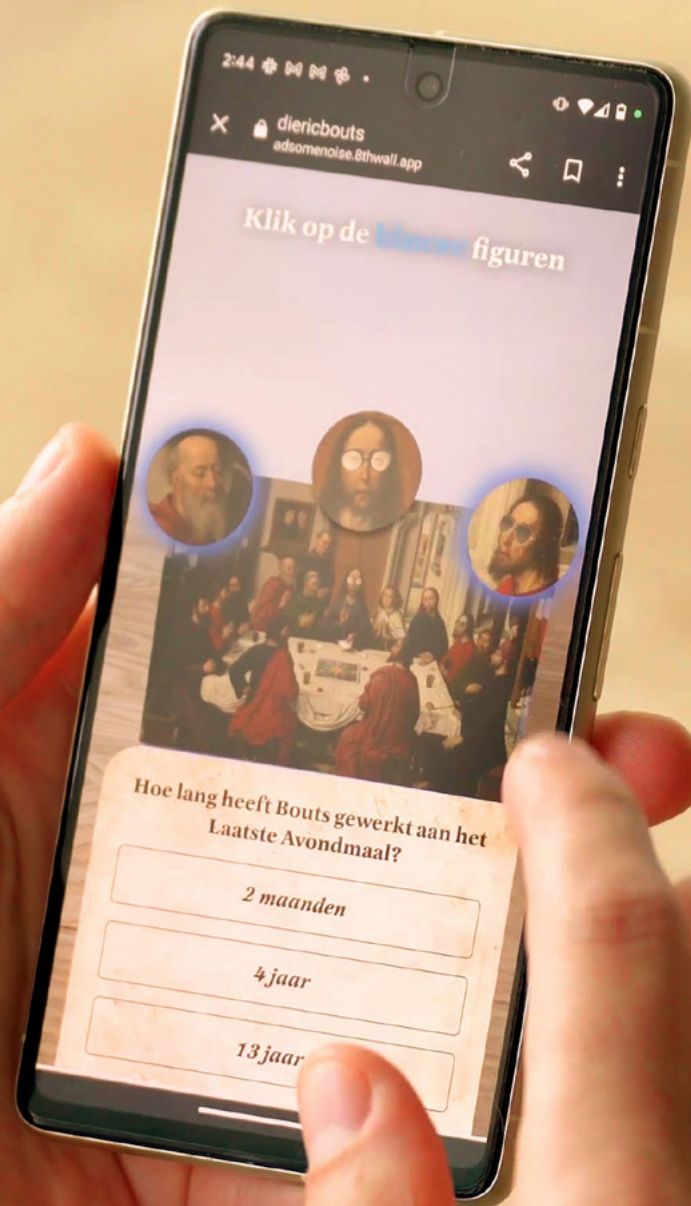
INTERACTIVE FLYER MOCKUP













Scan the QR code
and try it yourself!



CASE VIDEO

DIERIC BOUTS EXPERIENCE

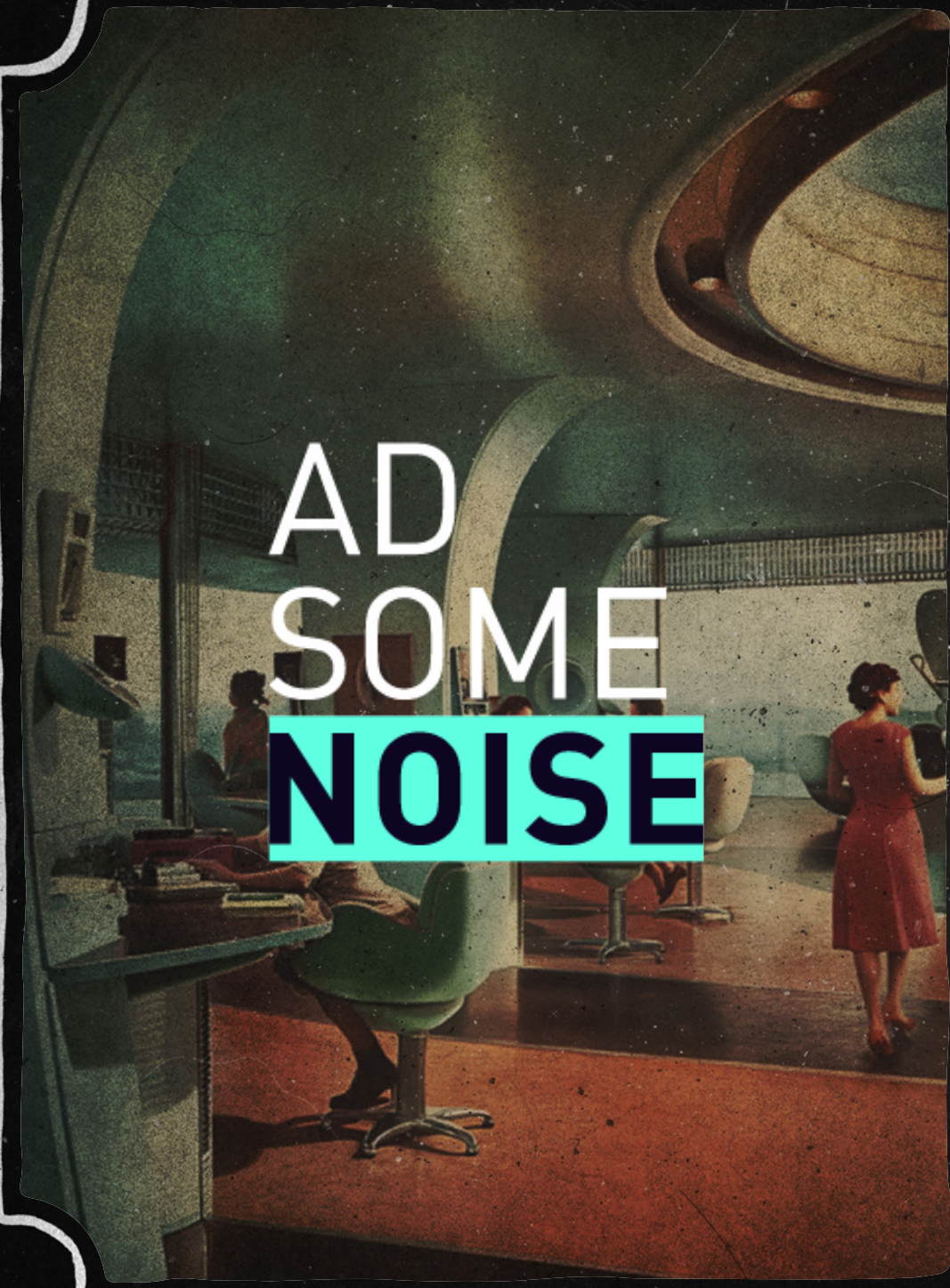
www.tomspoon.com/cases/MLeuven-Bouts_case.mp4



CASE

ADSOMENOISE

INTERNAL PROJECTS



AD SOME NOISE

The Brand

ADSOMENOISE

AdSomeNoise is a forward-thinking agency redefining digital advertising. They seamlessly blend creativity, media, and technology to build meaningful connections between brands and audiences. With their innovative approach, they prove that digital can be the heartbeat of impactful advertising.

If you want a partner that makes noise and connects brands through real, human connections, AdSomeNoise is the agency to choose. “Think Digital. Act Human.”

www.adsomenoise.com

The Website

UI/UX DESIGN

I had the opportunity to redesign the website for Adsomenoise based on their new branding, ushering in a fresh chapter for the agency.

As the agency of the future, Adsomenoise needed a website that represented all the core pillars of the company: data, technology, creativity, and strategy. We delivered a well-structured site with a keen focus on interactivity and creativity to showcase their forward-thinking approach.

www.adsomenoise.com





End-of-year Campaigns

CREATIVE EXPLORATION

Adsome noise has an annual tradition of creating an end-of-year campaign tailored for their current clients. Internally, this also serves as an opportunity to showcase the research and development initiatives we've been experimenting with in a creative manner.

For us on the creative team, it's a chance to try something new that we haven't executed as a full-fledged campaign yet, demonstrating our capabilities to clients.

This approach often yields interesting and playful results that sometimes plant the seeds for future client campaigns down the line.





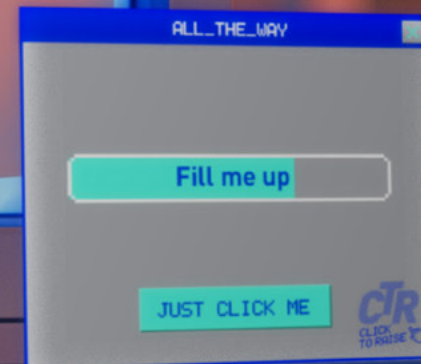
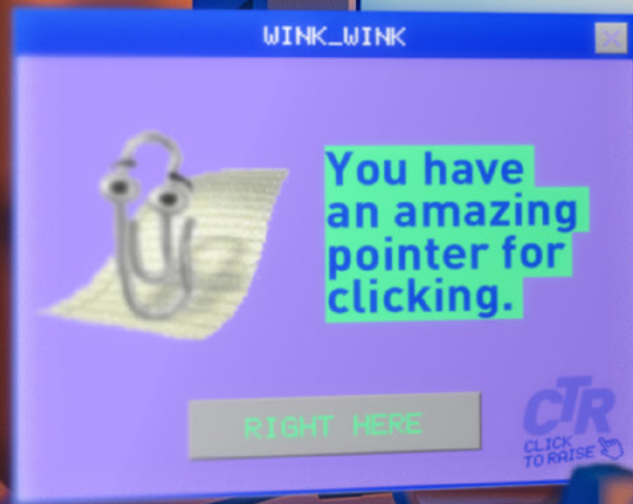
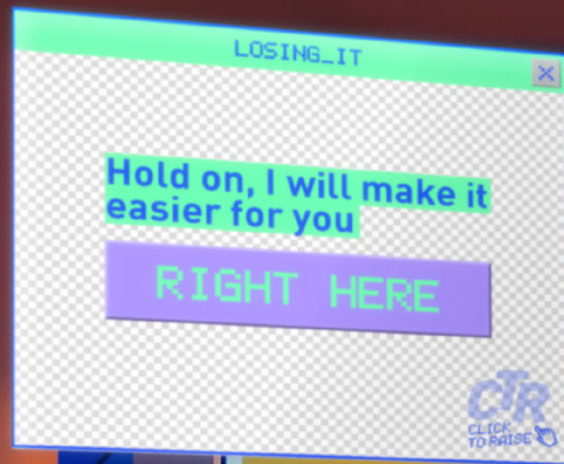
Click To Raise

EOY 2019

For our 2019 New Year's campaign, we redefined CTR as "Click To Raise" - where each unique click across our digital assets generated a €0.1 donation to charity.

The concept playfully poked at the "branding vs. performance" debate, aiming for a middle ground. An engaging brand campaign where the "performance" metric benefited a good cause.

It was our team's chance to showcase how innovative creative can drive real results, all while bringing some philanthropic vibes to the ad world. A win-win New Year's message that impacted more than just impressions.







Passive Aggressive Mugs

EOY 2021

The shift to remote work in 2020 was... challenging, to say the least. A perfect storm of tech fails, communication breakdowns, and just general longing for human interaction. We channeled those frustrations into tongue-in-cheek mugs capturing the most hilariously hostile video call moments.

To bring those passive aggressive one-liners to life, I illustrated and animated the mugs in all their snarky glory. It was therapeutic art that also benefitted Belgium's struggling music industry, with all proceeds supporting that sector.







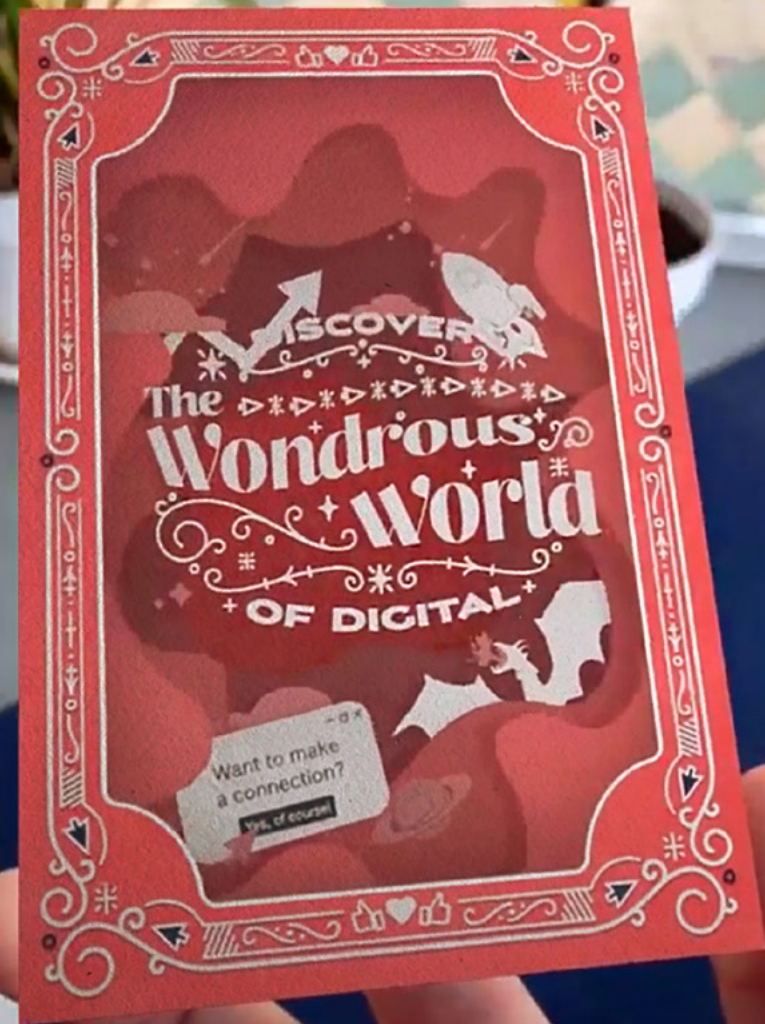
AR Christmas Card

EOY 2023

For the 2023 EOY, we merged emerging AR technology with nostalgic visuals. As our team explored augmented reality's potential, I illustrated and designed Christmas cards blending animation, static elements, and 3D.

But we took it a step further by personalizing 15 cards for our closest client partners, featuring custom frames highlighting our unique relationships.

The result seamlessly blended innovative tech with meaningful emotional connections. It pushed creative boundaries while capturing the heartwarming essence of the season through an unforgettable digital experience.





DEMO VIDEO

END-OF-YEAR AR EXPERIENCE

www.tomspoon.com/cases/ASN-AR-E0Y-case.mp4

Scan the
QR code...



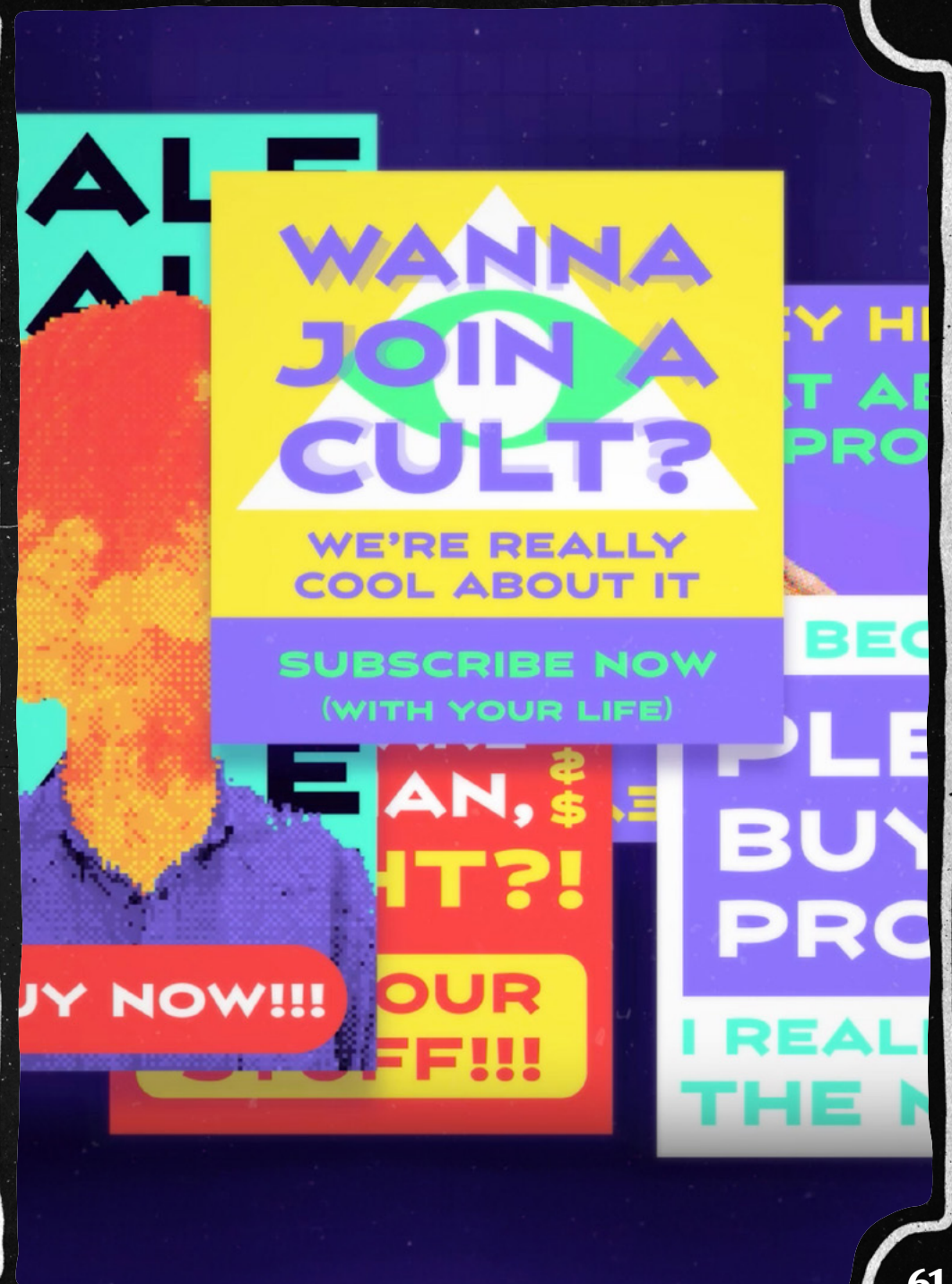
and try it
yourself!

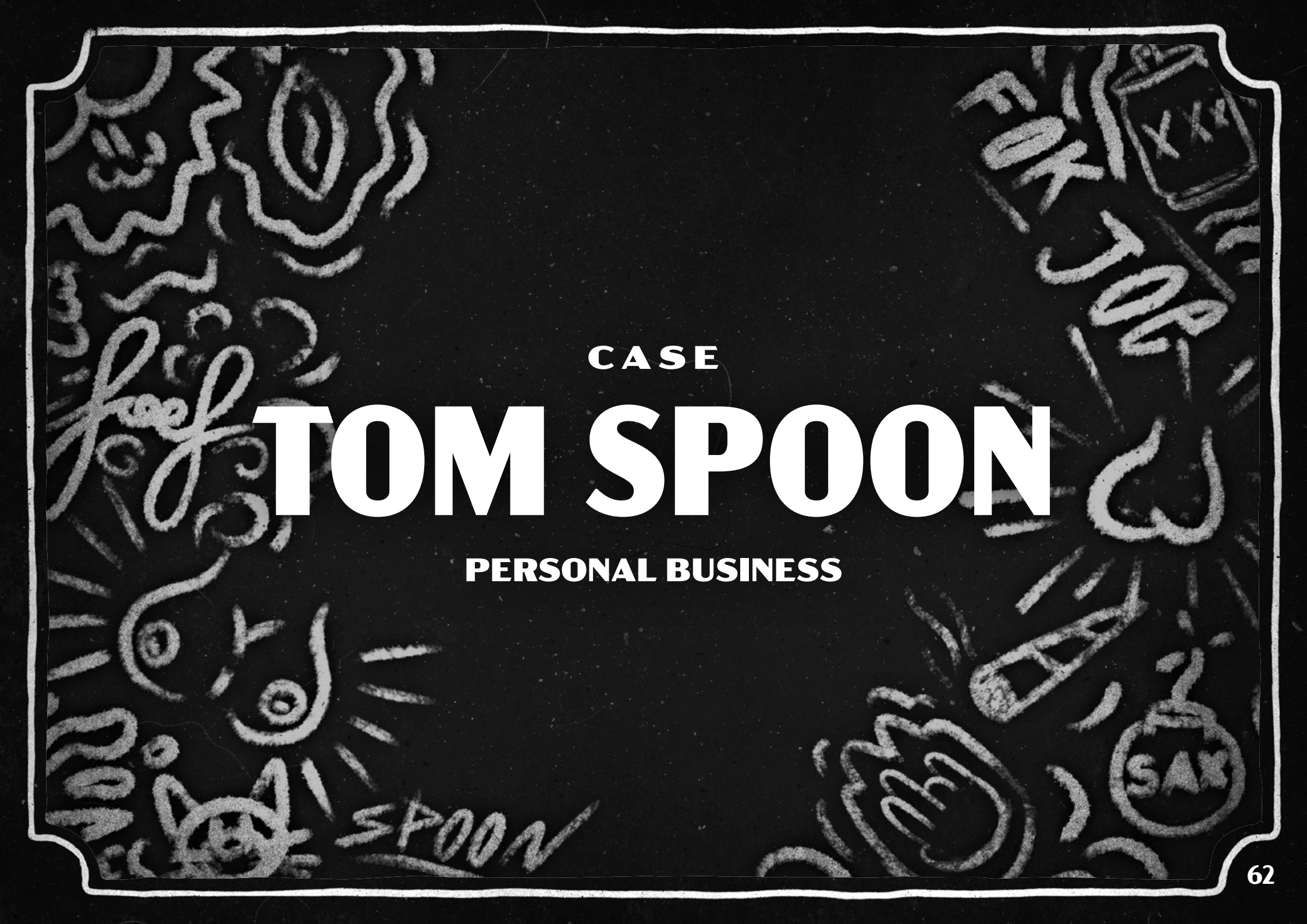
The Case Movies

STORYBOARDING & MOTIONGRAPHICS

At Adsomenoise, I handled multiple roles from concept creation to motion graphics, overseeing projects from ideation to production. Beyond launching campaigns, I created case videos to highlight our work and compete for awards. The videos in my portfolio demonstrate my ability to fully develop an idea into an award-worthy final product. This comprehensive involvement in the creative process was deeply rewarding, allowing me to shape the campaign's creative vision from start to finish.

www.vimeo.com/adsomenoise





CASE

TOM SPOON

PERSONAL BUSINESS



The Brand

TOM SPOON

In 2016, I birthed an alter ego - Tom Spoon. Under this banner, I fused uncensored self-expression with brand-building from my ad world background.

Five years later, Tom Spoon evolved into an official business, selling unique products that resonated with my personal aesthetic while also taking on client work.

Tom Spoon became an outlet to boldly craft my own unmistakable identity, free from predetermined guidelines.

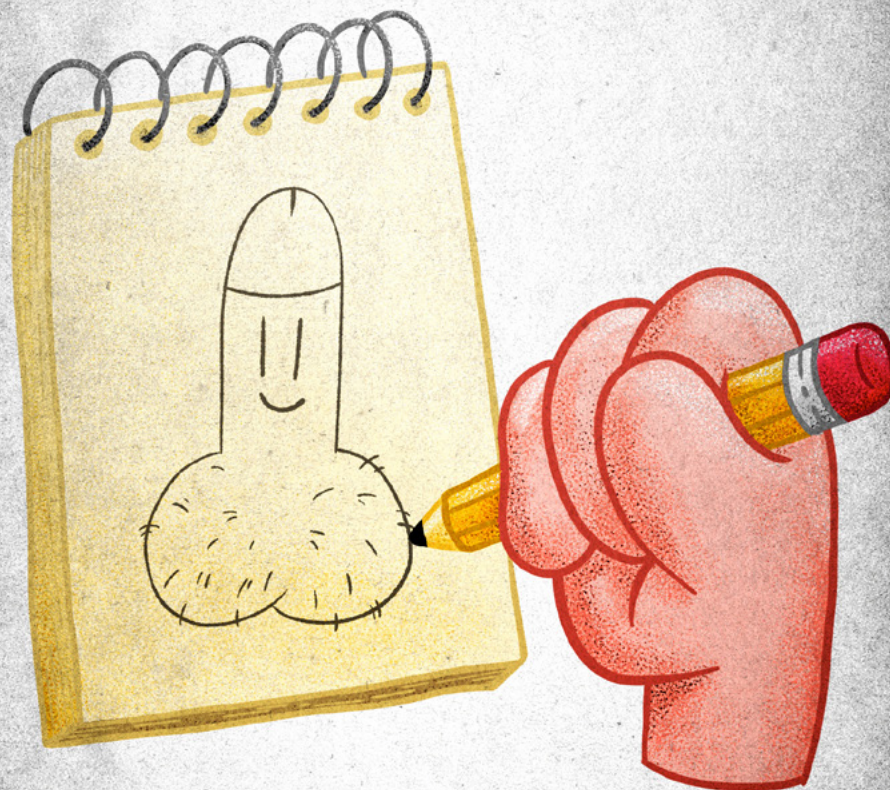
www.tomspoon.com

The Illustrations

I've always been drawn to the bold simplicity of 1930s cartoons, typography, and design. Over time, I cultivated my own illustration style heavily inspired by these vintage visuals, but with a subversive, vulgar twist.

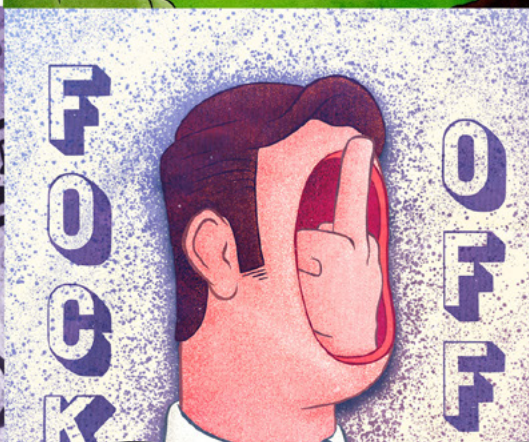
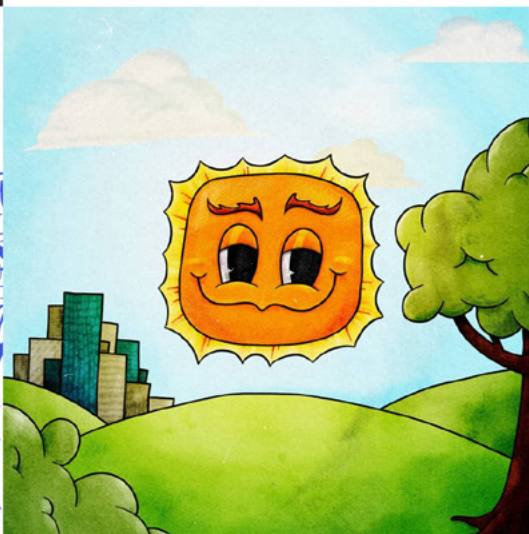
My illustrations find humor in tonal juxtaposition - clashing vintage styles with funnt messages, or injecting silliness into serious subject matter. It's about extracting humor from contrasting, dissonant elements.

www.instagram.com/tom.spoon









The Animations

I've embraced an obsession with creating bite-sized, vintage-inspired animations and loops. Through constant After Effects experimentation under my Tom Spoon persona, I've honed my skills at rendering nostalgic visuals with meticulously crafted imperfections.

The pieces showcase my craft of video black magic and seamlessly blending retro aesthetics with modern rendering capabilities.

P.S.: I'm kinda famous on Giphy...

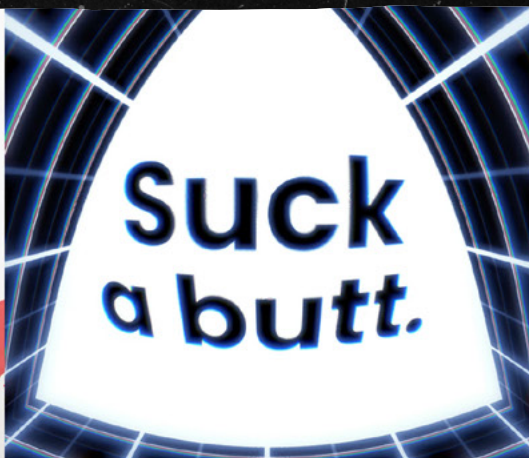
www.instagram.com/tom.spoon

www.giphy.com/tspoon

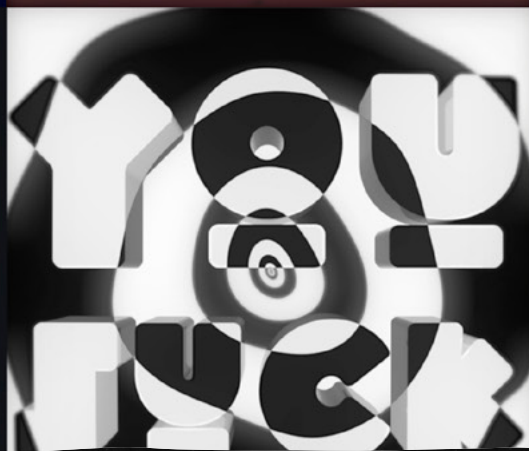
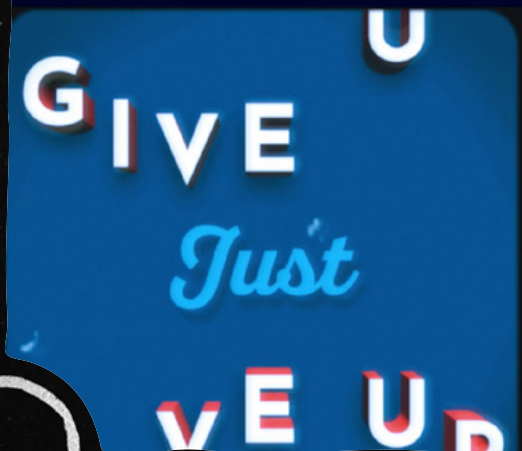
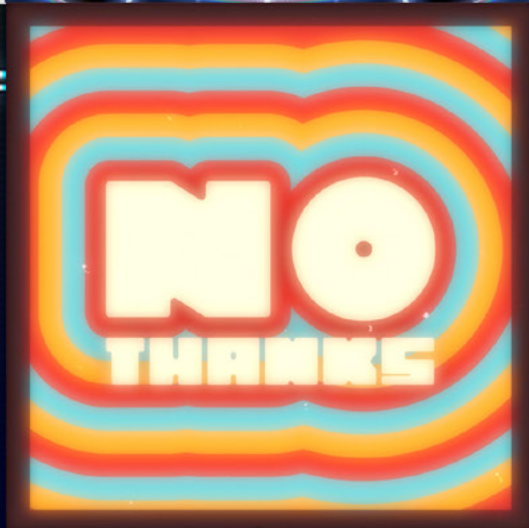




Get emotional.



I'M SORRY
TO TELL YOU
BUT
NOBODY
GIVES A FUCK





EOY VIDEO

“DRAW A GENITAL” CAMPAIGN

www.tomspoon.com/cases/Draw-genitals EOY-2020.mp4

The Products

After spending so much time creating digital work, I felt an itch to craft something I could actually hold in my hands. What started as a simple sticker pack quickly evolved into an product passion: ceramic tiles. I loved with the kitschy, nostalgic grandma aesthetic of hanging motivational tiles in your kitchen. But of course, I had to put my signature Tom Spoon twist on the concept.

From humble sticker beginnings to an unexpected product line beloved by online and offline stores alike, these tiles represent my passion for creating tangible pieces that channel the past...but can't resist a cheeky wink at the present.

www.tomspoon.com/shop





THRASH
LIFE

×











REVIEWS & REFERENCES

Reference Contact Info



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- ADSOMENOISE

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E-mail: lotte@adsomenoise.com

LinkedIn: [linkedin.com/in/lotte-reynaers](https://www.linkedin.com/in/lotte-reynaers)

The End