

Noel Franus

Associate Experience Director
Crispin Porter + Bogusky



Noel Franus is an associate experience director at Crispin Porter + Bogusky, where he leads the creation of brand experiences for online, mobile, experiential and emerging platforms for the global agency's clients.

Noel is also founding partner in Sonic ID, a sonic branding and identity firm in the US and UK. Working at the intersection of brands, experiences, and sound, Sonic ID creates distinct audio signatures for retail spaces, hotel lobbies, digital media, and public places.

A brand strategist and multidisciplinary design thinker, Noel uses sound as an architectural element that crafts and enhances our experience of place. Prior to forming Sonic ID, Noel directed strategy for the audio identity division of Elias Arts, which creates sonic identities for Fortune 500 brands.

Noel is a former senior brand strategist at Sun Microsystems, where he directed the first-ever sonic identity system for Sun and its ubiquitous Java brand

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