



If you have an idea and don't act on it,  
you're imaginative not **creative**.

# John-Patrick Racle

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I'm a passionate Design & Creative Director with an entrepreneurial mindset and a strong focus on end-to-end customer experience. I've led creative work across global agencies including Publicis and WPP, partnering with major brands like BMW, Vodafone, and LVMH across sectors from fashion and FMCG to financial services and not-for-profits.

I work at the intersection of motion, interactive design, and branding — with a deep focus on innovation, emerging tech, and scalable execution. I've built creative departments from the ground up, consistently exceeded financial targets, and led multidisciplinary teams to deliver award-winning, emotionally resonant work.

With a background that spans digital, print, and TV, and skills that range from code to film and VFX, I bring a rare blend of strategic thinking and hands-on craft. I believe technology should inspire the creative process — not just follow it. The best ideas deserve exceptional execution.

## 2021 / 2025

### Design Director at Publicis Health UK

I play a pivotal role in shaping the visual identity and creative direction of all communication materials, brand identities, and campaigns. I bridge strategic thinking with high-level craft, ensuring that design achieves effective storytelling and aligns with broader business objectives. Beyond overseeing teams across multiple agencies (Langland, Saatchi, and Digitas), I set standards and foster a culture of innovation and collaboration—guiding designers (visual, motion, product, and UX), creatives, and developers to produce work that resonates emotionally and stands out in a crowded market. I champion design thinking across departments, influence brand perception, and translate complex ideas into clear, compelling visual narratives that drive engagement and deliver measurable results.

## 2014 / 2021

### Head of Digital Design and Creative Director at Grey London

Driving creative and visual innovation to the next level within the WPP network.

I successfully built the creative design studio from the ground up, leading conception, prototyping, art direction, and design. I oversee the delivery of a wide range of projects including films, interactive videos, AR/VR experiences, digital out-of-home, online advertising, apps, games, websites, and interactive installations for clients such as HSBC, Volvo, GSK, Braun, Gillette, Vodafone, Helly Hansen, Bose, McVitie's, WildAid, and M&S.

In addition to creative leadership, I manage all aspects of business operations — from pitching and budgeting to delivery — ensuring both creative excellence and commercial success.

## 2010 / 2014

### Design Director at Dare

I was responsible for the quality of all agency output across branding, broadcast, and digital projects. I led creative direction from brief to delivery, ensuring ideas met client objectives and were executed to a high standard. I managed cross-functional teams from design and storytelling to VFX and tech. I also mentored talent, helping individuals grow through inspiration and honest, constructive feedback. I was proud to receive the Irwin Award 2013 for creative leadership and team spirit, and contributed to multiple award-winning campaigns during my time in the role:

Campaign's Digital Agency of the Decade, IPA Effectiveness Company of the Year 2010, Marketing Digital Agency of the Year 2010, ITV Ad of the Decade, Creativity and Ad Age Agency A List 2010.

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## 2007 / 2010

### Design Director for Glue London

Awarded Team leader for Virgin, Nokia, Bacardi, Toyota, Aviva, Sony.

I was responsible for all design development and production for a wide range of clients while developing and nurturing the team. The agency received several awards while I was in position:

Cyber Lions, FWA, The IPA's 'Best of the Best' Digital Agency, New Media Age's Most Respected Agency, Marketing Magazine's New Media Agency of the year, Campaign's New Media Agency of the year, Sunday Times' Top 100 Small Companies...

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## 2005 / 2007

### Senior Art director at Publicis Paris

I was responsible for driving the agency's forward-thinking approach and leading "what's the next big idea" problem-solving for clients including (but not limited to) HP, Coca-Cola, Vodafone, Renault, Sagem, Thomson, and the Royal Bank of Scotland.

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## 2003 / 2005

### Art director at Native Communications

Creative lead for an array of traditional and non-traditional projects ranging from branding, print, art direction and motion design for clients including telecom, luxury, bank, and leisure.

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## 2001 / 2003

### Art director at Brainstorming

Creative Direction and realization of projects for large accounts such as AXA and BASF.

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## 2000 / 2001

### Co-manager in charge of web development at 9 Points Ltd.

In charge of concept, look & feel, visual development and final execution for large web projects across the European market.

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## 2000

Freelance designer.

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## 1996 / 2000

Masters in graphic arts & communication at the Ecole Emile Cohl (France)

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## 1996

Scientific French Baccalauréat

