



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

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I'm a passionate and energetic Design & Creative Director with an entrepreneurial spirit and a strong focus on the end to end customer experience.

I have held positions at global advertising agencies such as Publicis or Grey (WPP Group). My experience spans Fashion, FMCG, Automotive, Alcoholic beverages, Financial Services, and major NFP organisations. My clients have been recognisable brands such as BMW, Vodafone or LVMH.

I have worked at the crossroad of motion design, interactive experience, and branding. I have a strong focus on innovation, digital transformation, and new technologies; and last but not least on how to implement them in a scalable fashion. I can pull from my experience in Print, Digital, TV or some combinations of them to create impactful campaigns.

A fine branding expert, I apply my skills to my work too and develop engaging and creative presentations, and I am very much in demand to lead client meetings or internal talks.

I have set up the whole Grey digital departments from the ground up. Whilst responsible for the creative output, I am very financially driven and particularly skilled in budget control and I always manage all aspects of finance related to my projects and I have exceeded WPP financial targets without fault for the last 5 years.

I have great interpersonal skills and a strong network and support in the industry. I have been named Employee of the year at Dare and Best person in the world at Grey.

I believe that to create something that stands out you need skills that stand out too: strong creative direction, code expertise, and video. The most interesting projects require often the three set of skills happening at the same time and it's where my profile is different, I use my technical knowledge (Film, VFX, and code) to fuel and refine my creative ideas. I want technology to be part of the creative process, not something to solve afterward. The best ideas deserve the best execution to create the best experience.

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### 2014 / 2020

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

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

I have successfully built the creative design studio from the ground-up while overseeing conception, prototyping, art direction and design. I am overseeing the delivery of a large range of projects including films, interactive videos, AR and VR projects, digital outdoor, online advertising, apps, games, websites and interactive installations for clients such as HSBC, Volvo, GSK, Braun, Gillette, Vodafone, Helly Hansen, Bose, McVities, Wild Aid, M&S.

Finally, I am also overseeing all aspects of the business requirements from pitching, budgeting to delivery.

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### 2010 / 2014

#### Design Director at Dare

Responsible for the quality of the final agency output for a wide range of projects from broadcast to branding.

I was in charge of understanding the goals and objectives of the clients and delivering outstanding results in a deadline-driven environment. Also, I was responsible for estimating and coordinating the different parts of a project in order to move winning ideas towards success (creative, art direction and storytelling, design, post-production and VFX, tech and development). Finally, I was responsible for nurturing the team and helping them reach their full potential through inspiration and constructive criticism.

I was the winner of the Irwin Award 2013 which celebrates individuals who tackle something big, fight the good fight, work with boundless spirit and enthusiasm and who are the epitome of good and nice.

The agency also received numerous distinctions while I was in position:

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

Creative and Interactive Design lead for Publicis.

I was responsible for the agency's fast forward-thinking and «what is the next big idea» problem solving for clients including (but not limited to) HP, CocaCola, Vodafone, Renault, Sagem, Thomson, Royale Bank of Scotland.

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## 2003 / 2005

### Creative 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 BASE.

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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

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