



# art director

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2022 - 2024

## BYTE DEPT, LONDON

Lead Designer, Art Director

Hands-on designer working within multiple formats and social platforms, helping lead the design team to bring to life innovative creative that capture audiences' attention. Leveraging the latest tech and media insights. Whilst combining strategic thinking with design, illustration and motion to deliver "thumb-stopping" work.

2022

## CANNES LIONS 2022

Creative Academy, Young Lions 2022

2018 - 2022

## BBD PERFECT STORM, LONDON

Art Director, Design & Video

Participating in creative briefs and designing online and offline campaigns for existing clients and new business projects. Creating campaigns through multi-channel creative communications: social, digital, OOH, print and installations, web... Brands I've worked with: Moët Hennesy, Etihad Airways, Dove Men + Care, No3. Gin, Amex...

2018

## PROFILE CREATIVES, LONDON

Freelance Art Director & Designer

Execution of all digital design stages from concept to final hand-off in advertising agencies in London. Design work for multiple platforms like web, social media, and television.

2017-2018

## DIGITAS LBI UK, LONDON

Junior Art Director

Working alongside the Creative Team of Digitas on digital campaigns for: Kellogg's Tresor, American Express. Contributing to the full creative process, from brief to creative ideas through brainstorming, and scamping, concept design, and content for digital media.

2012 - 2017

## ESAG PENNINGHEN, PARIS

Masters in Art Direction & BA in Design