

DENIS TRICHET

ART DIRECTOR

Irregular

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SUMMARY

Living in Toulouse, I am currently working as an Art Director and was previously senior AD at Publicis Conseil Paris for the 5 last years.

I'm always challenging myself to improve my skills as a graphic designer, a motion designer, an art director and foremost a storyteller.

Whether it's for digital content, television ads or social activations, my aim is not to create only aesthetic projects but also meaningful and entertaining ones for everybody: for the clients, the viewers and all the people working on it.

Throughout my career, I've had the chance to work for big brands and small beautiful ones:

Renault, Ferrero, Nescafé, Axa, Martell, Redbull, Orange, Evian, Air France, Samsung, Yahoo, Adidas, BMW, Canal +, SFR, Armée de Terre, Philips, Pernod Ricard.

CORE SKILLS

IN A NUTSHELL ...

My areas of expertise include Art direction, Conception, Motion Design. I work on a daily basis with Photoshop, Midjourney, After Effects, Illustrator on 360° international campaigns.

I am always looking to learn new skills and techniques: from crafting with AI to using 3D modelization and integrating them in my creative to upgrade deliverables.

I especially enjoy managing creative projects from the conceptual stage to the final delivery with an efficient team of skilled partners, from my copywriter to the D.O.P on the set.

EXPERIENCE

09/2018 - 01/2024

PUBLICIS CONSEIL (Paris) - ART DIRECTOR

I started as Art Director/Motion Designer mainly on the Renault account before being partnered with my copywriter as a senior team to work on TVC, digital contents and activations on Renault, Nescafé, Nestlé, Ferrero brands (Kinder, Ferrero Rocher, Tic Tac), Dacia, Cap Gemini and Moulinex.

05/2014 - 08/2018

FREELANCE (Paris) - ART DIRECTOR

Represented by several agents, I worked for three years as Digital Art Director on a variety of projects such as brand contests for Redbull, digital content and even historical web-documentaries.

Recognitions in this period include: 1 Awwward + 1 CSS Design Award for irregularart.com and 1 CSS Design Award for my historical documentary work on cloitreprison.fr.

10/2013 - 04/2014

CHEIL (Paris) - SENIOR DIGITAL ART DIRECTOR

Cheil France is an advertising agency mostly dedicated to Samsung and Martell.

I was in charge of conception and creation for interactive applications and service/product portals.

10/2013 - 04/2014

YAHOO! STUDIOS (Paris) - SENIOR DIGITAL ART DIRECTOR

Yahoo! Studio was as a small digital agency inside Yahoo which worked in partnership with the biggest brands of the market. I focused on conception and the design of websites, animations and portals.

TALK TO YOU SOON!