

# DENIS TRICHET

DIGITAL ART DIRECTOR



## INFORMATION

+ 33 6 50 38 41 97  
irregularart@gmail.com

89 rue championnet 75018 Paris  
France

WWW.IRREGULART.COM

## SUMMARY

Living in Paris, I am currently working as a Digital Art Director.

With over 11 years of experience, mostly in creative and rewarded agencies such as **Soleil Noir**, **Fullsix** or **Isobar** (former Chewing Com), I have developed my core design skills of layout, animation, branding and digital experiences.

I also achieved a digital storytelling professional training in 2011 in order to deliver meaningful experiences using videos, animation and great concepts.

## CORE SKILLS

### TO PUT IN A NUTSHELL...

My areas of expertise include :  
Art direction, webdesign with Photoshop and Illustrator, concept development. Motion Graphics, animation and post production with Flash and After Effect...And so much more \*.

I love to apply all my knowledge and experiment even more to design tailored brand websites, hybrid portals, richmedia ads or social network applications.

I'm used to manage creative projects from the concept to the final delivery with an efficient team of skilled partners.

But the most important to me is to find the best way to make my projects the most user-friendly and as colorfully lively as possible by bringing new concepts and means to enjoy them.

\* I'd like to add "good music selection" too but I think some of my old partners would strongly disagree with that statement.

## EDUCATION

09/2011

### EMI (PARIS)

WEB DOCUMENTARY / DIGITAL STORYTELLING

Realisation of the webdocumentary "La Nuit Oubliée" in partnership with LeMonde.fr and Dailymotion.

2002 - 2005

### I.S.I.C. (Bordeaux)

INFORMATION & COMMUNICATION

- 05

One year of Honors degree in multimedia project management.

Trainee at Soleil Noir Studio (4 months)

- 04

Bachelor in multimedia project management.

## WORK EXPERIENCE

10/2013 - 04/2014

### CHEIL (Paris)

SENIOR ART DIRECTOR

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

I was in charge of the conception and creation of interactive applications and services/products portals.

01/2012 - 09/2013

### YAHOO! STUDIO (Paris)

ART DIRECTOR

Yahoo! Studio is as a small digital agency inside Yahoo adcenter which works in partnership with the biggest brands of the market.

I was in charge of the creation and realization of richmedia websites and portals.

11/2010 - 04/2012

### HAPPY END (Paris)

ART DIRECTOR / MOTION DESIGNER

In this luxury and high technology dedicated communication agency, I have mostly worked on Samsung projects such as e-boutique and product interactive videos.

04/2008 - 10/2010

### ISOBAR Chewing Com (Paris)

ART DIRECTOR / MOTION DESIGNER

Chewing-com is a French Digital Advertising Agency, part of Isobar, a leading global Marketing Services network.

As Art Director, I was in charge of the creation and realization of digital projects (Flash and HTML based websites, Ipad apps, facebook apps...). I also led a team of graphic designers, flashers and developers.

## REFERENCES

- As Digital Art Director : Martell A taste of excellence App., Canal+ series portals Mafiosa, Nos Enfants chéris and Pushing Daisies / Philips Zbong24 hoax blog / La Nuit Oubliée with Dailymotion and lemonde.fr (won webdocumentary prize).

- As Motion Designer : BMW Cinetic Sculpture (FWA of the Month), Adidas F50.

## CLIENTS

Martell Cognac, Samsung, Yahoo, Adidas, BMW, Canal +, SFR, INPES, Armée de Terre, Philips, Pernod Ricard, .