



Loïc Sattler is a French Art Director experienced in web, multimedia, print collateral, clothes styling, and corporate identity. He studied Media Communication and Multimedia for 2 years at the university Louis Pasteur (France), as well as 2 years in multimedia creation / theory at the European Institute of Design (France). He then moved at the Merz Akademie Stuttgart (Germany) to study new-media theory for his European Media Master of Arts, an MA diploma delivered in 6 schools throughout Europe, by the University of Portsmouth (UK). His Master thesis was curated by Pr. Olia Lialina and Pr. Dr. Helmut Draxler. Loïc worked as a freelancer during his whole studies, doing print, web, styling and some 3D/motion works for French and German studios. In 2003, he launched his platform Lysergid.com into virtual orbit, where he showcases selected artistic zand professional projects.

Loïc works with special emphasis on aesthetics, creative ideas and communication goals, with a very high attention to details. Inspired by everything, interested and enthusiastic, he is in love with visual creation. Known as efficient, he's able to manage a creative crew and likes to have a global view on the projects he is working on.

Loïc is devoted to people who share his passion, by attending and organizing conferences, building-up design related events, teaching in schools and writing articles / interviews for communities and magazines. His aim is to be understood as an individual who wishes to take things further by empowering his profession to the best of his ability.

WORK EXPERIENCE

- 2008 - Art Director - Magu-Design - www.magu-design.com - (Paris - France) - Web Production
- 2007 - 2008 Art Director - TBWA\PARIS - www.tbwa-france.com - (Paris - France) - Online Communication / Online Brand Strategy
- 2005 - 2007 Art Director - FullSIX France - www.fullsix.com - (Paris - France) - Global media design / Online Marketing
- 2004 - 2005 Freelance designer - Projekttriangle.com - (Stuttgart - Germany) - Communication & Multimedia design / Clothes design
- 2004 - 2005 Freelance designer - Blackmountain.de - (Stuttgart - Germany) - 3D / animation / visual effects
- 2002 - 2003 Art Director assistant - Publicis Koufra - (Strasbourg - France) - Brand / Advertising / Communication design
- 2001 - 2002 Web Designer / Designer - Actimage.fr - (Strasbourg - France) - Multimedia design / Print design

- related contacts :
- mail@magu-design.com
 - ludovic.tenart@tbwa-interactive.com
 - chartier@fullsix.com
 - mgrothmaak@projektriangle.com
 - raul@blackmountain.de
 - kucharscki@koufra.net
 - gael@actimage.net

CLIENTS (WEB - CD-ROM - PRINT - VIDEO)

- Adidas (Les Bleus / Shirt) - TBWA\Paris**
AD on site & shooting of members of the Equipe de France
- Burn (Coca-Cola group) - FullSIX**
Brand Strategy, 2007 IM campaign, Keyvisuals
- Coca-Cola Zero - FullSIX**
AD on website, 2007 online & Marketing Strategies
- Coca-Cola - FullSIX**
2007 / 2008 Brand Strategy, Art director on project
- SNCF - TGV / Au départ de...**
Art Director & designer on 1 section of the site (out of 8)
- Credit Mutuel France - Publicis**
"Johnny Hallyday" campaign, with global print creations
- Design Council London - Projekttriangle**
A3 Print creation
- Sony Style / Flagship Store Experiences**
Art Director on in-store multimedia experiences
- SFR.com / SFR 3G - FullSIX**
Flash design / AD for SFR / SFR 3G
- Bmw Group - Blackmountain**
3D modeling + Effects directions
- SFR - Opération Noël XXL - FullSIX**
Global Operation & Widget, +15% phone sales performance.
- SNCF - Opérations GaV - FullSIX**
Global campaign building, print + web.
Global visual brand managing
- SNCF / Lunéa - TBWA\Paris**
Campaign & Website strategies, Art director on project
- SNCF - TGV 25 ans - FullSIX**
Keyvisuals & Print campaign / Viral sites
- Score Games - Magu Design**
Story Boarding & graphics for intro sequences
- Sloggi France - Publicis**
Global campaign building for 2005
- Unicef - FullSIX**
e-cards creation and building
- Mercedes Group - Publicis**
Shooting + A4 sleeve bulding
- Mairie de Saint Etienne - Actimage**
Web site building
- Grand Optical - FullSIX**
Web site AD and creation, online brand strategy
- Sonacom - Magu Design**
Art Director on Web site - FWA SOTD
- Azur Assurances - Publicis**
Shooting + Print campaign
- Cartier - TBWA\Paris**
Contributor on the online LOVE DAY campaign
- Masterfoods Group - FullSIX**
MMs football site creation + building
Suzy-Wan website update
- Groupe Nouvelles frontières - FullSIX**
Global Web site building
- Yamaha / VolumeMax - Magu Design**
Website Art direction & Animation

PITCHES (WEB / PRINT)

- Sony Style / Flagship Store - Rapp - Won**
Flagship store Web presence won @ magu-design
- Burn (pitch EU) - Fullsix - Won**
IMC Campaign, 2007 brand Strategy / 2007 Keyvisual
- LcL / LcL Intranet - Fullsix - Won**
Intranet and Extranet Art direction
- Bred (Société Générale) - Fullsix - Won**
Global web + print intranet art direction
- Freedent (Wrigley) - Fullsix - Won**
2007 Web presence
- Coca-Cola Online France - Fullsix - Won**
2007 / 2008 Brand Strategy, Art director on project

EDUCATION

- 2005 Master of Arts - European Media Master of Arts at the Merz Akademie (Stuttgart - Germany)
Delivered by the university of Portsmouth (UK) - Graduated with honours
- 2003 Bachelor of Arts - BA Graphic Design at the European Design Institute (Toulon - France)
- 2001 University degree in Multimedia - Université Louis Pasteur (Haguenau - France)

- related contacts :
- anette.spreer@merz-akademie.de
 - stephanie.brau@ver.cci.fr
 - devalux@luthaguenau.u-strasbg.fr

LANGUAGES

English	Fluent (3 times graduated in English, incl gold level TOEIC)
German	Fluent (3 times graduated in German, german student for 2 years)
French	Mother tongue

SOFTWARE SKILLS

Environnements	Windows, Mac OS
CAP/CAD	Adobe InDesign, QuarkXpress, Microsoft Office (incl. Powerpoint)
Infography	Adobe Illustrator, Adobe Photoshop, Adobe Fireworks, Adobe Freehand.
Internet	Adobe Flash, Adobe Director, Adobe Dreamweaver
3D design	Discreet 3DstudioMax, Maxon Cinema 4D, MetaCreations Poser
Languages	XHTML, DHTML, Php, Actionscript, CSS1/CSS2 good comprehension of database driven solutions good comprehension of Web 2.0 aims and technologies. Interested in Web 2.0 visions and approaches
Video / Motion	Adobe After Effects / AE Plugins, Adobe Premiere, Discreet Combustion
Audio	Sonicfoundry SoundForge, Sonicfoundry Acid, Propellerhead Reason, Adobe Audition

AWARDS - FEATURES

Books / Articles	Articles in Digit Mag (Uk) / Etapes Graphiques (France) / Computer Arts (Uk) / Create Online (Uk) Published in IdN Magazine (Hong-Kong China) Published in the ZUPPI Magazine (Brazil) Published in the XFUNS Magazine (Taiwan) Published in the Crack World New Graphic Designers 2007/2008 book Published in the Web Design Index 7 (Pepin Press - The Netherlands) Published in the 100% European Graphic Design book (China) Published in EL PAIS (Spain) / Liberation (France) / Etapes Graphiques (France) Published in the Semi-Permanent Book 2008 (Designiskinky, Australia) Published in the Semi-Permanent Book 2007 (Designiskinky, Australia) Published in the Fashionized 2 Book Published in TRES LOGOS (Die Gestalten Verlag, Germany) including Biography & Article page. Published in LOS LOGOS 4 (Die Gestalten Verlag, Germany) Published in the NewWebPick Magazine (Online magazine, Connection issue 5, Made in France, ezine.newwebpick.com) Published in Root Magazine (Online magazine, issue 2, www.rootmagazine.org) Cover for the MEDIA magazine (Germany) Cover & Interview (4 pages) in CREANUM (France) Interview (2 pages) in Advanced Photoshop (France) Interviewed on the website Spyline (Germany) by Jan Weiss
Other	FWA Site Of The Day for Sonacom.fr Featured at the Design biennial Saint-Etienne for the "XS OBJECTS" project Featured at the Design biennial Toulon for the "XS OBJECTS" project News writer for Computerlove (France) Uailab.com (Brazil) QBN (England) Ventilare (Canada) Owner, administrator and editor for the LSD blog (France) Linked up by Computerlove.net / Digitalabstracts.com / Nervousroom.com / Halfproject.com / Netdiver.net / Shift.jp.org / Design Taxi Featured at the "My-Brand" exposition (www.my-brand.com) - Paris / London / Madrid / Berlin

LECTURES

2005-2008	Assigned at the University Louis Pasteur - France. Advanced design course lecturer for 2005 - 2008
20.09.2008	Lecture and showcase of Lysergid's work @ Apple Expo Paris (3 hours / Sponsored by Adobe / AP) - France
23.03.2005	Lecture and showcase of Lysergid's work @ University Louis Pasteur - France
01.02.2005	Explanation & analyse of internet based graphical communities @ Merz Akademie Stuttgart - Germany
11.16.2004	Forum presentation and lecture @ Merz Akademie Stuttgart - Germany
06.28.2004	Presentation of trends in graphic design / showcase of Lysergid's work @ Uni Stuttgart - Germany
04.16.2004	Lecture and showcase of Lysergid's work @ University Louis Pasteur - France