



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 and 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

2009 - 2011
2008 - 2009
2007 - 2008
2005 - 2007
2004 - 2005
2004 - 2005
2002 - 2003
2000 - 2002

Senior Art Director - Argonauten G2 - www.argonauten.de - (Berlin - Germany) - Online Brand Strategy & Marketing
Art Director - Anonymous - www.weareanonymous.fr - (Paris - France) - Web Production
Art Director - TBWA\PARIS - www.tbwa-france.com - (Paris - France) - Online Communication / Online Brand Strategy
Art Director - FullSix France - www.fullsix.com - (Paris - France) - Global media design / Online Marketing
Freelance designer - Projekttriangle.com - (Stuttgart - Germany) - Communication & Multimedia design / Clothes design
Freelance designer - Blackmountain.de - (Stuttgart - Germany) - 3D / animation / visual effects
Art Director assistant - Publicis Koufra - (Strasbourg - France) - Brand / Advertising / Communication design
Web Designer / Designer - Actimage.fr - (Strasbourg - France) - Multimedia design / Print design

related contacts :

J.Pautsch@argonautenG2.de
mail@weareanonymous.fr
ludovic.tenart@tbwa-interactive.com
chartier@fullsix.com
mgrothmaak@projekttriangle.com

HIGHLIGHTS 2005-NOW (WEB - PRINT ILLUSTRATION - 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, 2008 IM campaign, Keyvisuals

Coca-Cola Zero - FullSix
AD on websites, 2007 online & Marketing Strategies

Coca-Cola - Coke Red - FullSix
2007 / 2008 Brand Strategy, Creative lead.

Orange - Chabal - Magu Design
Art Director

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 - 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 building

VW Online - ArgonautenG2
Various Web specials (2009 - 2011)

Sonacom - Magu Design
Art Director on Web site - FWA 50TD

Apollinaris - Argonauten G2
2011 Creative lead on online presence

Havana Club - Argonauten G2
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)

Havana Club / Online Web image - Won
2010-2011 online strategies

Sony Style / Flagship Store - Rapp - Won
2009 Flagship store Web presence won @ anonymous

Burn (pitch EU) - Fullsix - Won
IMC Campaign, 2007 & 2008 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
2008 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@var.cci.fr
devaux@luthaguenau.u-strasbg.fr

LANGUAGES

English Fluent (3 times graduated in English, incl gold level TOEIC)
German Fluent (3 times graduated in German, in Germany for 5 years)
French Mother tongue

SOFTWARE SKILLS

Environnements Windows, Mac OS
CAP/CAD Adobe InDesign, Microsoft Office (incl. Powerpoint)
Infography Adobe Illustrator, Adobe Photoshop, Adobe Fireworks.
Internet Adobe Flash, Adobe Director, Adobe Dreamweaver
3D design Maxon Cinema 4D, Discreet 3DstudioMax, 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 & 8 (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 2007 / 2008 / 2009 (Designkinky, Australia)
Published in the Fashionized 2 Book
Published in Illustration Now! 3 (Taschen, Germany)
Published in TRES LOGOS (Die Gestalten Verlag, Germany) including Biography & Article page.
Published in LOS LOGOS 4 / LOS LOGOS 5 (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)
Published in Blogs / Mad about Design (2009)
Cover & Interview (4 pages) in CREANUM (France)
Various covers & Interviews for 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
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 @ European Design Conference (1h) - Switzerland
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