



Sattler Loïc

DESIGN DIRECTOR

I believe in empathy, human-centered design and co-creation to transform businesses and create meaningful products, services or experiences.

Loïc is an über-passionate transdisciplinary director with 17 years of experience in branding, design-direction, strategy and service design.

His work has been recognized by international award shows including Cannes Lions, Eurobest, Meribel, Red Dot, FAB, ONE, ADC, FWA, AWWWARDS, EPICA, Montreux.

Loïc has a strong commitment to strategic team building - fostering creative development and team inspiration - and a huge appetite for great ideas, memorable experiences and moving stories.

During his spare time he is also speaker, jury member and exhibition organiser.

17+

YEARS OF EXPERIENCE

CAN WORK AS

Team Lead
Creative Lead
Design Owner
Facilitator
Concept Designer
UX/UI Designer
Motion Designer
Illustrator
Photographer

COMPETENCES

Service Design
Product Design
Concept Design
Brand Strategy
Storytelling

METHODS & TOOLS

Agile / Scrum
Design Sprint
Lean Service Creation
Prototyping
Sketching
Adobe Creative Suite
Sketch
Cinema 4D
Google Suite
Microsoft 265 Suite

Professional Experience

Employment

Futurice Berlin – Experience Design Lead since August 2018

Isobar Switzerland Geneva – Head of Design 2012-2018

Scholz & Friends Berlin – Associate Creative Director Digital 2011–2012

Geometry Global Berlin - Senior Art Director 2009 - 2011

Anonymous Paris (own agency) - Art Director 2008 - 2009

TBWA Paris - Senior Art Director 2007 - 2009

FullSIX Paris - Art Director 2005 - 2007

Education

Merz Akademie - Hochschule für Gestaltung Stuttgart 2003 - 2005
European Media Master of Arts in Media Theory (Valedictorian)

Kedge Design School 2001 - 2003
Bachelor of Arts in Design & Interaction (Hons.)

Honors and Awards (extract)

2017 / Digital Bests Switzerland (Caran d’Ache eBoutique)
2017 / CSS Design Awards (Caran d’Ache eBoutique)
2016 / Microsoft Surface ambassador
2014 / Digital Bests Switzerland (Caran d’Ache eMarketing)
2014 / W3 Awards Gold (Chopard Happy Sport)
2013 / International Davey Awards Gold (Chopard Happy Sport)
2013 / LIA Silver Award (Fruit Figures Project)
2012 / Cannes Lion Bronze (Fruit Figures Project)
2012 / EPICA Silver (Fruit Figures Project)
2012 / RED DOT Grand Prix (Fruit Figures Project)
2011 / FAB Creative Excellence Awards (Havana Club)
2011 / CLIO Silver (VW History)
2009 / Eurobest Silver (Orange Chabal le Duel)
2009 / FWA site of the month (Sonacom France)
2009 / Meribel Grand Cristal (Orange Chabal le Duel)
2009 / Cannes Silver Lion (Yamaha VolumeMax)
2009 / CLIO Gold (Yamaha VolumeMax)

Around 50 publications in various books & magazines.