



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	Senior Art Director - Argonauten G2 - www.argonauten.de - (Berlin - Germany) - Online Brand Strategy & Marketing
2008 - 2009	Art Director - Anonymous - www.weareanonymous.fr - (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
2000 - 2002	Web Designer / Designer - Actimage.fr - (Strasbourg - France) - Multimedia design / Print design

related contacts :

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HIGHLIGHTS 2005-NOW (WEB - PRINT ILLUSTRATION - VIDEO)

Adidas (Les Bleus / Shirt) - TBWA\Paris AD on site & shooting of members of the Equipe de France	SNCF - TGV 25 ans - FullSIX Keyvisuals & Print campaign / Viral sites
Burn (Coca-Cola group) - FullSIX Brand Strategy, 2008 IM campaign, Keyvisuals	Score Games - Magu Design Story Boarding & graphics for intro sequences
Coca-Cola Zero - FullSIX AD on websites, 2007 online & Marketing Strategies	Sloggi France - Publicis Global campaign building for 2005
Coca-Cola - Coke Red - FullSIX 2007 / 2008 Brand Strategy, Creative lead.	Unicef - FullSIX e-cards creation and building
Orange - Chabal - Magu Design Art Director	Mercedes Group - Publicis Shooting + A4 sleeve building
Credit Mutuel France - Publicis "Johnny Hallyday" campaign, with global print creations	VW Online - ArgonautenG2 Various Web specials (2009 - 2011)
Design Council London - Projekttriangle A3 Print creation	Sonacom - Magu Design Art Director on Web site - FWA 50TD
Sony Style / Flagship Store Experiences Art Director on in-store multimedia experiences	Apollinaris - Argonauten G2 2011 Creative lead on online presence
SFR.com / SFR 3G - FullSIX Flash design / AD for SFR / SFR 3G	Havana Club - Argonauten G2 Contributor on the online LOVE DAY campaign
Bmw Group - Blackmountain 3D modeling + Effects directions	Masterfoods Group - FullSIX MMs football site creation + building Suzy-Wan website update
SFR - Opération Noël XXL - FullSIX Global Operation & Widget, +15% phone sales performance.	Groupe Nouvelles frontières - FullSIX Global Web site building
SNCF - Opérations GaV - FullSIX Global campaign building, print + web. Global visual brand managing	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 :
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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) Ventilate (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