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26 years old



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).

Afterwards he moved at the 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. Otia 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. He also founded Lysergid.com in 2003, an online presence portraying his freelance and artistic works.

Loïc works with special emphasis on aesthetics, creative ideas and communication goals, with a very high attention to details. Inspired by everything, everywhere, interested and enthusiastic, he is in complete 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.

He has always been devoted in sharing his knowledge and views on graphic design, by making conferences, writing news and interviews for online communities, building-up design related events, teaching his views on graphic design. Loïc's aim is to be understood as an individual who wishes to make things go further, by empowering his profession as best as he can.

Loïc is now working in Paris in the core creative team of TBWA\PARIS - TBWA\INTERACTIVE

Work experience

2007 + Senior 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

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Clients (Web - CD-Rom - Print - Video)

Burn (Coca-Cola group) - FullSIX
Brand Strategy, 2007 IM campaign, Keyvisuals

Mercedes Group - Publicis
Shooting + A4 sleeve building

Bmw Group - Blackmountain
3D modeling + Movie direction + Effects directions

Warner Brothers USA - Blackmountain
3D modeling + Effects for A Day of Thunder

IBM Group - Blackmountain
3D modeling + Film + Print creation for IBM servers

Credit Mutuel France - Publicis
"Johnny Hallyday" campaign, with global print creations

Design Council London - Projekttriangle
A3 Print creation

Triumph International - Publicis
Global print campaign

SFR.com / SFR 3G - FullSIX
Flash design / AD for SFR / SFR 3G

SFR - Opération Noël XXL - FullSIX
Global Operation, +15% phone sales performance.

Procter & Gamble Group - FullSIX UK
Pantene Web Site update

SNCF - Opérations GaV - FullSIX
Global campaign building, print + web.
Global visual brand managing

SNCF - TGV 25 ans - FullSIX
Keyvisuals & Print campaign / Viral sites

L'Oréal / L'Oréal Pro - FullSIX
Playball webiste creation + building

Sluggi France - Publicis
Global campaign building for 2005

Unicef - FullSIX
e-cards creation and building

Osram France - Publicis
Shooting + Print campaign

Mairie de Saint Etienne - Actimage
Web site building

Grand Optical - FullSIX
Web site AD and creation, online brand strategy

Région Alsace - Actimage
Web site update

Azur Assurances - Publicis
Shooting + Print campaign

Cartier - TBWA\Paris
Art director 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

Pitches (Web / Print)

Credit Agricole - Fullsix - Won
Web presence

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

Freudent (Wrigley) - Fullsix - Won
2007 Web presence

Coca-Cola Online France - Fullsix - Won
2007+ 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 Porstmouth (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 (Haguenuau - France)

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 devaux@luthagenuau.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, notions of Linux
CAP/CAD	Adobe InDesign, QuarkXpress, Microsoft Office (incl. Powerpoint)
Infography	Adobe Illustrator, Adobe Photoshop, Adobe Streamline, Adobe Fireworks, Adobe Freehand.
Internet	Adobe Flash, Adobe Director, Adobe Dreamweaver
3D design	Discreet 3DstudioMax, Maxon Cinema 4D, MetaCreations Poser
Languages	XHTML/HTML, 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, Adobe Premiere, Discreet Combustion
Audio	Sonicfoundry SoundForge, Sonicfoundry Acid, Propellerhead Reason

Awards - Features

Books / Articles	Articles in the MEDIA magazine (Germany) / Design Report (Germany) / Novum (Germany) / Digit (Uk) Published in EL PAIS (Spain) / Liberation (France) / Etapes Graphiques (France) Published in the Semi-Permanent Book 2007 (Designiskiny, Australia) Published in TRES LOGOS (Die Gestalten Verlag, Germany) Published in Root Magazine (Online magazine, issue 2, www.rootmagazine.org) Cover for the MEDIA magazine (Germany) Cover for the Design Report magazine (Germany, in collaboration with Projekt Triangle) Cover & Interview (4 pages) in CREANUM (France)
Other	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) Lounge72.com (Germany) Part of the core team of Lounge72.com (Germany) News writer for the blog Swiss Legacy (France) Linked up by Pixelsurgeon.com / Computerlove.net / Digitalabstracts.com / Nervousroom.com / Halfproject.com / Netdiver.net / Shift.jp.org / Gouw.nu and other boards. Featured at the "My-Brand" exposition (www.my-brand.com) - Paris / London / Madrid / Berlin

Lectures

2005-2007	Assigned at the University Louis Pasteur - France. Advanced design course lecturer for 2005 - 2007
23.03.2005	Lecture and showcase about the work of Lysergid @ University Louis Pasteur - France
01.02.2005	Explanation & analyse of internet based graphical communities @ Merz Akademie Stuttgart - Germany
11.11.2004	Forum presentation and lecture @ Merz Akademie Stuttgart - Germany
06.28.2004	Presentation of trends in graphic design / showcase about the work of Lysergid @ Uni Stuttgart - Germany
04.16.2004	Lecture and showcase about the work of Lysergid @ University Louis Pasteur - France