

70190 STUTTGART  
Germany

75017 PARIS  
France

Tel : +33 (0) 6.81.09.21.64  
E-mail : contact@lysergid.com  
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

ludovic.tenart@tbwa-interactive.com  
 chartier@fullsix.com  
 mgrothmaak@projekttriangle.com  
 raul@blackmountain.de  
 kucharscki@koufra.net  
 gael@actimage.net

#### 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

Sloggi 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

SNCF Teoz / Luneau - TBWA\Paris  
Websites Art Direction

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

Freedent (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)

anette.spreer@merz-akademie.de

stephanie.brau@var.cci.fr  
 devaux@iuthaguenuau.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 CAP/CAD	Windows, Mac OS, notions of Linux 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 Audio	Adobe After Effects, Adobe Premiere, Discreet Combustion 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 (Designiskinky, 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 & Interview (4 pages) in CREANUM (France) Published in Zupi Magazine (Brazil) Published in the D&G book (Giovanni Bianco, New-York) Published in NewWebPick (Online magazine, Special French Designers issue, www.newwebpick.com) Published in Web Design Index N°7 (Pepin Press) Published in the BRANDED book (Début Publications Ltd, Uk, www.debutpublications.co.uk/)
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) Judge for the FITC 2007 competition (Canada, awards.fitc.ca) 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
11.16.2004	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