

## ↳ contact

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## ↳ about

Born in London, United Kingdom

Education in Paris, France

Graduated high school in 1988

Speaks Fluent French and English, strong Spanish.

## ↳ SCOPE OF EXPERIENCE

Branding, Communication, Digital and Design across a vast array of industries, vehicles and objectives combined with a hands-on, detailed understanding of the processes involved in photo and TV shoots, print production, interactive web applications, VIP talent management, on air, motion, complex fabrication and production management.

## ↳ July 2012 - present

### **FORDESIGN, CREATIVE DIRECTOR / PRINCIPAL, Scottsdale / Puerto Vallarta**

Fordesign is a marketing studio specializing in brand image, corporate Identity, branding and advertising for a variety of clients mainly in the equine sports, extreme sports, weapons systems and luxury travel fields.

## ↳ December 2009 - June 2012

### **FAZZA SKY / SKYDIVE DUBAI, CREATIVE DIRECTOR Dubai, U.A.E.**

Responsible for the image creation, brand development and marketing of Fazza Sky and Skydive Dubai.

Work includes logos, advertising, merchandising, website development and maintenance, photography and catalog management, aircraft branding as well as community outreach and publicity management.

Additional responsibilities include logo development and merchandising for Inflight Wind Tunnels, Fazza Racing and Nad Al Sheba Stables.

## ↳ June 2006 - November 2009

### **AND COMPANY, ASSOCIATE CREATIVE DIRECTOR Beverly Hills, CA**

Assigned primarily to the sports segment of And Company whose clients included ESPN, CBS Sports and the NFL; additionally, directed teams in pitches and campaigns for CBS, HBO, Sundance Channel, Bravo, FX, Lifetime and the Los Angeles Opera.

Work included branding, conceptualization and design of campaigns and television network print takeovers, photo shoots, on-air and interactive integration.

## ↳ May 2004 - 2006

### **FORDESIGN, PRINCIPAL, ART DIRECTOR Scottsdale & Tucson, AZ**

Fordesign moves to Arizona. A new lineup of clients now include the skydiving and parachuting industry along with art galleries, local real estate companies and retail businesses.

## ↳ August 1995 - April 2004

### **FORDESIGN, PRINCIPAL, ART DIRECTOR Santa Fe, NM**

After a transatlantic move, the birth of a graphic design studio in Santa Fe. With a strong focus on the arts, Fordesign grows working hand in hand with clients ranging from art galleries to the diverse and local dynamic performing arts scene, the small company also launches and produces magazines in those fields along with web sites, add to art core of clients new ones in the corporate aircraft charter, high end real estate, and luxury retail businesses.

## ↳ August 1993 - May 1995

### **NUIT DE CHINE, GRAPHIC DESIGNER Paris, France**

Nuit de Chine is a design studio specializing in theatrical print sector and full packages for the music industry. Conceptualization and graphic design applied to band logos, album covers, marketing materials accompanying the release of new albums. Photoshoot art direction, music videos and the creation of theatrical posters.

## ↳ EDUCATION, 1988 - 1993 **ESAG '93 Jury's Honors, Paris, France**

ESAG Penninghen, Parisian School of art and design offers 5 years of post Baccalaureate study and awards a degree in Graphic Design - Art Direction, which qualifies graduates for careers in image-making and visual communication: graphic design, advertising, motion, and 2D design in general. The final Master Grade Degree is awarded by an International Jury.

## ↳ EXTRA

Avid photographer, conceptual art, type, extreme sports, avid tec scuba diver and skydiver.

## ↳ clients

Aamby Valley  
Aerodyne Research  
Aguila  
Arizona Airspeed  
Bellas Artes  
BMG  
Canal +  
Canal Football Club  
CBS  
CBS Sports  
Chiaroscuro  
Cielo  
Diving Unlimited International  
DRSS  
EMI  
ESPN  
Fazza Sky  
FOX International  
Freewheel foundation  
FX Entertainment  
Gebert Contemporary  
Get Hypoxic  
HBO  
H.H. The Crown Prince of Dubai  
Icarus World  
James Kelly Contemporary  
Lifetime  
Los Angeles Opera  
Mirage Systems  
Nad Al Sheba Stables Dubai  
NFL Network  
NFL Red Zone  
Nuage Bleu  
Numa'Na  
Perris Valley Skydiving  
Peyton Wright Gallery  
Phreshair  
Polygram  
Precision Aerodynamics  
Primer Strategy  
Protec Diving  
SITE Santa Fe  
Skydive Aamby Valley  
Skydive Arizona  
Skydive Dubai  
Skydive Elsinore  
SkydiveMex  
Skydive Perris  
Skyventure Arizona  
Sony Musique France  
Sundance Channel  
The BIM hub Dubai  
The Gun Co.  
The Santa Fe Opera  
Vogue Music  
Warner Music France  
Zedan Polo  
X Deep