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## *creative lead*

*Mickaël Larchevêque*  
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### *skills*

— Creative strategy

Understanding business needs and challenges to determine the objectives. Identifying the target and establishing a 360 roadmap to tell the most emotional story as possible.

— Management

Detecting talents and hiring the right people who will add the right value at the right time. Managing +10 people teams of designers and developers. Mentoring and helping growth of young talents. Creating an environment that helps innovation and forward thinking.

— Technical

Fluent in both **design** (layouts, typography, visual, 3D and motion design fundamentals) and **development** (HTML5/CSS/JS/Flash) across desktop, mobile and tablet.

### *work experience*

— 2012-2016

**Creative / Art Director at Amazon /London, UK**  
Google, Microsoft, P&G, Samsung, Sony, Philips, Canon, Warner,...

- client facing (concept presentation, creative workshop/consultation)
- team brainstorming, ideas sketching and concept wireframing
- process analysis and improvements
- internal training
- helping the development of new markets (France, Spain and Italy)
- designing/building interactive and immersive experiences across platforms
- contributing to internal development framework and tools

— 2010-2012

**Interactive Designer/Developer as freelancer /France + Switzerland**  
Saatchi&Saatchi, Firmenich,...

- training agencies about improving storytelling during their pitch presentations
- consultation for luxury brands
- "itstime", an abstract application with a unique representation of time

— 2007-2010

**Head of Interactive Design at Electronlibre /Lausanne, Switzerland**  
Orange, Nespresso, Elizabeth Arden, TAG Heuer, BAT, Pictet, Breguet,...

- working closely with the Creative Director
- delivering innovative prototypes with my team in a very short space of time
- bringing expertise on motion design and Flash
- building full flash website
- leading experimental projects
- project management
- working on digital installations (Baselworld, Salon del Mobile in Milan, MX3...)

— 2004-2007

**Web Developer and Designer at MediaWelcome /Annecy, France**  
ThomasCook, Asia

- html/css/xslt development
- flash expert
- brand identity design

## *misc*

—❤  
Drawing while listening a lot of music, hiking, cycling, playing football and Fallout on my computer. Obsessed by synesthesia. Trying to find the best burgers everywhere I go.

Fluent in French and English (basics of spanish)

## *education*

— 2005-2007  
Multimedia Designer/Director Diploma at Gobelins School /Annecy, France  
dual education w/ MediaWelcome /Annecy, France

- every step of a multimedia project. From the conception phase to the delivery.  
- Creative/Technical Director for my the Gobelins Graduation Project "Gélatine".  
A unique application to discover all kind of content using emotional criterias.  
Best Multimedia Project 2007 (Gobelins jury)

— 2004-2005  
Multimedia Project Assistant Diploma /Annecy, France  
dual education w/ MediaWelcome /Annecy, France

The year was focused on communication with client and project/team management.

— 2002-2004  
Higher Technical Computing Diploma /Annecy, France

## *(some) recommandations*

— James Wilkinson, Executive Creative Director at SapientNitro

"Mick is a rare talent indeed. During the three year period we worked together Mick never ceased to impress both myself and our clients. With an agile mind and exceptional production skills he is equally at ease conceptualising complex digital solutions and at creating truly outstanding motion design. Mick's natural enthusiasm and deep understanding of the technology required to immerse audiences and achieve client objectives makes him a valuable asset within any team. I recommend Mick very highly and hope that we work together once again."

— Eileen Weinberg, Digital Strategist and Writer

"I had the pleasure of working with Mick for two years. Mick's deep understanding of the digital space and his desire to create fresh, innovative products make him invaluable to any project. He does not stop until we have the right solution with an exceptional execution.

Mick approaches every project with a collaborative style, he engages with every member of the team and his enthusiasm is infectious. He is always willing to step up and help anyone who needs it. He considers the needs of the client, forward thinking in regards to future versions. He is aware of deadlines, and keenly prioritizes his work and others on the team. My days were easier and better having Mick nearby. I welcome the opportunity to work with him again."