

Hanri le Roux

SENIOR CREATIVE – ART DIRECTOR

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➤ ABOUT ME

I'm passionate about ideas. Devising original solutions to complex creative problems is what gets me up in the morning. Whether it's above the line or below the line or a fully integrated campaign, it all starts from the idea. It could be a scamp or a line of copy or even a quick mac visual. Whatever it is, that moment when it clicks and you have the start of something great is what it's all about.

Of course the idea is just the start. I have experience presenting, designing, directing, producing and doing everything it takes to ensure I do justice to the original idea and see it through to the end.

➤ EDUCATION

2003 – 2005 / TOKYO DESIGNER GAKUIN – TOKYO JAPAN / Professional Training College Associate Degree in graphic design specialising in computer graphics

2002 – 2003 / KANSAI KOKUSAI GAKUYUKAI – OSAKA JAPAN / Japanese language school

2000 – 2002 / OPEN WINDOW ART ACADEMY / Studied Visual Communication

1998 / GLEN HIGH SCHOOL

➤ SKILLS

Idea generation / Creative Direction / Mac visuals / Retouching / Typography / Scamping / Story Boarding / Presenting / Photoshop / Illustrator / InDesign / Sketchup / Copy writing / Creative strategy / People management / Social Media

➤ EXPERIENCE

MAY 2019 – PRESENT / SENIOR CREATIVE TEAM WITH NATHAN BURLEY Open to new freelance and perm opportunities.

JUL 2018 – DEC 2019 / CREATIVE LEAD AT HAVAS LONDON

I worked as a Senior Creative developing tv and integrated campaigns across a range of accounts including RB, Sharps beer and new business pitches for Frontline.

JUN 2016 – JUN 2018 / CREATIVE LEAD AT DDB REMEDY

As creative lead I worked across a range of consumer and HCP healthcare campaigns on products ranging from aesthetics to pharmaceuticals creating tv, print, digital and fully integrated campaigns. I also worked on 6 successful new business pitches.

JAN 2015 – DEC 2015 / ASSOCIATE CREATIVE DIRECTOR AT VIVID

After vivid was bought by Publicis I was tasked with building a creative team and managing new and existing staff to deliver top quality work against very tight deadlines. It was a great experience and I sharpened existing skills and developed many new skills.

APRIL 2014 – DEC 2014 / FREELANCE CREATIVE TEAM

As part of a conceptual team I worked with a copywriter to develop ideas for a range of agencies including Initials, Saatchi X, WARL and Edelman working on clients such as Club Med, Toyota, Diageo and Phillips. The projects ranged from digital to social media to fully integrated campaigns and it was a great opportunity to develop my skills.

SEPT 2012 – MAY 2014 / SENIOR ART DIRECTOR AT RPM

I worked closely with a copywriter to deliver integrated campaigns for clients ranging from Captain Morgan to Cadbury and Jeremiah Weed.

APRIL 2011 – SEPT 2012 / SENIOR ART DIRECTOR AT MARS Y&R My role at Mars was to develop and deliver creative concepts and designs for three of their lead accounts. I was also heavily involved in new business and won a pitch for Coca Cola in my first few months at the agency.

DEC 2009 – APRIL 2011 / DESIGNER AT MESH MARKETING

I was given the opportunity to work on a great portfolio of clients including Wrigleys, Skittles and Pernod Ricard. I was also heavily involved in the pitch that won the Absolut business and became creative lead on the account.

JAN 2009 – DEC 2009 / FREELANCE DESIGNER Freelanced at agencies including CMW, Billington Cartmell and SMP on a variety of accounts including Kingsmill, Carlsberg, Lexar, Ecover and Guinness.

APRIL 2005 – DEC 2008 / DESIGNER AT MORE CREATIVE

I got my first break in the industry at More Creative where I worked my way up from Junior to Middleweight Designer working on clients including SEGA, Sailor Jerry Rum and Kopparberg Cider.

➤ INTERESTS

Kendo (Japanese fencing) / Cooking / Travel / Photography / Hiking / Reading / Video gaming / Diving