



Jade Nodinot

Art Director at 20ten Creative

📍 London, UK

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Links

[Website](#)

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Languages

French (Native)

English (Fluent)

Spanish (Basic)

About

I am a senior creative with ten years experience ready to take on more leadership responsibilities. My culture-first approach focuses on music, fashion and luxury for integrated campaigns as well as content creation. In my current role, I act as a creative lead for our lifestyle and entertainment clients overseeing 4 national and global client accounts: Disney+, Odeon Cinema Group, Bic, Vuse Worldwide while overseeing creatively any pitch or new briefs.

This means lead projects from ideation to execution, being in charge of creating concepts, storyboard, giving visual direction, reviewing work from the creative studio while guiding, managing and mentoring junior members of the team to ensure delivery. I have experience in digital marketing, advertising, content creation, photoshoot, event, brand and talent partnerships and national OOH campaign.

Notable clients: Puma, New Balance, Rolex, The BRITs, LVMH, Armani, Harrods, Southbank Centre, Mayor of London, Pachamama London.

BRANDS WORKED WITH

20ten Creative Full-Time

Big Group

Blackbook London

Ddb Remedy

Experience

● Art Director

20ten Creative Full-Time | Dec 2020 - Now

I am currently working with the brilliant team that is 20ten Creative. Here I work as my creative director's right hand. The core of my work is to lead projects from start to finish, creating experiences and national campaigns for lifestyle brands such as New Balance & Puma or creating and concepting content for other brands such as Playstation, Warner Brother, Disney and Vuse.

Being part of 20ten's innovative hub gives me the incredible opportunity to work on projects for LVMH beverages and Usher & Verizon for example which combine strategy, talent partnerships, insights with avant-garde concepts.

Another aspect of my job is to direct, organise and lead shoots, maintaining a close relationship with stylists, photographers and directors. As well as working closely with production to make sure everything runs smoothly. Last but not least, I make sure to work hand in hand with my team to ensure what we captured stays in line with what we had in mind. Because without their talents, there wouldn't be any projects.

Finally I am lucky enough to mentor and manage some of our super talented juniors. This is something I really enjoy doing, learning from fresh blood while guiding them during their growth. It is something I find highly rewarding.

● Creative associate

Blackbook London | Jun 2019 - Feb 2021

In June 2019, I was poached by BBLP to become one of their Associate Creative. My day to day job involved working with Rolex Global on developing their digital visibility. This meant creating high-end concept boards and briefs for Rolex's team to develop while studying avidly trends and insights from the strategic team.

● Designer

Ddb Remedy | Oct 2017 - Feb 2021

A really rewarding experience was to work with DDB Remedy, DDB's healthcare agency.

With them I finessed my design skills while cutting my teeth with art

direction. This made me design for the greater good and help people with my skills

- **Designer**

Big Group | Apr 2017 - Oct 2017

Education & Training

2012 - 2013

- **UAL - Chelsea College of Art & Design**

Master of Arts (M.A.), Graphic Design and Communication

2009 - 2011

- **Académie Charpentier, Paris**

Bachelor's degree, Design and Visual Communications, General