



Bruno Ferdinand

Creative & Design Director |
Tailored Creative Solutions

📍 London, UK

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Links

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Languages

French (Native)

English (Fluent)

Spanish (Basic)

About

I have over 14 years of experience as a creative and design director in the fashion and luxury market, where I combine creativity, innovation, and strategy to deliver impactful and engaging solutions for industry-leading brands. I have a proven track record of leading and collaborating with multidisciplinary teams on branding, digital design, and content creation projects across different platforms and channels.

Currently, I am the design director at FLUX, a division of Media.Monks, a global creative production company that specializes in creating integrated experiences for the fashion and luxury industry. I lead a multi-disciplinary team on strategy, digital design, and brand identity projects for clients such as Balmain Beauty, Zegna, Rabanne, Maui Jim, and Penfolds. My mission is to craft compelling and coherent brand stories that resonate with the target audience and drive business results.

I am also the founder and creative director of Bureau Bruno, a bespoke creative studio based in London and Paris that provides a diverse range of services. Our goal is to create captivating and consistent brand narratives that connect with the intended audience and deliver tangible business outcomes.

BRANDS WORKED WITH

Seme Gauche (Herezie Group)

Burberry

Media.Monks

Meri Media

Peter Pilotto

SapientRazorfish

SELF-PORTRAIT LTD

Experience



● Design Director @FLUX

Media.Monks | May 2023 - Now

Clients (non-exhaustive): Balmain Beauty, Zegna, Rabanne, Maui Jim, Penfolds

. Lead a multi-disciplinary team on Strategy, Digital Design and Brand Identity projects.

Manage 1 direct report and 4 creatives worldwide

<https://www.fluxmonks.com/>

● Head of Visual Design & Brand Creative Lead

SELF-PORTRAIT LTD | Jan 2019 - Jun 2021

As a direct report to the founder Han Chong, I lead the Brand Creative Team to launch new consumers' experiences and international marketing initiatives.

Responsibilities:

. Manage and lead a multi-disciplinary creative team (one graphic designer, one copywriter, one photographer, all external creative partners, producers and our digital agency Alpenite).

. Define the Brand Creative Direction strategy, in direct coordination with the founder

and collaboratively with e-commerce, production and sales, and lead its day to day execution.

. Relaunch our e-commerce platforms (website 2019, social stores 2020) successfully,

and participate in initiating our digital paid initiatives with marketing teams.

. Launch the first kidswear collection in 2021

. Define our vision and creative ideas across digital and print for all lookbooks, editorial

photoshoots, campaigns, and shows.

. Work with the Head of Merchandising & Storey Studio on developing our store in NYC.

. Plan, organize and coordinate departmental project roadmaps, including budgets.

● **Lead Art Director**

Peter Pilotto | Jun 2017 - Jul 2018

- . Content creation strategy, development and execution of digital, and print concepts
- . Design from scratch and development of the brand first e-commerce website
- . Creation of a high-quality printed magazine that is both tactile and precious, supporting, evoking and celebrating the atmosphere around the brand's authenticity



● **Digital Creative**

Burberry | May 2016 - Jul 2017

- . Design and Art Direction for the e-commerce experience
- . Content Art Direction for the launch of Lip Velvet Lipstick
- . Content Art Direction for the September Runway Show 2016

● **Digital Art Director**

Meri Media | Nov 2013 - May 2016

- . Ferragamo Campaign Website
- . Hermès, Le Monde d'Hermès Branding
- . Apple Watch Hermès Campaign Website
- . Ferrari In-Store Digital Experience
- . Lancôme, Completion Finder Website

● **Art Director**

5eme Gauche (Herezie Group) | Jun 2011 - Nov 2013

- . Digital Art Direction of the new Zenith Watches and Veuve Clicquot digital flagship.
- . Ruinard campaign website
- Award — FWA mobile of the day, Veuve Clicquot / 17-10-13

● **Assistant Art Director, Duke Razorfish**

SapientRazorfish | Sep 2010 - Jun 2011

Digital Art Direction for Guerlain:
Rouge Automatique Lipstick / Shalimar Parfum Initiale / Parfum La Petite Robe Noire

Education & Training

2008 - 2010

● **Ecole ECRAN**

BTS Visual Communication,

2007 - 2008

● **Ecole ECRAN**

MANAA,

2006 - 2007

● **University of Pau and Adour Countries**

Licence 1,