



CURRICULUM VITAE

JEAN-PHILIPPE PIRARD

tbd*

* TO BE DESIGNED



SUMMARY

EXPERIENCING is the red line of my career. I started as a freelancer focusing mainly on branding development. At that time already, I recognized the importance of brand experience being part of the soul of a company, as well as a key ingredient to a consistent and successful communication.

Since the beginning, my role as an Art Director has been to create, share, interact, advise and work hand in hand with my clients, together with my creative and marketing teams, to ensure that consistent and accurate messages are added to the end-users' experience.

A few years later, it appeared as an evidence: I decided to go a step further and give an additional dimension to my professional growth by joining MCI Group, a leader in the event industry, that builds community around brands and strategic engagement. This new challenge gave me the opportunity to further expand my creative skills, opening many new doors to me.

In addition to the brand experience, as a Creative Services Manager, my role include understanding our Client's needs, developing the conceptual approach that will be translated into the global event itself, from the pre communication to the onsite experience and the post communication. I am passionate about creating a unique event experience for our clients, finding the right balance between content dissemination and creativity and defining the best media to support the entire event communication. To me, the key to success is all about how digital can engage people towards the event immersion and how visual identity can reflect the essence of the event.

Over the last 15 years, my creative skills, team work capabilities and passion have given me the opportunity to work with high profile clients such as MasterCard, TATA, SWIFT, Crowne Plaza, Holiday Inn, United Nations, European Commission, TOTAL, Renault, UCB, BMS, MSD, PMI, ASME, GRI.



EXPERIENCE

February 2010 - Present

Brussels area
Belgium
www.mci-group.com

* CREATIVE SERVICES MANAGER AT MCI GROUP

- ▶ Areas of expertise include:
 - branding development
 - creative concept
 - art direction
 - digital engagement
 - full support to the sales process
 - live experiences development to meet business objectives
- ▶ Graphic & communication projects management
- ▶ Budget & suppliers management
- ▶ Meeting with account management team to discuss client's requirements
- ▶ Managing multiple projects from concept through to completion
- ▶ Preparing concept artwork in the form of character sketches, storyboards and level concepts,
- ▶ as well as gathering reference material relevant to subject matter, at the early pre-production
- ▶ phase and throughout the project life cycle as needed to communicate the art direction.
- ▶ Leading creative sessions for project kick-offs
- ▶ Printing production management
- ▶ Working closely with the copywriter to generate creative ideas and concepts to fulfil the client's brief

February 2007 - 2010

Brussels area
Belgium
www.mci-group.com

* GRAPHIC & WEB DESIGNER AT MCI GROUP

- ▶ Areas of expertise include:
 - branding development
 - creative concept
 - art direction
- ▶ Creating visual solutions through different types of media such as printing support and electronic communications
- ▶ Graphic projects management
- ▶ Meeting with clients to determine the scope of project
- ▶ Working closely with clients, briefing and advising them with regard to design style, format, print production and timescales
- ▶ Presenting finalised ideas and concepts to clients
- ▶ Liaising with external suppliers
- ▶ Scheduling project implementation

2002 - 2007

Brussels area
Belgium

*** FREELANCE ART DIRECTOR AT PEPPERMINT, FRESH GRAPHIC SOLUTIONS**

- ▶ Areas of expertise include:
 - branding development
 - creative concept
 - art direction
- ▶ Generating clear ideas and concepts
- ▶ Producing sketches, storyboards, roughs to visualise ideas
- ▶ Taking work from concept to final execution within deadlines
- ▶ Budget & team management
- ▶ Production and printing workflow-management

June 2002 - Sept 2002

Brussels area
Belgium
www.designboard.com

*** ART DIRECTOR SESSION AT DESIGNBOARD**

- ▶ Designboard : communication agency specialized in brand strategy corporate identity, packaging design, print, environmental design
- ▶ Graphic design & art direction assistant

March 2002 - May 2002

Belo Horizonte area
Brazil

*** ART DIRECTOR SESSION AT DNA**

- ▶ Designboard : communication agency specialized in brand strategy corporate identity, packaging design, print, environmental design
- ▶ Graphic design & art direction assistant

March 2002 - May 2002

Belo Horizonte area
Brazil

*** ART DIRECTOR SESSION AT INVITO COMUNICAÇÃO**

- ▶ Invito Comunicação: agency specialized in website development and E-Marketing
- ▶ Graphic design & art direction assistant

LANGUAGES

100%

FRENCH

native

100%

ENGLISH

full professional proficiency



EDUCATION

2015 - 2016

Brussels area
Belgium

ICHEC - BRUSSELS MANAGEMENT SCHOOL

Degree : certification in Digital Marketing & Web 2.0

Grade : highest distinction

1999 - 2002

Brussels area
Belgium

CAD BRUSSELS

Degree : graduate in Graphic and Web Design

C.A.D. is a private college based in Brussels. Founded in 1961, C.A.D. is the only college in Belgium and in France to provide an English/American-style education in the fields of design, advertising, web design and interior architecture. All courses are taught by active and eminent professionals.

1999

Toronto area
Canada

TOEFL

Intensive language stay in Canada, leading to the "Toefl"
(test of english as a foreign language).

1996 - 1998

Liège area
Belgium

MAJOR IN LAW AT THE UNIVERSITY OF LIÈGE



Africa
Nikon Coolpix 5000



Africa
Nikon Coolpix 5000



Sao Paolo - Brasil
Canon IXUS 860IS



Jericoacoara/Fortaleza- Brasil
Canon IXUS 860IS



New York
Nikon Coolpix 5000



Paris
Nikon Coolpix 5000

JEAN-PHILIPPE PIRARD
23RD NOVEMBER 1977
BRUSSELS, BELGIUM



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