

LAURENT OUMEZZINE – CV

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ART DIRECTOR AND CONCEPT ILLUSTRATOR

for event-, show-, attraction- and entertainment design / conception. Communication design, graphic design, branding.

OCCUPIED POSITIONS

Art Director for print medias, image photography, corporate identities, event and show design.

Graphic Designer for logos, websites, print- and screen-presentations.

Concept Designer / Illustrator for event / show design, attractions, toys and games.

Storyboard Artist for short films, commercials, event / show development.

Character Designer for events, shows, attractions and games.

COMPETENCES

- Proficient in Adobe Creative Suite.
- Team management skills.
- Illustrative skills, traditional and digital.
- Creative, strategical and economical thinking.
- Work experience in France, USA, Australia, Germany and Dubai.
- Fluent in French, German and English, practical experience in work environment.
- Ease in presentation of concepts / projects to clients.
- Knowledge of special effects and latest entertainment technologies for theme parks, events and shows..

WORK EXPERIENCE

FREELANCE

09.2009 – present

Creative consultant, graphic designer and concept illustrator for international events and shows:

(DUBAI)

Confidential. International event and show design company based in Dubai.

(PARIS)

Le Public Système, Paris. International events and show design and production agency.

PERMANENT EMPLOYMENT:

04 – 09.2009

Unison, full-service design agency, Sangerhausen, Germany

Lead of creative team, design, strategic and consistent developement of communication concepts and presentation to clients. Corporate identities, websites, imagebrochures, fair booths and print ads.

FREELANCE:

01.2008 – 03.2009

(GERMANY)

LBX Games, Videogame design agency, Berlin

Concept artist for Nintendo Wii game. Illustration of character designs, props and locations.

(AUSTRALIA)

Bruce Dunlop Associates, international broadcast design agency, 20th Century FOX Studios, Sydney

Creation of visual identity guidelines and layout design of identity styleguides for major tv-networks.

String Theory Creative, production company, Melbourne

Storyboard artist for commercial.

Tui Animation Studios, Sydney

Compositing with After Effects for a Flash-animated short film.

PERMANENT EMPLOYMENT:

01.2007 – 01.2008

ECA2 - Publicis Events Worldwide, creation and production company for international events and shows, Paris

Graphic designer and concept illustrator in the design of international events and shows. Development of concepts within the creative team. Consultation with team members for precise illustration and photomontage of projects, various visualization elements, such as maps, schematic drawings, logos and graphics. Design of print and screen presentations. Various research for projects, such as machines, latest special effects, entertainment technology, vehicles, artists, ... (see project list below)

FREELANCE :

06.2005 – 12.2006

(USA)

Avrett Free Ginsberg Advertising New York.

Concept illustrationen for Van Cleef & Arpels international print ad after specifications of art director.

Kick Design, Brand Development agency, New York.
Concept illustration for General Motors theme store.

(FRANCE)

Olivier Jacob Design, brand design for luxury products, Paris.

Finishing artist for visual identity and package design of luxury brand. (confidential)

Lumière Bleue, Werbeagentur, Paris. Art director for redesign of Galeries Lafayette Paris department store catalogue.

Lead of two graphic designer in the creation of the catalog's mock-up.

Short film - "Pocas Nueces", by director and author Sylvia Vivanco-Extramania, Paris. Storyboard artist.

Matador Films, production company, Paris. Storyboards and animatics for music videos Clients: Warner Music, Universal Music, EMI France.

Design Studio Gray, Paris. Graphic Designer, design of logo proposals for JOIYA Spa Paris.

Website Paris-ideal-apartments.com, Paris. Design of website, logo, layout and technical execution of site. Creation of photographs.

La Halle Aux Fruits, fruit and vegetable retail, Dieppe. Design of Corporate Identity and Styleguide.

Mois Du Graphisme d'Echirolles Design Festival, Échirolles. Design of "Swinging London" exhibition poster.

INTERNSHIPS :

07 – 09.2003

Leo Burnett advertising agency, Paris

Assistant to Art Director for the accounts Disneyland Resort Paris and Kellogg's. Participation in the development of Disney's repositioning campaign "Need Magic?". Conception of print ads and flyers. Contribution of ideas and concept illustrations for print ads. Conception of Kellogg's tv-commercial.

06 – 07.2003

Landor Associates, branding agency, Paris

Design assistant in corporate design department for the brands Disney, Michelin, Kellogg's and Orange. Contribution of ideas and design of graphic elements completing existing or new brands.

EXHIBITION AND PRIZES

Winner of international poster competition with 1200 participants - World Expo in Aichi 2005, Japan - Ahlstrom Entreprises

Design of corporate image poster for the finnish firm Ahlstrom Entreprises during the World Expo.

"Barbie Absolutely Fashion" - Photography exhibition for the doll's 45th anniversary.

Creation of photograph. Travel exhibition within the Galeries Lafayette department stores in Paris (2004), Monaco and Berlin (2005).

EDUCATION

2000 – 05

Master's degree in Graphic and Conceptual Design, (Ecole Supérieure d'Arts Graphiques) ESAG Penninghen, Paris

2000

Abitur, german high-school degree, Gymnasium Siegestrasse, Wuppertal, Germany

LANGUAGES

Bilingual in French-German.

English: Fair level with practical experience in work environment.

COMPUTER KNOWLEDGE

Well: Photoshop, Illustrator, Indesign, Dreamweaver MX, Keynote

Good: After Effects, Powerpoint, Microsoft Office.

Basic knowledge: Flash MX, Sketch Up, Quark X-press.

STAY ABROAD

03 – 04.2010

Dubai

03/09 - present

Based in Germany

03 – 12.2008

Australia

01.2008 – 03.2009

Round the World trip

10 – 12.2006

New York

06 – 09.2005

Los Angeles

2000 – 2007

Resident in Paris

Other visited places: Japan, New Zealand, Tasmania, Montréal, London, Roma, Croatia, Portugal, Barcelona, Thailand, Switzerland, Poland, Hawaii, Dubai, Abu Dhabi. ...

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ECA2 – PUBLICIS EVENTS PROJECT LIST (NON EXHAUSTIVE ENUMERATION)

TRUMP TOWER PALM JUMEIRAH, DUBAI

Creative proposal VIP Special event in New York. Creation of concept art.

EMAAR PROPERTIES, DUBAI - 10TH ANNIVERSARY CORPORATE EVENT

Creative proposal for employee event, including the Burj Dubai tower as part of the show. Design of graphics, special event logo, concept-art / photomontage, research

WORLD EXPO SHANGHAI 2010

opening and closing ceremonies, daily night shows, promotional shows and events around shanghai, vip events Creative proposals. Participation in creative content, concept art, research of new technologies and manufacturers, art directing 3D animators and architects.

MGM GRAND CASINO MACAU, CHINA - GRAND OPENING CEREMONY

Creative proposal. Creation of firework storyboard, concept art and animation of effects.

BURJ DUBAI GRAND OPENING CEREMONY

Creative proposal. Participation in creative content and creation of concept art.

FUTUROSCOPE THEME PARK, FRANCE

Daily evening multimedia show 2009 creative proposal. Participation in story development for show, research of character designs and moodboard pictures for creative proposal.

MARINA BAY SINGAPORE

Daily nightshow on the lake, creative proposal. Concept illustrations.

VISITOR ATTRACTION IN ASIA

Creative proposals for a waterride and an evening multimedia show on a lake. Participation in the creative concept idea and story, including research on asian mythology and production needs.

LOTTE WORLD THEME PARK KOREA

Creative proposals, multimediashow 2008. Concept art, research for production needs and references.

EUROPEAN SOCCER CHAMPIONSHIP, EM 2008, SWITZERLAND & AUSTRIA

Opening and closing ceremony creative proposal. Participation in creative content for show, creation of sketches, storyboards and layout of client presentation. Various research in German language.

Various projects in Asia, UAE, Canada, Qatar and Bahrein