



## John-Patrick Racle

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[bigblueeyes.org](http://bigblueeyes.org)



### 2014 / 2017

Design Director at GreyPOSSIBLE ([grey.co.uk](http://grey.co.uk))  
Now leading visual innovation and challenging design to the next level within the Grey network. I have successfully built the digital creative design studio from the ground-up.

Building, nurturing and managing the design team while overseeing conception, prototyping, art direction, and design. Delivering a large range of projects including films, interactive videos, AR and VR projects, digital outdoor, online advertising, apps, games, websites and interactive installations.

Finally I am also overseeing all aspect of the business requirements from pitching, budgeting to delivery.

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### 2010 / 2014

Design Director at Dare ([thisisdare.com](http://thisisdare.com))  
Responsible for the quality of the final agency output for a wide range of projects from broadcast to branding. In charge of understanding the goals and objectives of the clients and delivering outstanding results in a deadline driven environment. Also responsible for estimating and coordinating the different parts of a project in order to move winning ideas towards success (creative, art direction and storytelling, design, post production and VFX, tech and development). Finally, responsible for nurturing the team and helping them reach their full potential through inspiration and constructive criticism.

I received the Irwin Award 2013 which celebrate individuals who tackle something big, fight the good fight, work with boundless spirit and enthusiasm and who are the epitome of good and nice.

Campaign's Digital Agency of the Decade, IPA Effectiveness Company of the Year 2010, Marketing Digital Agency of the Year 2010, ITV Ad of the Decade, Creativity and Ad Age Agency A List 2010.

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### 2007 / 2010

Design Director for Glue London ([gluelondon.com](http://gluelondon.com))  
Awarded Team leader for Virgin, Nokia, Bacardi, Toyota, Aviva, Sony...

Cyber Lions, FWA, The IPA's 'Best of the Best' Digital Agency, New Media Age's Most Respected Agency, Marketing Magazine's New Media Agency of the year, Campaign's New Media Agency of the year, Sunday Times' Top 100 Small Companies...

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## PROFESSIONAL EXPERIENCES AND OBJECTIVES:

I strongly believe design isn't just about problem solving or creating something beautiful. It's about striving for creativity in everything, everywhere and it's why great design has its roots in visual experimentation and innovation. There is also no room for second rate, only excellence will breakthrough and deliver an optimal user experience.

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### 2005 / 2007

Senior Art director at Publicis Net ([publicisnet.fr](http://publicisnet.fr))  
Head of creative team and responsible for fast forward thinking and «what is the next big idea» problem solving for clients including HP, CocaCola, Vodafone, Renault, Sagem, Thomson, Royale Bank of Scotland...

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Thank you.

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## 2003 / 2005

Creative director at Native Communications  
Creative lead for an array of traditional and non-traditional projects ranging from branding, print, art direction and motion design for clients including telecom, luxury, bank, leisure...

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## 2001 / 2003

Art director at Brainstorming  
Creative Direction and realization of projects for large accounts such as AXA, BASF...

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## 2000 / 2001

Co-manager in charge of the web development at 9 Points ltd.  
In charge of concept, look & feel, visual development and final execution for large web projects accross the european market.

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## 2000

Freelance designer.

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## 1996 / 2000

Masters in graphic arts & communication at the Ecole Emile Cohl (France)

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## 1996

Scientific Baccalauréat

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