



John-Patrick Racle

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John-Patrick is an experienced designer, leader and award-winning visual artist with more than 20 years of experience in the broad field of advertising.

He has held positions at global advertising agencies such as Publicis or Grey (WPP Group). His experience spans Fashion, FMCG, Automotive, Alcoholic beverages, Financial Services, and major NFP organisations. His clients have been recognisable brands such as BMW, Vodafone or LVMH.

He has worked at the crossroad of motion design, interactive experience and branding. He has a strong focus on innovation, digital transformation and new technologies and last but not least on how to implement them in a scalable fashion. He can pull from his experience in Print, Digital, TV or some combinations of them to create impactful campaigns.

A fine branding expert, he applies his skills to his work too and develops engaging and creative presentations, and is very much in demand to lead client meetings or internal talks.

John-Patrick has set up whole design departments from the ground up. Whilst responsible for the creative output, he is very financially driven and particularly skilled in budget control and he always manages all aspects of finance related to his projects and has exceeded WPP financial targets without fault for the last 5 years.

John-Patrick has great inter-personal skills and a strong network and support in the industry. He has been named Employee of the year at Dare and Best person in the world at Grey.

2014 / 2018

Head of Digital Design and Creative Director at Grey (grey.co.uk)

Leading and challenging creative and visual innovation to the next level within the WPP network.

I have successfully built the 10 people creative design studio from the ground-up while overseeing conception, prototyping, art direction and design.

I am overseeing the delivery of a large range of projects including films, interactive videos, AR and VR projects, digital outdoor, online advertising, apps, games, websites and interactive installations for clients such as HSBC, Volvo, GSK, Braun, Gillette, Vodafone, Helly Hansen, Bose, McVities, Wild Aid, M&S.

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

2010 / 2014

Design Director at Dare (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.

Winner of 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.

2007 / 2010

Design Director for [Glue London](http://gluelondon.com) (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...

2005 / 2007

Senior Art director at [Publicis Net](http://publicisnet.fr) (publicisnet.fr)

Head of creative team and responsible for fast forward thinking and «what is the next big idea» problem solving for clients including (but not limited to) HP, CocaCola, Vodafone, Renault, Sagem, Thomson, Royale Bank of Scotland.

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 and leisure.

2001 / 2003

Art director at [Brainstorming](#)

Creative Direction and realization of projects for large accounts such as AXA and BASF.

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.

2000

Freelance designer.

1996 / 2000

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

1996

Scientific French Baccalauréat
