

# Lou SETCHAO

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AGE: 40

NATIONALITY:  
FRENCH

LOCATION:  
SHANGHAI  
CHINA

Versatile Creative Director with solid credentials in automotive, a rare crossover between digital and traditional medias. I started my career in Paris in 2000 within web and advertising agencies until I joined TBWA\ in 2006 as Senior Art Director primarily dedicated to Nissan Europe. Convinced that emerging markets will be in Asia and that business will tend to be global, I seize in 2009 the opportunity to start my journey oversea.

From Paris to Dalian (China) where I build up from scratch the new eg+ agency, I moved in 2011 to Tokyo (Japan) as the Creative Director for Designory in charge of Subaru Global account. After successfully launched several all new vehicles worldwide and got awarded for my work, I decided in 2015 to come back to China to join Spark44 as Group Creative Director in charge of both Jaguar and Land Rover accounts.

## CREATIVE DIRECTOR

### CAREER OPPORTUNITIES

My career has taken me to these great countries and agencies:



PARIS  
FRANCE  
2000-2009

★ TBWA\  
Senior Art Director



DALIAN  
2009-2011  
SHANGHAI  
2015-2016  
CHINA

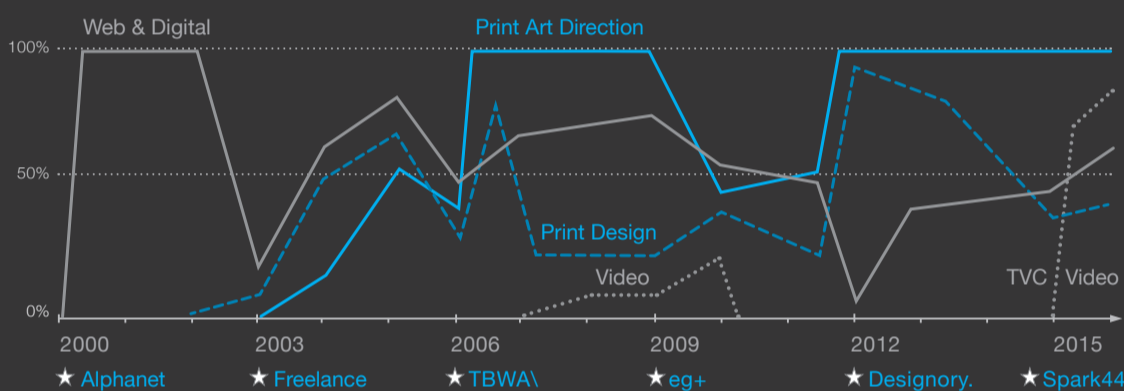
★ Spark44 - Shanghai  
Group Creative Director  
★ eg+ - Dalian  
Creative Director



JAPAN  
2011-2014  
TOKYO

★ Designory.  
Creative Director

### WORK EXPERIENCE



Group Creative Director

★ Spark44  
2015/Present - Shanghai, China

Group Creative Director responsible for all the creative work for both automotive luxurious brands: Jaguar & Land Rover. In charge of the creative department of 28 people split into ATL/BTL, Social, Digital and CRM. Daily work closely with our Strategic Director as well as the Business Directors to insure that we are producing the best creative work possible to drive our clients' businesses.

Main integrated campaign launched: 1st locally built Jaguar XFL and Jaguar F-PACE, the 1st Jaguar sport's SUV.

Global Creative Director

★ Designory. (TBWA\ & Omnicom)  
2011/2014 - Tokyo, Japan

Responsible for all the creative work for the global account, Subaru. Provide global creative direction, increased the creative quality (won Awards) as well as year over year revenue growth (up to +43% profit). Expert in global asset creation, launched several all new vehicles worldwide during auto shows in China, Europe and USA.

Strategically engage the brand into digital world by implementing the print collaterals into online digital brochures (Flash & html5), tablet and mobile apps. Demonstrate ability to oversee and execute a complex online translation program that supported 32 countries and 27 languages with a team split between Tokyo, Paris and California. Manage and mentor creative & production studio (up to 10 people).

Creative Director

★ eg+ (TBWA\ group)  
2009/2011 - Dalian, China

Build up the new eg+ Chinese company from scratch, starting with 8 people. Two and half years later, we were +70 when I left. Won couple of new clients from France and China. Leading and mentoring print & digital studio including production division that handled clients such as Johnson & Johnson, Nissan Japan, Alcatel One Touch.

Senior Art Director

★ TBWA\Typoweb  
2006/2009 - Montrouge, France

Crafting BTL/Brochures and marketing tools for Nissan Europe. Successfully launched the first all new Nissan Qashqai, participated in the first 100% automotive cgi brochure. Won the Alcatel One Touch pitch, promote and advance the brand identity, concept, design and execution of brochure, showroom material, micro-site and promotional video.

Web Designer

★ Alphanet conseil  
2000/2003 - Paris, France

Responsible of a small digital studio in the web agency.

Art Director

★ Freelance  
2003/2005 - Paris, France

Print & digital art director for advertising agencies based in Paris.

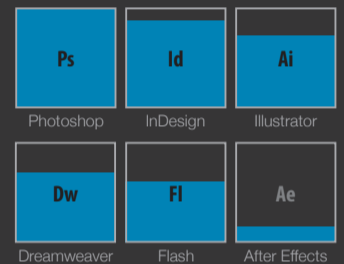
### EDUCATION

Master in Graphic and Interactive Design at Institut Européen de Design, Toulon - France

### AREA OF EXPERTISE

Global asset creation, creative problem solving, creative direction, art direction, cgi photography, brochures, web design and creative use of technology.

### TECHNICAL SKILLS



### SOME CLIENTS

Land Rover, Jaguar, Subaru Global, Infiniti, Nissan Europe, Renault, Nissan JP, Alcatel One Touch, Johnson & Johnson, LaCie, Air-France, Dexia bank, NRJ, Kohler...

### AWARDS

Lürzer's ARCHIVE:  
"200 Best AD Photographers Worldwide 2015-16" 1 nomination in automotive category.  
"200 Best AD Photographers Worldwide 2014-15" 1 nomination in automotive category.  
"200 Best Digital Artists Worldwide 2013-14" 3 nominations in automotive category.

One Eyeland Awards:  
2013: 1 Bronze & Finalist in automotive category.  
2012: 5 times Finalist in automotive category.

### LANGUAGES

French: Native  
English: Full professional proficiency  
Lao: Bilingual  
Chinese: Limited professional proficiency  
Japanese: Limited professional proficiency

### INTERESTS

Urban art, travel, photography, cinema, music, dance, riding, martial arts, new technologies and so many other things...

### RECOMMENDATIONS

Please visit my LinkedIn profile.

Lou Setchao

### PORTFOLIO

Please visit my Behance page: Lou Setchao