

MICKAËL LARCHEVÊQUE

Creative director

mick.larch@gmail.com

www.dotmick.com

London, UK

Former Creative Director at Amazon with more than 16 years of experience, I am currently working at Dalziel & Pow where I have focused for the last 4 years on Digital Experiences in the physical world.

Designing for me is about finding solutions, with a user and customer-centric mindset. Curious by nature, I have always explored and experimented with creativity through a multidisciplinary lens. My high attention to detail allows me to connect the dots and improve experiences as well as ways of operating from day one.

Leading is the ability to inspire, challenge and innovate. Empowering, supporting, and growing teams towards success. And it is incredibly rewarding.

My ambition is to continue delivering meaningful products and experiences for people while driving impactful innovation that will shape the future.

skills

— Creative strategy

Understanding business needs and challenges to determine the objectives. Identifying the target and establishing a 360 roadmap to tell the best possible **people-centric** story.

— Management

Detecting talents and hiring the right people who will add the right value at the right time. Managing +15 people teams of designers and developers. Mentoring and helping the growth of talents. Creating an environment based on **trust and respect** that catalyzes innovation and forward thinking.

— Technical

Fluent in both **design** (layouts, typography, visual, 3D, and motion design fundamentals) and **coding** (HTML5/CSS/JS/C++/C#/PHP/Python) across desktop, mobile, and tablet.

work experience

— 2016-present

Creative Lead at Dalziel & Pow /London, UK

Volkswagen, Primark, Google, Diageo, Napapijri, Twinings...

- digital department lead in charge of experience design and digital consultation on 30+ different projects (from £20K up to £1.5MM budgets including 7 pitch wins)
- concept creation, articulation and presentation to brands' executives
- project overseeing, briefs writing, and liaising with contractors
- introduction of real-time visualisation as well as XR technologies into internal workflows and development of methodology, offering that led to 4x VR projects now completed (for concept validation before build, staff training and user navigation testing) and more in the pipeline
- introduction of mobile app production as service that led to 3x projects

— 2012-2016

Creative Director at Amazon /London, UK

Google, Microsoft, P&G, Samsung, Sony, Philips, Canon, Warner,...

- working with 80+ brands on 400+ ad campaigns (average of +200% YoY growth, from £10K up to £10MM budgets)
- innovation in pitching process driving pre-sales revenue (£3.2MM in 2014)
- leading and managing a team of 15+ creative designers and developers
- developed forecast model and hiring process for Q4
- overseeing all creative output and raising the quality bar
- client-facing (7 creative workshops and 28 creative consultations)
- working across 5 different countries (UK, DE, FR, IT, ES)
- creation and deployment of new processes, tools, and ad products to meet business (+£50MM) objectives and drive success

misc

— 2010-2012



Drawing and DIY while listening to a lot of music, hiking, skiing, playing football outside, and Fallout or The Binding of Isaac on my computer. Obsessed by synesthesia. I like making cocktails while I am cooking.

Fluent in French and English (basics of Spanish)

(some) recommendations

“Mick is a rare talent indeed. During the three year period we worked together Mick never ceased to impress both myself and our clients. With an agile mind and exceptional production skills he is equally at ease conceptualising complex digital solutions and at creating truly outstanding motion design. Mick’s natural enthusiasm and deep understanding of the technology required to immerse audiences and achieve client objectives makes him a valuable asset within any team. I recommend Mick very highly and hope that we work together once again.”

— James Wilkinson,
Chief Creative Officer at POP

“I had the pleasure to work with Mickaël for more than a year. His natural leadership coupled with optimism and a keen eye for creative opportunities make him an invaluable team mate, friend and creative. His strong planning skills were the oil in the gears of his team. He is a truly generous and dedicated individual, a rare breed rarely found in agencies. I miss the sparkle and enthusiasm he brings to the table and hope we’ll work together again in the future.”

— Zélia Sakhi,
Chief Exp. Officer at Virtusize

Creative Consultant / Interactive Designer as freelancer /FR + CH

Saatchi&Saatchi, Firmenich,...

- agencies training “Storytelling in pitch presentations”
- digital and experiential consultation for luxury brands

— 2007-2010

Head of Interactive Design at Electronlibre /Lausanne, CH

Orange, Nespresso, Elizabeth Arden, TAG Heuer, BAT, Pictet, Breguet,...

- close collaboration with the Creative Director
- fast prototyping
- bringing expertise on motion design and Flash
- building full Flash website
- leading experimental projects & project management
- digital installations (Baselworld, Milan Design week, MX3...)

— 2004 to 2007

Web Developer and Designer at MediaWelcome /Annecy, France

ThomasCook, Asia

- flash design and development expert
- html/css/xslt development
- brand identity design

education

— 2005 to 2007

Multimedia Designer/Director Master at Gobelins /Annecy, FR

dual education w/ MediaWelcome /Annecy, France

- understanding every step of a multimedia project and being able to work From the conception phase to the delivery.
- Creative/Technical Director for my the Gobelins Graduation Project “Gélatine”. A unique application to discover all kinds of content using emotional criteria instead of traditional search.
- Best Multimedia Project 2007 (Gobelins jury)

— 2004 to 2005

Multimedia Project Assistant /Annecy, FR

dual education w/ MediaWelcome /Annecy, France

The year was focusing on communication with clients and project/team management.

— 2002 to 2004

Higher Technical Computing /Annecy, FR