

# Eugene Reisch

Digital Creative Director

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**I'm a 'hands on' Digital Creative Director with over 20 years' industry experience. I'm responsible for Flight Club Darts, campaign creative for over 100 film and TV titles and I currently run my own small agency, Remo Creative.**

Throughout my career I've been trusted to work with some of the world's biggest entertainment, FMCG, publishing and tech brands, such as Disney, Flight Club Darts, 20th Century Fox, Warner Brothers, Xbox, PlayStation, Procter & Gamble, Unilever, Tottenham Hotspur, Microsoft, Lego, the BBC, Sky, Hasbro, HarperCollins and many more.

My career has been spent creating campaign websites, games, animations and apps, producing DOOH and digital advertising, developing branding, delivering print and POS collateral, creating in-venue interactive experiences, producing social content and online advertising, writing scripts and winning pitches and I've even collected a few trophies along the way.

I have experience building and leading creative teams across big agencies, boutique digital agencies and currently my own 'pocket-sized' agency. It's added several strings to my professional bow while allowing me to roll up my sleeves and remain hands-on alongside an amazing hand-picked team.

Wherever I've worked, I've encouraged my team to be their best, led by example, encouraged excellence, worked efficiently, said "yes" a lot, delivered with pride and passion and I LOVED my job.

## **Remo Creative April 2013 - Present**

Founder / Digital Creative Director - Leading a remote, flexible, senior team of up to 6  
Clients: Disney, 20th Century Fox, Coolabi, Flight Club Darts, TOCA Social, HarperCollins, Hasbro, Sky.

## **Digital Outlook (Later Doco, Hangar Seven) Nov 2005 – April 2013**

Digital Creative Director - growing, mentoring and leading the digital team of up to 14  
Clients: Disney, Chorion, Aardman, Microsoft, Procter & Gamble, Tottenham Hotspur, Unilever (Dove), NBC Universal, Xbox, Lego

## **Reading Room, DeConstruct, Digital Outlook Jan 2005 – Nov 2005**

Freelance Art Director/Senior Designer - leading a digital team of up to 10  
Clients: PlayStation, Jones Knowles Ritchie, Disney, Hill & Knowlton, Business Link

## **AKQA Sept 2004 – Jan 2005**

Senior Designer / Art Director - part of a senior digital creative team  
Clients: 3M, Yell.com, Dove, Xbox

## **Exposure 2003 – 2004**

Digital Art Director - instrumental in creating Exposure's (then) new digital department.  
Clients: PlayStation, Disney, Lego, French Connection, Levis, Homepride, Oxo

## **Foresight (Wheel, now LBI) 1998 – 2003**

Designer - Art Director - Leading a team of up to 12 creatives alongside 2 other Art Directors  
Clients: Disney, BT, PlayStation, River Island, Asprey and Garrard

## **Skills - Creative Director**

With over 20 years in the industry, I have a wide range of creative management experience including:

- Building, mentoring and development of teams of designers and developers
- Concepting and developing campaign ideas and creative content
- Writing and presenting creative pitches
- Presenting internally and externally at all levels
- Developing detailed creative and technical briefs
- Creatively managing the production process and delivery of digital projects
- Project Management
- Client liaison

## **Skills - Digital Creative**

I'm a Creative Director, but I still roll my sleeves up every day to 'produce the goods'. I have expert knowledge and experience of:

- Design, typography and layout (Adobe Creative Suite)
- UX / UI, wireframing and prototyping
- Game Design
- Animation and motion graphics (Adobe Animate, After Effects)
- Illustration
- Branding
- Sound/Music Editing - Adobe Audition
- Copywriting

I also have a working knowledge or understanding of:

- Video Editing
- Front-end development (HTML, CSS, Javascript)