

Eugene Reisch

Digital Creative Director

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A 'Digital Creative Director' is different things to different people, so it's probably best if I just 'explain myself'. I'm a hands-on digital creative, an experienced team leader, an agency owner and all-round creative-problem-solving sleeve-roller-upper, currently Creative Director at Remo Creative. Whatever my job title, I encourage my team to be their best, lead by example, expect greatness, work efficiently, say "yes and...", figure stuff out, deliver with pride and passion and I LOVE my job.

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, Penguin and many more.

I've spent my career leading and 'hands-on' creating international digital marketing campaigns (over 100 film and TV titles), websites, games, animations and apps, producing DOOH and print advertising, developing brands and identities for companies and products, delivering print and POS collateral, creating in-venue interactive experiences (Flight Club Darts, TOCA Social), producing social content and online advertising, writing scripts, winning pitches and even collecting a few trophies along the way.

I'm as comfortable diving in to scope, scribble, design and animate (which I do every day) as I am writing proposals, winning pitches and leading an entire creative department, nurturing and inspiring them to be their best and produce outstanding work.

I have experience in big agencies, boutique digital agencies and more recently I founded my own agency. It has added several strings to my professional bow and still allowed me to roll up my sleeves and let out the designer in me alongside an amazing team of industry experts.

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 (Clangers, Purple Ronnie, Scream Street), Flight Club, HarperCollins, Hasbro, Alpha Group

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, Roald Dahl, Procter & Gamble, Tottenham Hotspur, Unilever (Dove), NBC Universal /PictureBox, 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, JKR, 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 Design

I'm a Creative Director, but I still roll my sleeves up 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)

Client Testimonials

Walt Disney Motion Pictures: Walter Crockett, Digital Marketing

"For nearly the last two decades, I've been hiring agencies to produce Disney digital games and content to be leveraged globally, across 15+ markets. Eugene is one of the first digital creatives I worked with, and I've followed him through subsequent agencies and as he's built his current team. Remo Creative have always been able to tackle whatever I've thrown at them, and consistently exceed expectations. The many games the team have produced are among the best marketing games we've done in terms of fun, re-playability, the UI, and art-direction. Eugene has a great eye and an innate sense of fun & functional gameplay, while being able to build and package the assets in an easily localizable way (not an easy thing, given the 30+ language variations the content has to adapt to). While the games have been standouts, there has been plenty of other of content – websites, UCG applications, and more – and it's always been delivered on time and on budget. I can recommend Eugene and the Remo Creative creative team without hesitation"

HarperCollins: Janis Curry, Digital Marketing Director

"Remo Creative (Eugene) consistently knocks it out of the park, and we've switched to using them for pretty much all of our digital content – everything from games to animated digital creative and OOH. They have an incredible amount of experience creating immersive web apps for kids, and it shows... they bring exciting ideas to the table, and they're honest enough to push back and give us better alternatives when their experience tells them our brief won't deliver against our objectives. We also love the way they work – they're precise, organised, very quick and have a knack for making project meetings fun. Highly recommended"

Coolabi (Clangers, Beast Quest, Scream Street): Naomi Dare, Head of Digital

"Having worked alongside Eugene since 2005, he was top of mind when I moved client side in 2013 and needed someone to help us with creating websites and games for our various entertainment brands. Eugene and his team are always FULL of ideas, always articulate this incredibly well and deliver fantastic quality work. I'd recommend him and his company Remo to anyone."