

Olivier Kempa

Over-Kerning design



Driven Art Director that offers an extensive experience in visual communication (within mar-com agencies).

Head of creative departments that developed immersive experiences for the clients, managing designers and collaborating with all the other departments to **create simple – yet effective – design solutions to clear up complex business challenges.**

TOP SKILLS

- “Ambidextrous” Brain
- Passion for Design
- Love for Learning
- Curiosity for Life

- Problem Solving & Critical Thinking
- Fluency in Graphic Design Practices
- Self-motivation and Perseverance
- Eye for Detail and Accuracy

- Team Player & “Can do” Attitude
- Strong Leadership Skills
- Open-mindedness
- Empathy

Design is intelligence made visible.

- Lou Danziger

PROFESSIONAL RECOGNITION:

- 10** Communicator Awards
- 11** Davey Awards
- 5** AD Club CT Awards

You may find some additional informations regarding these awards on my LinkedIn profile.



PROFESSIONAL EXPERIENCE

2013 - 2020

ART DIRECTOR / CREATIVE DEPT MANAGER

within **Pinpoint** in **West Haven** [CT 06615]

Full-service Creative Marketing Company with some in-house production capabilities showing expertise in strategy, creative, execution and production. Helping brands grow, get noticed and enhancing brand experiences through imaginative ideas that helps brands create stronger connections with their audiences.

- Created graphic systems to implement clients' brand into marketing strategies across various communication vehicles.
- Expanded strong customer base of top tier clients by maintaining customer satisfaction with quality and innovation.
- Assisted executive team and client services department in their new business efforts, outreach and implementation.
- Designed creative concepts, worked seamlessly under pressure, met tight deadlines, and balanced multiple priorities.

- Supervised the creative department and cultivated an environment of mentoring and support for the creative team.
- Motivated graphic designers to increase their efficiency, ensured staff was well-versed regarding clients' expectations.
- Ensured compliance with approved design standards to deliver quality design, constructability, and reliable operation.
- Reviewed final layouts with designers and production artists, identified ways to enhance materials.

- Worked among leadership team to research agency strengths and recommend agency direction for growth.
- Developed and enhanced relationships with key departments to help achieve sales goals and branding objective.
- Improved inter-departmental productivity by establishing new internal procedure guidelines.
- Obtained feedback from internal account team to efficiently balance design and scheduling demands.

2005 - 2011

ART DIRECTOR

within **Lotus Bleu** in **Saint-Julien-Lès-Metz** [France 57070]

40 people Marketing and Communication Agency with proficiency in national retail stores networks (franchise systems, commercial agencies, sale branches) that shows specialized knowledge in promotional strategy, market positioning and themed sales action plans for DIY stores, Home Improvement, Furnishing, and Interior Decoration.

- Established a corporate cell to expand portfolio of clients.
- Explored/designed/produced innovative ideas leading the agency on new creative tracks.
- Interacted with customers to determine clearly their visual communication needs.
- Formulated creative concepts (concepts, wording, design).
- Presented project progress to management/teams/clients.
- Developed and delivered creative pitches to win new businesses.
- Worked independently from brief taking to final execution or collaboratively at the head of a team.
- Managed graphic designers, projects, time.

2003 - 2005

HEAD GRAPHIC DESIGNER

within **BleuMajuscule** in **Fontoy** [France 57650]

10 people Creative Studio operating in both print/web design with a very strong expertise in institutional communication (city councils, theaters, cultural events) and demonstrating proficiency in corporate design in France and in Luxembourg.

- Interpreted the clients' business/organization needs.
- Collected relevant informations about products, services and users.
- Conceived designs and executed unique promo materials.
- Produced accurate and quality work with high attention to detail.

FORMER EXPERIENCE

2002 - 2003

FREELANCER

- Provided graphic design solutions for **personnal clients** in Florange [France, 57190].
- Contributed frequently in print design with **Stratos Conseil** in Luxembourg Ville [Luxembourg, L1616].
- Supplied regularly web design graphics to **KTP Concept** in Metz [France, 57000].

2001 - 2002

UI/UX DESIGNER

within **Auralog** in **Monigny-le-Bretonneux** [France 78180]

- Design/architecture/navigation for **TellMeMore** v6 with with graphical & technical solutions (Flash5 + ActionScript).
- **TellMeMore**: language learning software developed by company Tell Me More – founded as Auralog in 1987.
- Offline & online solutions for all areas of learning: speaking, comprehension, reading and writing.
- Headquarters +5 satellite offices - 350 employees - 10,000 organizations - 8 million learners worldwide.
- Recognized as industry world leader for its solutions deployed in 65 countries – today it belongs to Rosetta Stone.

1995 - 1996

SERGEANT PARATROOPER

within **FAR - 11° DP - BOMAP - EMO - PCS*** in **Toulouse** [France 31000]

- Assisted the captain at the head of one of the 4 squadrons (EMO)
- Coordinated all the military means (airplanes, vehicles, transmission & medical equipments, weapons and soldiers) required for the success of any of our airborne operations.
- Awarded with the National Defense Bronze Medal for excellent service record.

* Force d'Action Rapide - 11^{ème} Division Parachutiste - Base Opérationnelle Mobile AéroPortée - Esquadrone des Moyens Opérations - Peloton de Commandement et de Soutien
or Rapid Action Force - 11th Parachute Division - Airborne Mobile Operating Base - Operations Means Squadron - Command and Support Platoon.

EDUCATION

2000-2001 **MASTER'S DEGREE** in **VISUAL COMMUNICATION** in **UFR Communication** of the **Université de Lorraine** in **Metz** [France 57000]

- D.E.S.S. (Diplôme d'Études Supérieures Spécialisées):
Esthétique de la Communication.
Specialized Superior Studies Diploma: Visual Communication.
- Mention "Bien" (15.22/20 - Grade A).
Passed with High Honors and Valedictorian.
- Degree baseline: **Information Artwork Engineering**.
Designer-developer specialization for people being able to implement the aesthetic and the visual dimension of any communication project, whether it will be in print design, in digital design (both in and off-line) or in audiovisual content.

1996-2000 **MASTER'S DEGREE** in **FINE ARTS** in **UFR Sciences Humaines & Arts** of the **Université de Lorraine** in **Metz** [France 57000]

- Maîtrise: Arts Plastiques / Majeur A.P. - Mineur M.C.C.
MFA with Major in Visual Arts & Minor in Cultural Mediation & Communication.
- Mention "Très-Bien" (16.20/20 - Grade A+).
Passed with Very High Honors.

ADDITIONAL EDUCATION

1990-1994 **ASSOCIATE DEGREE** in **ENGINEERING** in **Génie Biologique** of the **UTC** in **Compiègne** [France 60000]

- DEUTEC (Diplôme d'Études Universitaires de TEChnologie).
University Studies in Technology Diploma.
Intermediate degree before the Engineer Diploma.
- UTC – Université de Technologie de Compiègne – is a public institution specialized in Sciences and Technology.
- Studied in their Bioengineering / Biomedical Department intending to graduate in Biomedical Engineering studies.

1987-1990 **HIGH SCHOOL DIPLOMA** in **MATH. & SCIENCES** in **Lycée Antoine de St-Éxupéry** in **Fameck** [France 57290]

- Baccalauréat – Série C [Mathématiques & Sciences].
High School Diploma w/ classification C [Mathematics & Sciences: Physics/Chemistry/Biology].
- Mention "Bien" (14.00/20 - Grade A).
Passed with High Honors.

PROFICIENCY

Computer mastery (Mac & PC operating systems)

- Expert User of Adobe Creative Suite Indesign/Photoshop/Illustrator/Acrobat.
- 3D modeling: started learning to design mockups in SketchUp + Boxshot user.
- Knowledge of basic office automation softwares (Microsoft Office: Word, Excel, Powerpoint).
- Softwares experienced in the past: Flash, Premiere & Media100, 3D Studio Max, X-Press.
- Familiar with some languages for web production as ActionScript or HTML.

Valuable skills:

- Sketching, Drawing and Painting (can think/research/propose visually).
- Technical Drawing and Drafting (comfortable with plans or spec drawings).
- Photography.

Language aptitude:

- I can understand (and think) multiples cultures.
- French [native].
- English [fluent].
- Polish [conversational].
- German [basics].

DISC REPORT: [I][S]

Coach

Seen as warm, empathetic and insightful. Adept at solving people problems. Reputation for unobtrusive, contributory efforts when working with others.

DISC MOTIVATORS:

Aesthetic 94%

Place great importance in finding a good work-life balance, creating more than destroying, and artistic self expression.

Theoretical 79%

Passionate about learning for its own sake. You are continually in learning mode and bringing a very high degree of technical or knowledge base credibility.

16 PERSONALITIES : [I][N][F][P]

DIPLOMAT

Intuitive [N] & Feeling [F] personality type known for their empathy, diplomatic skills and passionate idealism.

Mediator

Making up only 4% of the population, these rare personality types tend to be quiet, open-minded, imaginative, and apply a caring and creative approach to everything they do.

[Meyer-Briggs Test]

POINTS of INTEREST:

Photography

Head of an analogue photography lab while in college.

Arts

(Land Art and Urban Art in particular)
Florange Middle School Art Teacher when studying for my MFA and Graffiti Educator.

Aesthetic Thinking

Invited to collaborate to researches by Pierre Damien Huyghe in the prestigious University of Paris 1-Panthéon-Sorbonne.

Space and Light

Architecture - Interior design - Decoration

Upcycling Furniture