

# AYMERIC PERCEVAL

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## \_PROFILE

I have been totally addicted to comic books since the age of 4, moved to Belgium to learn graphical storytelling and used this competence to become Art Director in advertising, first in Paris, then in Brussels. Over the years, I have developed both in my professional and personal activities an eye for visual experiences, whether they be moving or still. But even if I discovered a passion for art direction, working within an advertising agency could no longer satisfy the more artistic side of my personality and after a year of graphic design in PR, I finally aimed for a new challenge: VFX.

I have recently finished the 2D course at Escape Studios where I enjoyed learning compositing. I hope now to continue to develop these new skills so that one day, I can combine them with my former experience and become a VFX Art Director.

## \_EDUCATION

### [JUN'09\_SEP'09] VFX Compositing, Escape Studios - London, UK

\_Compositing : Keying, Rotoscopy, Colour Correction, 2D & 3D Tracking,  
Rig Removal, Multi-Pass Compositing, Projections

### [SEP'03\_MAY'04] Master in advertising, Sup de Création - Roubaix, France

\_Creating concepts for advertising, Copywriting, Art Direction

### [SEP'99\_SEP'03] Master in graphical storytelling, ERG - Brussels, Belgium

\_Options: Storytelling, Writing, Graphism, Illustration  
\_Final Project: "*Le jour où Robert devint plus fort que l'Homme Super*"  
[*The Day Robert became stronger than Super Man*]

## COMPUTER SKILLS

### .: VFX softwares

Shake, Silhouette, Mocha, Boujou,  
PFTrack and basics of Nuke

### .: Art direction softwares

Photoshop, Illustrator, InDesign,  
Xpress, Flash, Dreamweaver

### .: Hardware

Mac & PC. Basics of Linux

## \_EMPLOYMENT

### [SINCE OCT'2009] Freelance - London, UK

\_ [DEC'09] Paint & Roto for **MOBIUS MC**

\_ [OCT'09] Reflection removal on the movie *Reuniting the Rubins* for **THE SEX PIXELS LTD**

### [MAR'08\_MAR'09] Graphic Designer, Full Options - PR & Theatre Production agency, Brussels, Belgium

\_Supervision of the graphical development for the launch of **Les Théâtrales**, Parisian theatre plays in Brussels

\_Graphical conception of **Fullpix**, professional portrait service for entrepreneurs.

\_Responsible for the graphical aspect and the integration of multimedia contents into the press releases, press kits, ads and newsletters

▮ **MAIN CLIENTS:** Universal/Paramount Pictures Belgium AB3, C-Live, Disney On Ice, Körperwelten 4,  
Pascal Legros Productions, Sony BMG Belgium, Stade de France, Téléouest, TV5Monde,

### [JAN'06\_MAR'08] Art Director, JWT - Advertising agency, Brussels, Belgium

\_Lead Art Director on the winning pitches for **EuropeAid** (European Commission program) and **Les Bons d'Etat** (Belgian Federal Ministry of Finance)

\_Supervising and orienting the artistic quality of the production at every step during pre-, in- and post-production (print/film/radio) while reporting to the creative director.

\_Working in a team with a copywriter to create concepts based on briefings.

\_Creating photomontages, layouts, roughs, scripts, mood-boards, logos and a creative arguments leaflets to ease the sale of the project to the client. Presenting it in one or several languages

\_Selecting the adapted layout-men, illustrators, photographers, directors, production companies depending on their way to sense and interpret the project

▮ **MAIN CLIENTS:** Banque de la Poste, EuropeAid, Kellogg's, Lacoste, Le Forem, Les Bons d'Etat, Mazda,  
Nestlé, Sunsilk, Wilkinson

**[SEP'05\_JAN'06] Art Director Freelance** - France & Belgium

\_Creating concepts, illustrations, photomontages, graphics and supervising radio production for **CLM/BBDO** (Paris) ; **DuvalGuillaume** (Antwerp) ; **Keyline Films** (Brussels) and **JWT** (Brussels)

**[SEP'04\_SEP'05] Junior Art Director, CLM/BBDO** - Advertising agency, Paris, France

\_Co-Lead Art Director on the winning pitch for **Mercedes**  
\_Lead Art Director on the winning pitch for France Telecom's **MaLigneTV** and on several winning institutional pitches  
\_Numerous supervisions of photo shootings and 5" TV commercials  
\_Creating lots of photomontages and developing high-levelled retouching skills  
\_Creating graphical charters for **ELF** and **France Telecom** and multiple logos including **Défi pour la Terre**  
\_In charge of the motion graphics for the internal communications  
\_Assisting Senior Art Directors on their most demanding projects.

    | **MAIN CLIENTS:** Auchan, Fondation Nicolas Hulot, France Télécom, Gillette, Ikea, Masterfood, Mercedes, Oral-B, PepsiCo, Total, Wanadoo, Wrigley's

**\_ INTERNSHIP**

**[MAY'04\_AUG'04] Artistic Direction, CLM/BBDO** - Advertising agency, Paris, France

\_Assisting the Senior Art Directors with their layouts and storyboards  
\_Learning how to supervise film and photo shooting with a senior team on **IKEA**'s annual campaign  
\_Conceptualising print ads with other interns and first supervisions on photo shooting for **Wanadoo** and **Freedent**

**\_ OTHERS...**

**[SINCE MAR'08] Comic Book Writer** [*Unpublished yet*]

\_Developing and writing 4 story arcs (20 episodes) for the comic book project "3zom\_y"

**[SEP'99\_JAN'04] 'Wiki\_man', MARVEL France (Panini Europe)** - Angoulême & Chambéry Comic Book Conventions, France

\_Using my wide knowledge of the Marvel Universe to answer fans' questions about characters and stories and helping the staff to present comic books and subscriptions corresponding to the interests of the buyers  
\_Responsible for the presentation, the organisation and the stocks of the comics on the stand  
\_Assisting the MARVEL artists invited to sign at the stand

**[1997\_2002] Storyboarder**

\_Illustrating the script of the following short-movies : "Le Rocher" (1997), "Vally" (1999), "Je te suicide" (2002)

**[1997\_1999] Illustrator/Writer, Manga Nooto** [*Fanzine*]

\_Creating humoristic illustrations for the letters page and writing articles about comic books and mangas

**\_ LINGUISTIC SKILLS**

French [mother tongue]  
English [good comprehension and expression]  
Dutch [medium comprehension and expression]  
Spanish [medium comprehension]

**\_ INTERESTS**

Drawing characters; Reading and writing comic books; Discovering new movies and cartoons about super heroes; Skydiving; Living in different countries and experimenting new languages

**\_ REFEREES**

Available on request