

The april fool who fell in love with coral.

Hello, I'm Jade Nodinot. A creative mind working her magic in the creative world for the last 9 years.

My craft background is graphic design but lately I turned my focus on art direction. I create 360 branding experiences using strategy thinking & impactful designs; combining video, photography, print and digital platforms.

I am cheeky, I am French, I am a ball of energy, I love whiskey, I hate bad kerning and for some reasons I hate people who cut lettuce (well this not true I have two very specific reasons to support my point).

In a nutshell:

Portfolio

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I have 9+ years experience working fashion, luxury, advertising, marketing and branding, partnering with some of the biggest names in the industry.

I'm an unconventional feminist who never plays by the rules and a lover of whiskey. My love for whiskey led me to become the youngest manager of [Street Feast London](#). I had 150 staff to look after and all that by the time I was 23 years old.

Throughout my career, I have worked with multiple brands such as LVMH, The Southbank Center in London, Harrods, Mastercard, Rolex, New Balance, StockX, Vuse, Puma, Armani, Dior, Anya Hindmarch, Pachamama London to name a few. This pushed me to constantly reinvent myself, always exploring new horizons.

It all started in 2011 during a hot Parisian summer working with [Mixte Magazine](#) and [Anais Concept](#). There I learnt everything there is to know about editorial design and high-end advertising.

Following that summer, I moved to London to learn more about spirits and graphic design. I joined the world of digital design in December 2014 with [Mobile 5](#) (Recently renamed HYD).

From there, I gained my designer and art direction skills working for [Big Group](#) and [DDB Remedy](#).

In June 2019, I was poached by [BBLP](#), where I became their creative associate. Helping global brands such as Rolex and FedEx to develop their digital visibility with creative thinking and impactful design.

I am now working as my Creative Director's right hand for [20ten](#); spreading magic across digital and print advertising for global brands such as New Balance, LVMH, Puma and others. Making sure everything is the right amount of sparkles.

I am a storyteller who never plays by the rules. I'm constantly seeking out new ideas, technology, techniques and mediums to create something as unforgettable as your first pain au chocolat.

Experience

- **20ten** (Dec 2020 - Current)
Art director
- **Blackbook London** (Jun 2019 - Aug 2020)
Creative Associate
- **DDB Remedy** (Oct 2017 - Jun 2019)
Designer to Midweight
- **Big Group** (Mar 2015 - Oct 2017)
Junior designer to Designer
- **Mobile 5** (Dec 2014 - Mar 2015)
Intern
- **Pachamama London** (Jul 2014 - Oct 2014)
Freelance Art Director
- **Anais Concept/Mixte Magazine Paris**
(Jul 2011 - Sep 2011) - Intern

Education

- **2008 - 2009 ESAG Penninghen (Paris)**
Foundation course in art direction
- **2009 - 2011 Académie Charpentier (Paris)**
BA in Graphic Design and Communication
- **2012 - 2013 UAL, Chelsea College of Arts**
MA in Graphic Design and Communication

Some recommendations

Pete Petrella - Partner at Blackbook London

Jade is a tireless, energetic and creative designer. She has shown time and again her ability to apply herself to both speculative client briefs and complex commercial campaigns. Jade is at her best when given the freedom to set the direction of the creative/design being asked for.

Giorgina Clavarino - Strategy Director at Twin London

With Jade you get the full package; she is talented, enthusiastic, has an amazing eye, great designer and art director. Jade is an energy ball who never says no to a challenge and is always happy to help. Whatever the task, she's up for it! Always combining creativity with strategy and a positive attitude. Look forward to work together again soon!

David Wood - Group Chairman Blackbook London

Jade is an exceptional talent. She's a gifted art director with a huge sense of style and elegance, she's a polymath and super comfortable working in digital, print or film media. She's sensitive and aware of the way people will absorb and respond to her work and as a result she's a great communicator. I love her entrepreneurial flair - there's always a side project going on to which she devotes her usual high levels of passion and enthusiasm. She's also a wonderful person to work with. All of that grace, charm, passion and enthusiasm shows in her work and is also in the way she works

Because I am NOT JUST what you are reading.
Here are some things you should know.

1. I love collages
2. On my spare time I direct music videos
3. My campaign NOTJUST received The Drum's [Social purpose Award](#). You can read about it [here](#) and [here](#)
4. I was selected by Campaign Live introducing the next generation of female creative leaders in the category "The ones to watch 2019"
5. I used to be allergic to beef
6. On weekends, I am either in front a camera or behind
7. My work received a bit of press: [here](#), [here](#), [here](#) and [here too](#)
8. I can teach you how to dance
9. Or teach you how to become the perfect 'cordon bleu' in your kitchen
10. Don't mess with me because I have a brown belt in Karate
11. Finally, I am a proud mentor to three amazing young creatives



Thanks so much for taking the time to arrive to this page.

Not all my most recent work is available online but I will be happy to have a chat about it.

I don't bite so feel free to give me a call or drop me a line.

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