

A large, stylized red letter 'N' is positioned on the left side of the image, set against a solid blue background. The letter has a thick, blocky appearance with a slight shadow effect.

The april fool
who fell in love
with coral.

Hello, I'm **Jade Nodinot.**

In other words, a creative mind with a twist who specialises in the Culture, Lifestyle, Fashion and Luxury industries.

My craft background is **graphic design** but lately **I turned my focus on art direction.** Whether it is a 360° brand experience, a photoshoot, a brand launch or mentoring the junior members of my team; **I always make sure there is the right amount of sparkles.**

I am cheeky, I am French, I am a ball of energy, I love whiskey, I hate bad kerning and my middle name Seuad, means Happiness in Moroccan Berber.

In a nutshell:

Portfolio

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I have 10+ years experience **working in 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 fashion editorial design and luxury fashion 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 to **develop their digital visibility.**

I am now working as my **Creative Director's right hand** for 20ten; **spreading magic** across brand experiences, digital and print advertising for global brands such as New Balance, LVMH, Puma and others.

Making sure everything as 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/Designer
- **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

Kind words

Sam Richardson - Creative Director at 20ten Creative

Jade and I have worked together for just over 2 years and she's been a brilliant addition to the team. She has a fantastic eye for lifestyle, creativity, and capturing just the right vibe for a project. She's a passionate art director who's keen to share her talent through mentorship and developing the next generation of creatives. A very good human all around.

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.** I am all about slow fashion. So I am taking a stand and as a side hustle I am starting my own sustainable knitwear label
- 12.** Finally, I am a proud mentor to amazing young creatives



Thanks so much for taking
the time to read all the way
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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