

# Hi there,

I am Jade, an Art Director and Senior Creative with 10 years (and counting) experience spanning across Culture, Lifestyle, Fashion and Luxury. Creating IRL and Digital 360° brand experiences.

I have led projects from start to finish while overseeing established creative teams and built new ones. Designed for global businesses and grown brands from day zero.

I've been fortunate to work with some brilliant people and projects over the years and above all believe the bigger the ideas are, the better. Challenging the norms, should be an everyday mantra.

I believe in real work for real people that pushes boundaries and nothing less.

**I am cheeky. I am French. I am a ball of energy.**

I love Whiskey and my middle name Seuad means *happiness* in Arabic.

# Experience

## 20ten

Art Director 20 – Current

As my Creative Director's right hand, I oversee the lifestyle and brand clients. Working closely with our Head of Strategy, I turn data and insights into bespoke creative solutions. I lead projects from start to finish while nurturing a team of super talented creatives.

Notable Clients: Puma & Asos, New Balance & Sport Direct, Disney+, Mishaal Tamer, LVMH, Odeon Cinema Group

[20ten.co.uk](http://20ten.co.uk)

## Big Group

Junior / Graphic Designer 15 – 17

Notable Clients: Mastercard, Harrods, The BRITs, Mercury Prize, Southbank Centre, Rolex

[biggroup.co.uk](http://biggroup.co.uk)

## BBL/P

Creative Associate 19 – 20

I helped developing Rolex's global digital visibility by creating high-end concept boards and briefs for their team to produce while translating trends and insights from the strategic team into creative solutions.

Notable Clients: Rolex

[bblandpartners.com](http://bblandpartners.com)

## HYD Prev. Mobile 5

Intern 14 – 15

Notable Clients: Channel 4, BBC Sport

[hyd.agency](http://hyd.agency)

## DDB Remedy

Graphic Designer / Midweight 17 – 19

Focussing on branding and brand experience within the healthcare industry, I finessed my design skills while cutting my teeth on art direction.

Designing for the greater good while 'helping people' with my skills was a highly rewarding experience.

Notable Clients: Allergan, Gilead, Botox

[ddbremedy.co.uk](http://ddbremedy.co.uk)

## Mixte

Intern 11 – 11

Notable Clients: Armani, Dior, Christophe Robin, L'Oreal

[wearemixte.com](http://wearemixte.com)

# Vital stats

## Skill overview

Nurturing individuals and teams  
Creative and art direction  
Mentorship  
Brand creation  
Branding  
Business design and strategy  
Digital and print advertising  
Content creation  
Hands on approach to design and direction  
Copywriting  
Photography and film art direction  
Storyboarding  
And of course, good old Creative Suite

## Featured in

Campaign Live	Purple Revolver
AdWeek	Daisie App
Little Black Book	Fame Magazine
The Drum	Pop Dust
Media Shotz	

## Useful deets

**Portfolio**  
[www.jadenodinot.com](http://www.jadenodinot.com)

**Contact**  
[jade.nodinot@gmail.com](mailto:jade.nodinot@gmail.com)

(+44) 07 44685 3991

**Links**  
[LinkedIn](#)  
[Instagram](#)

## Mentorship

I am lucky to mentor some incredible talents, something I deeply care about.

My on-going mentorships include [ADPlist](#), [ILN](#), [Soho House Mentoring](#)

## Education

[ESAG Penninghen \(Paris\)](#) <sup>08 - 09</sup>  
Foundation course in art direction

[Académie Charpentier \(Paris\)](#) <sup>09 - 11</sup>  
BA in Graphic Design and Communication

[UAL, Chelsea College of Arts](#) <sup>12 - 13</sup>  
MA in Graphic Design and Communication

## Awards

My campaign NOTJUST received [The Drum's Social purpose Award](#). You can read about it [here](#) and [here](#)

# Kind words

## David Wood

Group Chairman at BBL/P

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.

## Sam Richardson

Creative Director at 20ten

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!

**Because a creative mind never switches off.**

Here are some things you should know about me:

# I love collages

I was selected by Campaign Live introducing the next generation of female creative leaders in the category “The ones to watch 2019”.

## I can teach you,

to dance and be the perfect ‘cordon bleu’ in the kitchen.

## On my spare time,

you can usually find me in front or behind a camera.

## Don’t mess with me

because I have a brown belt in Karate!

My love for whiskey led me to become the youngest manager of [Street Feast London](#). I had a team of 100+ people and all that by the time I was 23 years old.

Fun fact: I used to be allergic to beef

# Bye for now

Thanks 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.

References are available upon request.

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