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LEO LEBKUCHEN

— CREATIVE - ART DIRECTOR —

PROFILE

My digital and design background combined with big ideas creative experience has made me a professional that understands how to create efficient communications in whatever platform.

For me a good leader isn't the one that shows the path, but the one that encourages their peers to find their own path while supporting them along the way.

I don't believe in perfection, but I try to get as close as I can to it.

Proficient at:

Photoshop, InDesign, Premiere, Illustrator, After Effects, Lightroom, SketchUp, G Suite, Prototyping tools.

EXPERIENCE

THE & PARTNERSHIP, AKQA, KEKO, WASTE

Freelance Associate Creative Director - 04/2019 to present

While freelancing for these agencies I have won pitches, launched new products, worked on tactical and social media campaigns for several brands like: Champagne Bollinger, Gore-tex, Toyota, British Gas, Porsche, Triumph Motorcycles, Singleton, Telus, Bentley Motors and Delta Airlines.

SPARK44, LONDON - UK

Senior Global Creative / Art director - 06/2012 to 04/2019

- Renewed Jaguar's brand approach to integrated advertising creating award winning digital, social and print comms.
- Led a team composed of designers, UX, writers and developers to create digital experiences and campaign websites – optimizing Jaguar.com ensuring optimum user experience whilst maximizing visual impact and brand consistency.
- Pushed boundaries in the digital space by creating innovative campaign activations and OLA comms in collaboration with Google and Mindshare setting a new high in click through rates.
- Brought to life Jaguar's Formula E and E-Trophy racing series by delivering award winning photography and video assets that doubled the @jaguarracing social community and brand loyalty.
- Improved the consistency of ATL photography by defining and shooting Jaguar's entire car range in 2018.
- Increased the efficiency of asset generation for social channels whilst saving the business a large amount of money.
- Slashed the costs of product launches by creating and delivering high quality and impactful digital films that were also used as TV commercials.
- I provided support to the business by identifying needs and hiring other creatives when needed.

CRITICAL MASS, LONDON - UK

Creative / Art Director - 09/2010 to 04/2012

- Creative concepts and art direction for the relaunch of NIOXIN (P&G) and for the brand's digital eco-system. (Facebook page and Facebook app, Youtube channel, product launch campaigns, global website, etc).
- Creative concept and art direction for the launch campaign of the new Citi Prestige Card.
- Worked on pitches for Citi, Skoda and Adidas.
- Managed and inspired a team of permanent and freelance designers while working with different copywriters.

RG/A, LONDON - UK

Freelance Senior Designer - 08/2010 to 09/2010

- Hands on lead creative / designer for the Nokia Digital Kiosk project.
- Worked in conjunction with an experience architect and managed two other designers.
- Hands on animation story boarding and production.

EDUCATION & RECOGNITION

2003 - 2006 - Barddal - Brazil - Bachelor Graphic Design
2010 - D&AD - Digital / Advertising Workshop
2011 - Saint Martins - Letterpress Workshop

Languages - English, Portuguese, Spanish

2009 - ONREC - Best Recruitment Website
2011 - FWA - Website of the day NISSAN GT Academy
2012 - CANNES - Cyber Lions Bronze Interactive Campaign - NISSAN GT Academy
2014 - Big Campaign Awards – Integrated Campaign - Good to be bad
2014 - Dadi Awards – Integrated Campaign - Good to be bad
2014 - BIMA Awards – Dual Screen & Game - Good to be bad
2014 - Effie North America – Gold - Good to be bad
2014 - Effie Global – Bronze - Good to be bad
2017 - One EyeLand Automotive Photography - Jaguar Racing