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## LEO LEBKUCHEN

— CREATIVE - ART DIRECTOR —

### PROFILE

I started my career in the creative industry when I was only 16 whilst working as Web Designer for a local internet provider. Since then my passion, ambition and talent have taken me places I'm very proud of. I have brought many brands to life – be it through unique branding, impactful integrated advertising campaigns, stunning art direction or on the dot creative strategy. I'm a versatile creative with huge experience in automotive, broadcasting, banking, beauty, food & beverage and entertainment industries.

### 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 campaigns and social media campaigns for several brands like: Champagne Bollinger, Gore-tex, Toyota, British Gas, Porsche, Triumph Motorcycles, Singleton, 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