



maxime hocquet

creative director
art based



showreel

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Shanghai area
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- **2016 Spike Asia** - FF Shanghai Independent agency of the Year Art director during this period.
- **2015 LISAA** - Jury's Pick
- **2014 LISAA** - Jury's Poster

CLIENTS

Hermès, Anna Sui, Lacoste, Nike, Diesel, Calvin Klein, Chow Tai Fook, Hearts on Fire, Tiffany & Co, Chaumet, Audemars Piguet, K&Irene jewellery, YSL, L'Oréal, Lancôme, Maybelline, Biotherm, Vichy, L'Oréal R&I, Clarins, Esthederm, Simple UK, Klorane, SVR, Pond's, Hof, Martell, Lu, Mercedes-Benz, Mini, hp, vivo, Club Med, Axe/Lynx, Dove, Clear, Lux, head & shoulders, Signal, closeup.



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PROFESSIONAL SKILLS

- Creative direction
- Art direction
- Director / Co-Director
- 360 Campaign
- Brand Campaign
- Product Campaign
- Storytelling / Storyboard
- Video / Photography concept
- Digital concept
- Video - shooting / editing
- Photography - shooting / editing



Photoshop



Illustrator



Indesign



Keynote



Premiere Pro



After Effects



'Director' Cinema 4D



DaVinci

EXPERIENCE

- **Creative Director - Shanghai**
Publicis LUXE | Since Nov 2023
www.publicisluxe.com
- **Associate Creative Director - Shanghai**
McCANN Worldgroup | Feb 2023 - Oct 2023
www.mccannworldgroup.com
- **Creative Director - France**
Freelance | Feb 2020 - Dec 2022
www.maxime-hocquet.com
- **Creative Director - Shanghai**
ZORBA GROUP | Jan 2018 - Dec 2019
www.zorba-group.com
- **Senior Art Director - Shanghai**
ZORBA GROUP | Jan 2017 - Dec 2017
www.zorba-group.com
- **Art Director - Shanghai**
FRED & FARID | Jul 2016 - Jan 2017
www.fredfarid.com
- **Junior Art Director - France**
Studio Kagami | Jan 2015 - Jun 2016

EDUCATION

- **BACHELOR'S DEGREE**
LISAA - France | Sep 2014 - Jun 2016

Art director / Conception in Graphic Design
With high honours
- **FOUNDATION DEGREE**
LISAA - France | Sep 2013 - Jun 2014

Design and Applied Arts
With honours
- **FRENCH PARAMEDIC GRADUATE**
AFT IFTIM - France | Sep 2007 - Nov 2007

Paramedic AFGSU level 2 / PSC1 level 1

LANGUAGE & TRAVEL

FRENCH

ENGLISH



CHINA
-SHANGHAI-
5 years



NORWAY
-OSLO-
3 years



MALI
-BAMAKO-
3 years



CAMBODIA
-PHNOM PENH-
3 years