



JEFFREY BLUM

Digital Creative Director/Art director, brand storytelling, strategy, specialized in UI,UX, mobile, e-commerce, conceptualization to final production of a project .

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experience

M.A.C COSMETICS | FEBRUARY 2018 / PRESENT **Director Global Digital Design | New York**

Responsibilities: Management, hiring, Creative/Art Direction, digital strategy, .com UX/UI re-design, Shades finder UX/UI design, AR, Evergreen Photography, 360 Campaigns, in-store digital UX.

- Conceived, designed and managed complete rebranding projects with a multi-platform relaunch Home and SPP in 40 countries worked closely with C level management, designers, art directors, engineers. +20BPS conversion rate increase and +17% engagement lift post-launch.
- Created the first AR Virtual Try-on Lipstick Mobile and desktop. Facilitate product discovery and consideration, as well as increase conversion across online and offline Provide personalized and high-touch omni-channel experience.

WE MAKE SOMETHING AGENCY | OCTOBER 2011 / JANUARY 2018 **Creative Director | New York - Paris - Switzerland**

Key Clients: Chanel, Omega, Bulgari, Vilebrequin, HYT, Victorinox, Maurice Lacroix
Responsibilities: Managed estimates, budgets, concept creation, creative direction, account management, client presentation, strategy.

- Co-founded the agency focusing on digital touch points and content creation (Films, photo-shoot...)
- Conceived, designed and managed complete rebranding projectst with a multi-platform relaunch.
- Selected, lead and mentored creative staff in 3 offices across NY, Paris and Switzerland.
- Lead successful pitches for Vilebrequin, Victorinox, Chanel, HYT, Maurice Lacroix
- Designed and created from scratch HYT watches digital presence , HYT is revolutionizing the haute horlogerie industry with a unique fluidic technology.

Awards: FWA, AWWWARDS, CSS AWARDS, CSS WINNERS....

SHUTTERFLY | DECEMBER 2010 / SEPTEMBER 2011 **Senior Art Director | New York**

Responsibilities: Creative/Art Direction, digital strategy, Website, E-commerce, Mobile, HTML5 App. Photography, Campaign.

- Created, hire and lead and mentored a creative staff of 10 Art directors and designers for the New York Office.

skills

French / English
360 Storyteller, Strategy
Design
Detail-oriented
Team leadership
Clients, Vendors Relationship,
Manage Estimates, Budgets,
Project management

accomplishments

1 FWA
3 AWWWARDS
1 CSS DESIGN AWARDS
1 CSS WINNERS
1 FRENCHY AWARDS
1 CSS NECTAR
1 CSS LIGHT
1 DESIGN KUDOS AWARDS



SUDLER DIGITAL (WPP) | OCTOBER 2010 /DECEMBER 2010
Freelance Senior Art Director | New York

Responsibilities: Art Direction, Brand development, UX, UI website and app design for multiple accounts.

E-NATIVE AGENCY | JUNE 2004 / 2011
Art Director | Los Angeles - New York - Paris

Responsibilities: Art Direction, Brand development, website design, website traffic growth and advertising revenue. Developed brand strategy, Products Design, Corporate identity, Ad Campaign...

- Antik Denim// Advertising Campaign, web campaign and new presence on the web.
- Ed Hardy// Product design for the energy drinks department.
- MontBlanc// Product design new watch and Jewelry collection• Totsy.com Part-Time Creative Director (April 2010 / June 2011)
- TechnoMarine.com Creative Direction (June 2010 / January 2012)
- ideeli.com Freelance Senior Art Director (June 2009 / June 2010)

BRAND DNA AGENCY | PARIS JUNE 2002 / JUNE 2004
Art Director | Paris

Responsibilities: Art direction, conceptualization and project management - Extensive experience with increasing brand values, positioning and Brand extension.

Other clients : Agens B, Motorola, Escada Group, Smart, Bayer CropScience, IMG Artists, Phillip Morris Int., Swatch, Caran d'Ache...

E-NATIVE AGENCY | NOVEMBER 2000 / 2002
Designer | New York

Responsibilities: Conceptualization, Design , Flash development.

Artificial Intelligence (AI)// project for Steven Spielberg, Dreamworks, Microsoft, Warner Bros. Awards and Recognition for AI :

- Entertainment weekly rated the campaign for the Spielberg movie AI- Artificial Intelligence, "Internet Site of the Year "
- Ad Week gave AI the award for "Best Viral Marketing Campaign of the Year"
- Create Online Magazine rated AI the "Number One Best Ever Viral Campaign" - Jupiter Media Metrix allocated an entire session to the " A.I." campaign at its online advertising forum

CHOCOLATE EXQUIS STUDIO | OCTOBER 1999 / OCTOBER 2000
Designer | New York

Brand development for the music industry, bringing to life record labels on the web.
Key Clients: Masters At Work, Basemement Boys, Strickly Rythm Records, Easy Street records...
Graphic design, web site conception, design and flash development.

education

SVA
WEB EVENING CLASS 1998
NEW YORK

Field of Study: flash, dreamweaver, HTML CSS, fireworks

ADVERTISING - DESIGN
Académie Charpentier
1995/1998
Paris, France

Field of Study: Advertising, Design, Typography, Identity, Illustration, Layout, Packaging, Photography, Storyboarding.

BEAUX-ARTS
Académie de Meuron
1992/1995
Neuchâtel, Switzerland

Field of Study: Art history, perspective, drawing, painting (Oil, acrylic, Water colors) sculpture, colors.