



## CREATIVE DIRECTOR / MULTIMEDIA DIRECTOR

Digital Activation & Innovative Technology  
Gen AI Image, Video, Sound...

Portfolio [www.paulleon.fr](http://www.paulleon.fr)

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- FWA [SITE OF THE DAY](#)
- Awwwards [SITE OF THE DAY](#)
- CSS Design Awards [SITE OF THE DAY](#)
- CSS Winner [SITE OF THE DAY](#)
- Grand Prix STRATÉGIE du Luxe
- NUMIX [DIGITAL CONTENT](#)
- IDÉA [DIGITAL EXPERIENCE](#)
- GRAFIKA [GRAPHIC DESIGN](#)
- Boomerang [DIGITAL PRODUCT](#)

Many prestigious brands and large communication agencies recognized around the world trust me to lead the creation and production monitoring of their creative projects.

I am a polymorphic and multi-awarded Executive Creative Director 360 degrees, passionate about new technologies since the start of my career. From new technologies to fashion to digital experience, the playing field is endless !

I integrate artificial intelligence into my work process to enhance the rendering of my creative projects.

## Professional skills

- Creative Director
- Multimedia Director
- Creative Lead
- Art director
- Storytelling
- Filmmaker
- Digital activation
- Innovative Technology
- XR Extended Reality
- Unreal / Unity Game engine
- New business pitch & proactive
- Keynote presentation

## Agencies I work with

Mazarine, Fred&Farid, Havas, TBWA, EURO RSCG, DDB, GREY, CLM BBDO, Ogilvy, Publicis, BDDP, McCann-Erickson, BDDP, Young & Rubicam, Hungry&Foolis, MediaMonks, Sidlee, Cossette, LG2...

## Brands I work for

Chanel, Moncler, Hennessy, Louis vuitton, Mercedes, Bvlgari, Pernod Ricard, Omega, Baume&Mercier, Canon, Sephora, Lacoste, Diesel, Schweppes, Netflix, Google, Metro Goldwyn Mayer, Bic, Kilian, Nissan, Audi, Nestlé, Arcelor Mittal, sanofi-aventis, Corona, Pfizer...

## Work Experiences

- 2025 / ...  
PARIS
- Creative Director / Multimedia Director  
[www.paulleon.fr](http://www.paulleon.fr)
- 2022 / 2025  
SHANGHAI - DUBAÏ
- Executive Creative Director  
[www.mazarine.com](http://www.mazarine.com)  
ACCOUNTS : CHANEL, Sartoro, Hearts in Fires, Dubaï fahsion week, Moët & Chandon, Boucheron, Burberry, Dior...
- 2017 / 2022  
PARIS - MONTREAL
- Creative Director  
[www.in-web-we-trust.com](http://www.in-web-we-trust.com)  
AGENCIES : CLM BBDO, Ogilvy, Publicis, Mazarine, McCann-Erickson, TP1, TANK...  
ACCOUNTS : Nissan, Audi, sanofi-aventis, Corona, Pfizer, CHANEL, Hennessy, Louis vuitton, Corona...
- 2015 / 2017  
SHANGHAI
- Art Director  
[www.mazarine.com](http://www.mazarine.com)  
ACCOUNTS : Moncler, CHANEL, Hennessy, Bvlgari, Pernod Ricard, Omega, Baume&Mercier, Metro Goldwyn Mayer...
- 2013 / 2015  
PARIS - SHANGHAI
- Art Director  
[www.fredfarid.com](http://www.fredfarid.com)  
ACCOUNTS : Avene, Klorane, René Furterer, Club Med, Audemars Piguet, Gucci, Villebois, VIVO, HP, Hewlett Packard, Alibaba, Taobao, Lacoste...
- 2007 / 2013  
PARIS
- Multimedia Director  
[www.in-web-we-trust.com](http://www.in-web-we-trust.com)  
ACCOUNTS : Louis Vuiton, Hennessy, Kenzo, Tag Heuer, Chaumet, Christian Dior, Guerlain, Moët et Chandon...

## School career

- 2009  
PARIS
- GOBELINS Paris "School of the Image"  
[www.gobelins-school.com](http://www.gobelins-school.com)  
DESIGN & STORYTELLING
- 2002  
PARIS
- Autograf Paris "School of upcoming designer"  
[www.autograf.fr](http://www.autograf.fr)  
MULTIMEDIA DIRECTOR  
Part time work –Part time study  
BTS : Two-year technical degree in visual communication  
Part time work –Part time study
- 1999  
PARIS
- Claude Garamond "School of Trades graphic printing"  
[www.lyceegaramont.fr](http://www.lyceegaramont.fr)  
BAC : Professional : French secondary school diploma/high-school degree in graphic industries  
Part time work –Part time study  
BEP : Vocational certificate obtained 2 years after the 9th grade degree in graphic industries  
Part time work –Part time study