



art director

agathe charbon

agathecharbon.com

agathecharbon3@gmail.com

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2025

THE RIVER GROUP

Senior Art Director

Art Direction Support on New Business, ownership of design for company clients. On-set art direction for video shoot, ownership of design for company clients & leading growth for social media account.

2022 - 2024

BYTE DEPT, LONDON

Lead Designer, Art Director

Hands-on designer working within multiple formats and social platforms, helping lead the design team to bring to life innovative creative that capture audiences' attention. Leveraging the latest tech and media insights. Whilst combining strategic thinking with design, illustration and motion to deliver "thumb-stopping" work.

2022

YOUNG LIONS, CANNES 2022

Creative Academy, Young Lions 2022

2018 - 2022

BBD PERFECT STORM, LONDON

Art Director, Design & Video

Participating in creative briefs and designing online and offline campaigns for existing clients and new business projects. Creating campaigns through multi-channel creative communications: social, digital, OOH, print and installations, web... Brands I've worked with: Moët Hennesy, Etihad Airways, Dove Men + Care, No3. Gin, Amex...

2017 - 2018

DIGITAS LBI UK, LONDON

Junior Art Director

Working alongside the Creative Team of Digitas on digital campaigns for: Kellogg's Tresor, American Express. Contributing to the full creative process, from brief to creative ideas through brainstorming, and scamping, concept design, and content for digital media.

2012 - 2017

ESAG PENNINGHEN, PARIS

Masters in Art Direction & BA in Design