

Hantz Léger

hantzleger@gmail.com | Tel: 07470330896 | www.hantzleger.com

SUMMARY

Creative Director with over a decade of experience driving impactful creative strategies and leading multidisciplinary teams to success. Demonstrated expertise in setting and executing creative direction for global campaigns, encompassing multimedia storytelling, design, and digital engagement. Proven track record of building and managing high-performing teams, fostering collaboration, and inspiring innovation. Adept at developing brand identities, shaping brand guidelines, and ensuring visual consistency across diverse platforms. Skilled in leveraging data analysis to inform strategic decision-making and optimise campaign performance. Worked recently with UBS and Accenture to build some of the most innovative advertising campaigns to stay up to date with industry trends, consumer behaviour, and emerging technologies.

PROFESSIONAL EXPERIENCE

Bread Design Studio

Creative Director, Filmmaker and Photographer (*Freelance*)

London, United Kingdom

July 2023 - Present

- Skilled in developing and executing strategic plans to bring artistic visions to life, while ensuring alignment with project goals and client objectives.
- Proficient in all aspects of film direction, from conceptualization to post-production, with a keen eye for storytelling and visual aesthetics.
- Experienced photographer with a knack for capturing compelling images that evoke emotion and resonate with audiences.
- Adept at collaborating with diverse teams and stakeholders to achieve seamless integration of film and photography elements in multimedia projects.
- Known for innovative thinking and the ability to overcome challenges creatively, while maintaining high standards of quality and professionalism.
- Skilled communicator and relationship builder, adept at understanding client needs and delivering tailored creative solutions that exceed expectations.
- Proficient in industry-standard software and equipment for both filmmaking and photography, ensuring smooth workflow and high-quality output.

UBS

Director, Head of Multimedia & Creative

London, United Kingdom

October 2017 - July 2023

- Set the creative strategy, direction, and vision for campaigns and products. That involved developing concepts, strategies, and ideas that align with the organisation's goals, working closely with stakeholders, such as executives, product managers, and marketing teams.
- Built the first ever UBS Asset Management creative team covering EMEA, APAC and the North America markets, elevating the brand through meticulously articulated storytelling via a multimedia vision and strategy.
- Defined design goals, establish design principles, and create a roadmap for achieving the desired design outcomes.
- Collaborate with cross-functional teams, such as the sales teams, product managers, engineers, and marketers.
- Facilitated effective communication between teams to ensure a shared understanding of design goals, project requirements, and user needs.
- Partnered with local and regional partners to analyse our market research and consider cultural differences to design integrated campaigns.
- Drove the overall creative output and execution for the business division with a key area of focus on sustainable and impact investing.
- Led and line managed a global team of multimedia graphic designers working across our website, the intranet, LinkedIn and paid media campaigns platforms delivering multimedia solutions such as motion graphics, videos and podcasts.
- Empowered, coached and inspired designers to focus on high quality creative design solutions by creating an inclusive environment, fostering a collaborative culture, and making the greatest use of their talents.

Accenture

Creative strategist

London, United Kingdom

May 2015 - October 2017

- Combined strategic thinking with creative problem-solving to develop innovative solutions for the various businesses across the firm.
- Analysed data and identified opportunities to develop effective strategies aligning with the organisations' goals and objectives.
- Helped redefine and reshape the firm's brand guidelines and identity systems by working on messaging, positioning to ensure a visual consistency across all channels.
- Fostered a culture of innovation within the organisation and client project to encourage ideation development by exploring unconventional approaches to problem-solving

- Led the planning and development of high-quality digital content, supporting digital marketing activities to improve digital engagement and lead generation.
- Acted as branding expert ensuring that brand guidelines are followed across our digital channels.
- Worked with marketing team staff members across the business to develop marketing content to be delivered to clients and internal stakeholders.

Consumer Financial Protection Bureau
Creative Director

Washington, D.C. (USA)
June 2012 - November 2014

- Supervised a team of designers, providing creative direction to ensure that design solutions are aligned with brand guidelines and standards, resulting in quantifiable business solutions.
- Created high-level design concepts delivering critically acclaimed digital products to be on various digital platforms to support the agency's mission and objectives.
- Organised and directed design sessions and product reviews of digital tools focused on consumer experience and interaction, increasing website traffic by 25% in one year.
- Developed an improved brand strategy that better reflected the organisation's identity, increasing its visibility in the consumer financial market.
- Led the production of 30 videos supporting digital engagement campaigns on the agency's social media platforms and official website.
- Managed the production of motion graphic content from inception to completion as part of a newly established multimedia strategy.

U.S. Department of Energy
Multimedia Producer

Washington, D.C. (USA)
July 2011 - June 2012

- Founding member of the first ever Energy Department Office of Digital Strategy.
- Designed and developed digital engagement strategy, enabling the American public and key stakeholders to gain access to energy-related data on a secure and safe online platform.
- Conceptualised user experience design solutions by improving interaction and user experience between the public and the agency's official website.
- Led on all video production in support of the department digital strategy
- Managed a \$300,000 production budget, including copyrights regulations, legal clearances and licensing for online content creation.
- Analysed results and made recommendations to improve campaign performance and achieve desired results.
- Advised headquarters and national laboratories on digital campaign strategies and best practices.

CBS News Affiliate
Senior Photojournalist

Norfolk, Virginia (USA)
January 2009 - June 2011

- Supervised a team of 7 photojournalists in a high-pressure environment on daily editorial activities, ensuring news stories were delivered on time for evening newscasts.
- Identified, photographed and produced more than 200 news story videos to air on daily evening newscasts, increasing the regional market share by 4% in 6 months.
- Implemented the news director's editorial strategy by mentoring and tutoring junior photojournalists on their daily news assignments.
- Researched and analysed background information related to stories to provide complete and accurate facts.
- Maintained ongoing dialogue with community advocates by developing communication plans to convey the company's goals as well as advocates' needs.
- Facilitated the High Definition transition effort - with specialised focus on non-linear editing practices resulting in full adoption.

EDUCATION

The Art Institute of Pittsburgh
Bachelor of Science, Advertising

Pittsburgh, Pennsylvania
2011