

# Didier LAHEL

Creative Direction  
France

View the full portfolio at <http://www.thecreativefinder.com/10dier>

## Professional Experience and Curriculum Vitae

I'm Didier LAHEL, French visual strategist since more than 13 years.  
I have worked in France of course, mainly in Advertising Agencies, then I have created my Advertising Agency which gained lot of attention from the media; I worked in Hong Kong few years in big groups, including the one of the 5th Architecture group worldwide.

I can work as Freelance or In-House.  
France and Hong Kong welcome!  
I'm FREELANCE, Contact me for any creative work in:

- Graphics
- Print design
- Photography
- Videomaking
- Branding
- Identity
- Photography

<http://didierlahely.com/>

## Previous Clientele

- AEDAS  
Artistic Director- Creative Director AEDAS

### Missions:

4th architecture company in the world. (source: BD World Architecture) My mission was to transform the Graphics Team into a business unit with a target to become an advertising agency/branding consultant as a company of Aedas. Synergy was created through proposing concepts on brand creation, marketing and communications to international clients of Aedas as well as to other external clients. Clients worked with included international banks, hotels, property developers, and charitable organizations. Prior to becoming a business unit, the Graphics Team under my supervision was in charge of all communication supports of the Hong Kong Headquarters. The team worked closely with the architects and Communications on sponsored and international events and exhibitions in Asia, Europe and the Middle East. The team had also presented concept proposals on rejuvenating the global image of the Group. Cultural sensitivity was crucial in visual design integration and branding of the Group.

## Awards and Accolades

- SUMMARY •

A talented creative and branding strategist with 12 years of experience covering advertising, communications, projects management, Motion Graphics and graphic design.

- Global communication and management of teams and projects
- Leading consultancy assignments
- Strength in making proposals and giving advice
- Strategic recommendations, definition of budgets, planning
- Contribution to business development
- Securing commercial relationships and clientele satisfaction

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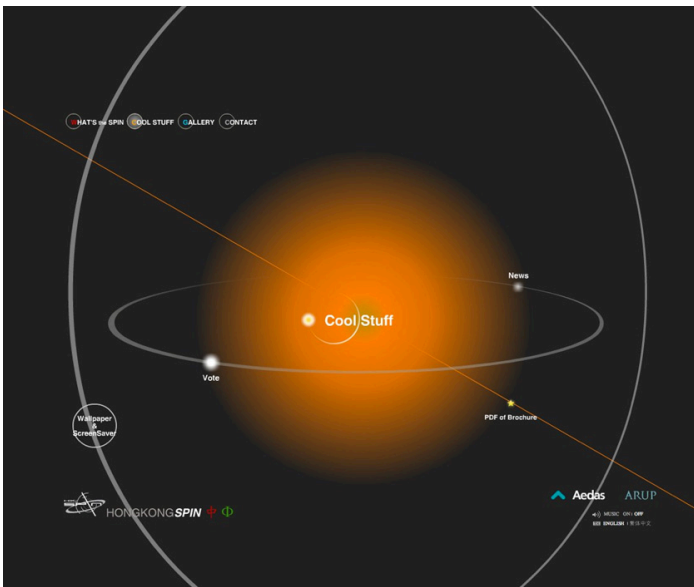
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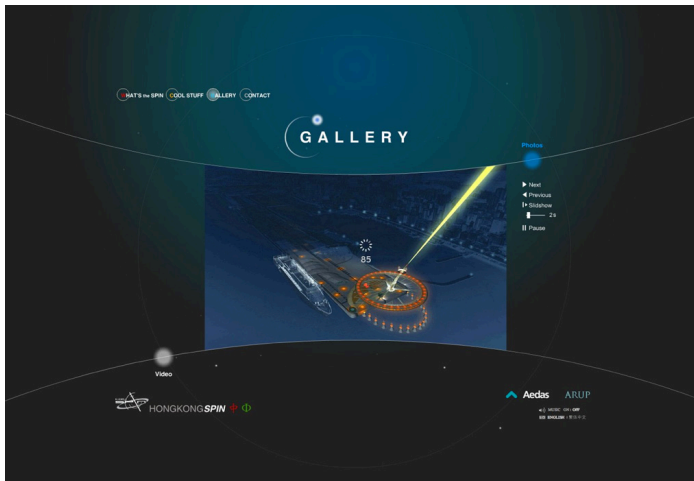
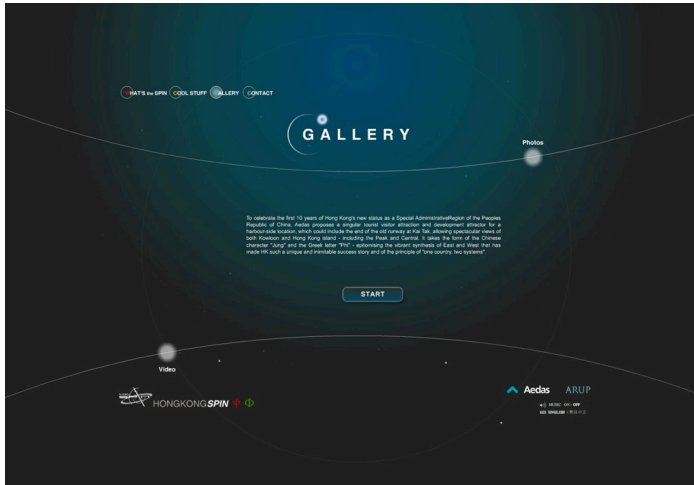


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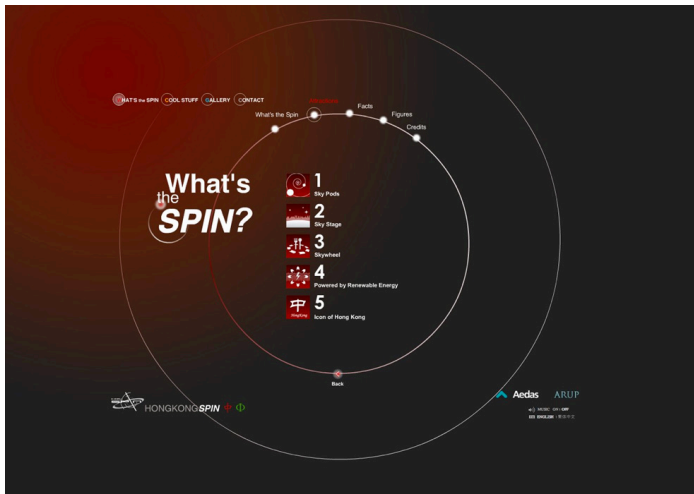
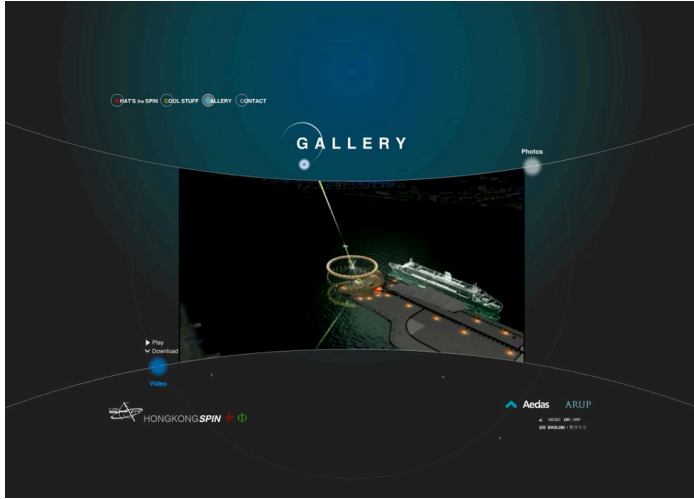


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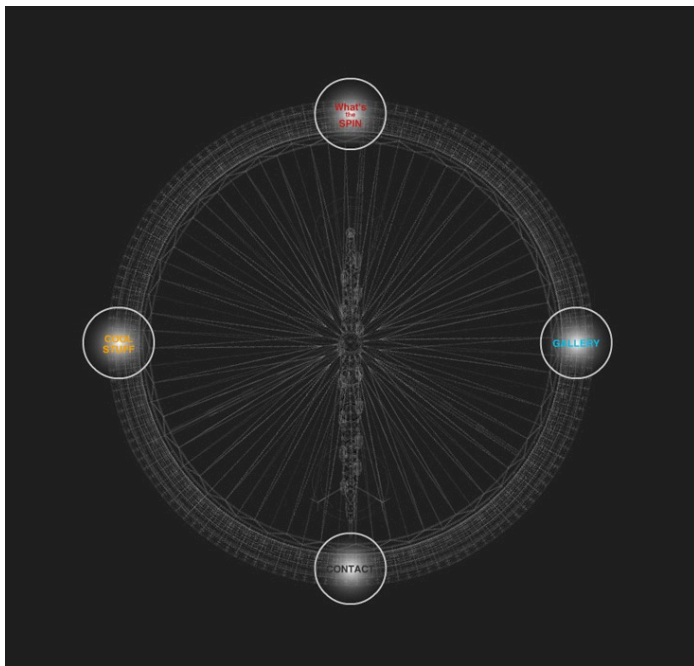
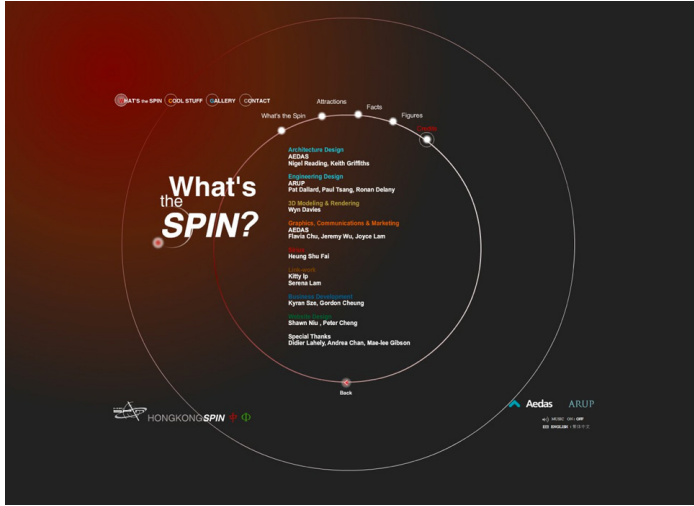


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