

Eugene Reisch

Digital Creative Director

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My elevator pitch would go something like this, *"I'm a 'hands-on' Digital Creative Director with over 20 years experience creating campaigns and content that drive engagement, delight audiences and produce real results."*

Then there's the slightly longer version... For 20 years I've been a digital creative leader trusted to work with some of the world's biggest entertainment, FMCG, publishing and tech brands, such as Disney, 20th Century Fox, Warner Brothers, Flight Club, Xbox, PlayStation, Procter & Gamble, Unilever, Tottenham Hotspur, Microsoft, Lego, the BBC, Hasbro, HarperCollins, Penguin and many more.

I've spent those years leading teams of designers and developers in creating international digital marketing campaigns, building countless websites, games, animations and apps, producing OOH digital and print advertising, developing brands and identities for companies and products, delivering print and POS collateral, creating in-venue interactive experiences, producing social content and online advertising, writing scripts, winning pitches and even collecting a few trophies along the way.

In 2013 I founded [Remo Creative](#), an agency born out of a desire to keep doing what I love - work alongside an expert team of industry super-stars, creating the kind of work we're passionate about. All the while, I've remained a passionate 'hands-on' digital designer. I can scribble, illustrate, write, design and animate just about anything... and I still do, every day.

Whatever I'm doing and whoever it's for, I do it with a great sense of pride, skill and fun, because I couldn't imagine doing it any other way :)

Remo Creative April 2013 - Present

Founder / Digital Creative Director

Clients: Disney, 20th Century Fox, Coolabi (Clangers, Purple Ronnie, Scream Street), Flight Club, HarperCollins, Hasbro

Hangar Seven Digital Oct 2012-April 2013

Digital Creative Director for Hangar Seven Digital (after acquisition of Doco)

Clients: Tottenham Hotspur, Unilever (Dove), PictureBox, Xbox

Doco London, previously Digital Outlook Nov 2005 – Oct 2012

Digital Creative Director

Clients: Disney, Chorion, Aardman, Microsoft, Roald Dahl, Procter & Gamble, Tottenham Hotspur, Unilever (Dove), NBC Universal /PictureBox, Xbox

Reading Room, DeConstruct, Digital Outlook Jan 2005 – Nov 2005

Freelance Art Director/Senior Designer

Clients: PlayStation, JKR, Disney, Hill & Knowlton, Business Link

AKQA Sept 2004 – Jan 2005

Senior Designer / Art Director

Clients: 3M, Yell.com, Dove, Xbox

Exposure 2003 – 2004

Digital Art Director

Clients: PlayStation, Disney, Lego, French Connection, Levis, Homepride, Oxo

Foresight (Wheel, now LBI) 1998 – 2003

Designer - Art Director

Clients: Disney, BT, PlayStation, River Island, Asprey and Garrard

Skills - Creative Direction

With over 20 years in the industry, I have a wide range of creative management experience including:

- Building, mentoring and development of teams of designers and developers
- Concepting and developing campaign ideas and creative content
- Writing and presenting creative pitches
- Presenting internally and externally at all levels
- Developing detailed creative and technical briefs
- Creatively managing the production process and delivery of digital projects
- Project Management
- Client liaison

Skills - Production

I'm a Creative Director, but I still roll my sleeves up to 'produce the goods'. I have expert knowledge and experience of:

- Design, typography and layout (Adobe Creative Suite)
- UX / UI, wireframing and prototyping
- Game Design
- Animation and motion graphics (Adobe Animate, After Effects)
- Illustration
- Branding
- Sound/Music Editing - Adobe Audition
- Copywriting

I also have a working knowledge or understanding of:

- Video Editing
- Front-end development (HTML, CSS, Javascript)

Client Testimonials

Walt Disney Motion Pictures: Walter Crockett, Digital Marketing

"For nearly the last two decades, I've been hiring agencies to produce Disney digital games and content to be leveraged globally, across 115+ markets. Eugene is one of the first digital creatives I worked with, and I've followed him through subsequent agencies and as he's built his current team. Remo Creative have always been able to tackle whatever I've thrown at them, and consistently exceed expectations. The many games the team have produced are among the best marketing games we've done in terms of fun, re-playability, the UI, and art-direction. Eugene has a great eye and an innate sense of fun & functional gameplay, while being able to build and package the assets in an easily localizable way (not an easy thing, given the 30+ language variations the content has to adapt to). While the games have been standouts, there has been plenty of other of content – websites, UCG applications, and more – and it's always been delivered on time and on budget. I can recommend Eugene and the Remo Creative creative team without hesitation"

HarperCollins: Janis Curry, Digital Marketing Director

"Remo Creative (Eugene) consistently knocks it out of the park, and we've switched to using them for pretty much all of our digital content – everything from games to animated digital creative and OOH. They have an incredible amount of experience creating immersive web apps for kids, and it shows... they bring exciting ideas to the table, and they're honest enough to push back and give us better alternatives when their experience tells them our brief won't deliver against our objectives. We also love the way they work – they're precise, organised, very quick and have a knack for making project meetings fun. Highly recommended"

Coolabi (Clangers, Beast Quest, Scream Street): Naomi Dare, Head of Digital

"Having worked alongside Eugene since 2005, he was top of mind when I moved client side in 2013 and needed someone to help us with creating websites and games for our various entertainment brands. Eugene and his team are always FULL of ideas, always articulate this incredibly well and deliver fantastic quality work. I'd recommend him and his company Remo to anyone."