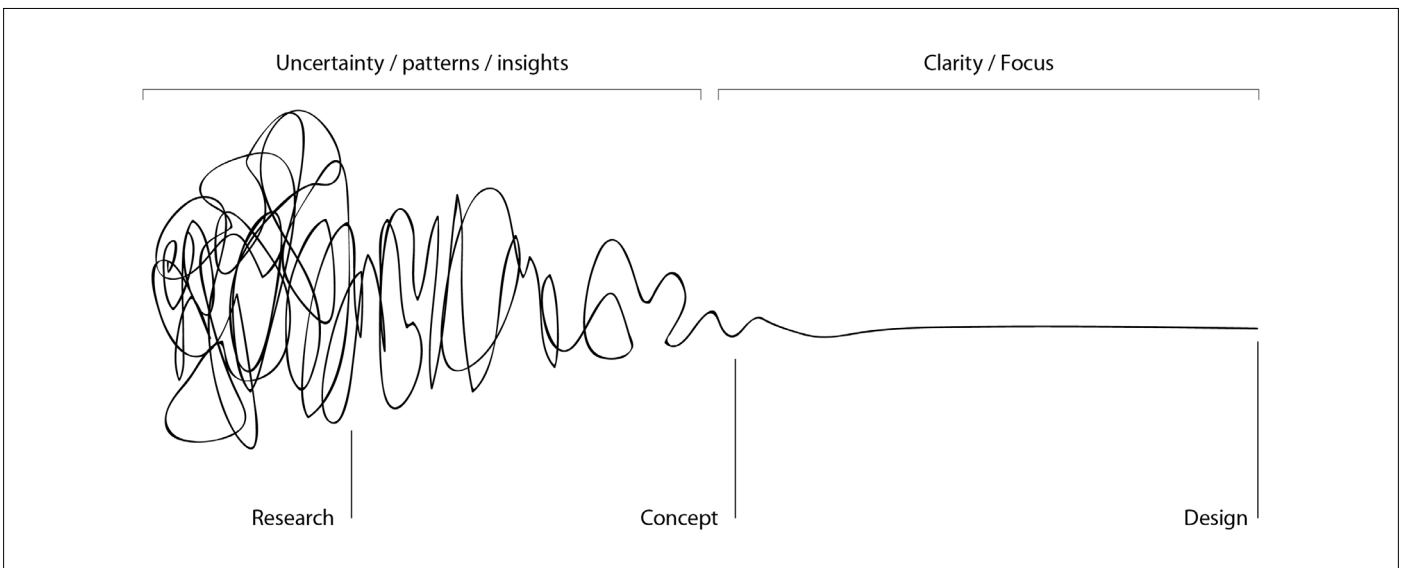


# FRANCOIS CORDEY

+41 79 219 5239 - fcordey@me.com

[portfolio](#)  
[linkedin](#)



## Profile & Experience

Art director and creative consultant, I work with brands, institutions and organisations that need clarity — in their positioning, their visual identity, their communication.

Thirty years of practice in luxury, watchmaking, culture and corporate. From brief to production, with the same level of demand throughout.

## Approach

Every project starts in the unclear. That's precisely where I come in — to identify what matters, structure what's missing, and give a lasting creative direction.

*Background, references and work: pages 2 and 3 below.*

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## Art Director & Creative Consultant

Brand strategy · Global communication · Creative leadership

Thirty years of experience — from strategic brief to final production — in the service of demanding brands and institutions, in Switzerland and internationally.

Luxury & Watchmaking · Culture · Corporate

### PROFESSIONAL EXPERIENCE

#### **FBT Avocats – Head of Communication**

Switzerland/France

2022 – 2024

- Definition and deployment of an integrated communication strategy for a bi-national law firm (Switzerland/France)
- Increase of +40% in digital engagement (SEO, social media, media relations)
- Management of all communication channels (print, digital, campaigns, events)
- Coordination of internal teams and external partners (agencies, creatives, developers, PR)
- Budget monitoring and performance analysis (KPIs)

#### **Editions Virages – Founder & Art Director**

Switzerland

2002 – 2015

- Founded and directed a publishing house specialising in artistic and institutional publications
- Defined editorial and communication strategy, from concept to distribution
- Managed multidisciplinary teams (editorial, production, photography, printing)
- Optimised production processes: 30% cost reduction
- Collaborated with major institutions: Museums, Artists, Pro Helvetia, Expo.02

#### **Cordey Design – Founder & Art Director**

Switzerland / International

1990 – present

- Directed an agency specialising in brand strategy and institutional communication
- Conceived and managed international campaigns (print, digital, outdoor)
- Developed global visual identities and premium editorial systems
- Art directed and supervised international visual productions
- Collaborated with reference brands: Omega, Swatch Group, Blancpain, Breguet, Bulgari, Chopard, Nestlé, Hilton

#### **BC Communication – Co-founder & Art Director**

Seychelles / International

2015 – 2021

- Co-founded and art directed an agency specialising in tourism branding and luxury hospitality
- Developed brand strategies for international destinations and establishments
- Supported premium clients: Air Seychelles, Hilton, Eden Plaza, British Airways

#### **Avenue Magazine – Communication**

New York, États-Unis

- Contributed to editorial projects and institutional campaigns
- Collaborated within an international creative environment

### EDUCATION

- Bachelor in Communication Design – ArtCenter College of Design (ACE)

## KEY SKILLS

### Brand strategy & global communication

- Positioning, structuring and deployment of cross-channel strategies
- Market analysis and development of differentiating approaches

### Direction & management

- Leading complex projects and international campaigns
- Coordinating multidisciplinary teams and external partners
- Budget management and performance monitoring (KPIs)

### Creative direction & production

- Development of premium visual identities and editorial systems
- Supervision of multi-channel productions and photographic direction

### Digital transformation

- Deployment of high-performance digital strategies
- Integration of AI tools in creative processes

### Languages

French (native) · English (fluent) · German (basic)

### International experience

- Project deployment across Europe and internationally
- Intercultural coordination and adaptation of strategies to local markets

