



## Cycle of Activity

Above is a graphic representation of my activities as a creative writer, consultant and visual artist. I work mainly as an art director but I am also active as a film director and creative consultant.

The graphic above this text draws inspiration from the work of Doctor Neri Oxman, who released in 2016 what she called 'Krebs Cycle of Creativity'. Following its logic, I made a visual representation of everything I've been doing as a professional creative - both for corporate interests and as a freelancer.

The four axes of this graphic represent my main fields of activity. Branding, editorial, language and imagery are vectors that cross their path to form different domains in which I have been operating.

In other words, this is my Cycle of Activity ; my résumé.

---

## Education

2012 < > Bachelors degree as a *major in English Litterature, minor in New Media, Culture and Information.*

*Université de Bourgogne, Dijon, France*

2014 < > *Journalism and Communication.*

*ISCPA Paris, France*

## Imagery

**Art Director, Moët Hennessy** < > 2023 - Present

In charge of content for all 27 Moët Hennessy maisons: Chandon, WhistlePig, Château Galoupet, Cloudy Bay, Volcan etc...

**Filmmaker, music video director** < > 2012 - Present

Click to watch 3W Showreel

**Art director at Hawaya, Match Group** < > 2022 - Present

*In charge of all brand designs throughout the app and marketing.*

**Social media producer, VICE TV** < > 2019 - 2022

*In charge of developing formats surrounding our in-house content to accompany our local shows.*

*Art Direction for French TV Shows versioning, product design etc....*

**Photo-journalist at Webedia for Villa Schweppes** < > 2015 - 2018

*Series of portraits and photo-documentaries.*

**Head of video production**

*All work available online.*

**Research photography & videography** < > 2015 - 2018

*Series of portraits and photo-documentaries for different lifestyle brands, via Protein agency : Nike, Sonos, Beats by Dre, Converse etc.*

**Imagery consultant, design assistant** < > 2013 - 2016

*In charge of visual production at Karmalooop France / Streetammo Europe*

**PROFILE 000 SERIES** < > 2016 - Present

**Creator and director of a short video documentary series** centered around profiles and personalities.

*All work available online.*

## Editorial

2019 < > **Senior writer for Lifestyle Asia & Burda in Paris.**

*All work available online.*

2015 - 2018 < > **Staff writer, fashion and music at Webedia** for a brand publishing project called *Villa Schweppes.*

*All work available online.*

# Brands

<b>Art Director, Moët Hennessy</b> <	> <b>October 2023 - Present</b>
Brand content and overall designs throughout MH Studio, from Chandon to WhistlePig, Volcan to Château Galoupet, for social media and brand homes.	
<b>Art Director, Hawaya, Match Group</b> <	> <b>November 2022 - Present</b>
In charge of all brand designs throughout the app and marketing.	
<b>Close Encounters With the 3W's</b> <	> <b>December 2022</b>
Textile collaboration and marketing campaign designed and imagined by 3W (my studio), and powered by <b>BX.Culture</b>	
<b>Social Media Producer, VICE TV</b> <	> <b>2019 - 2022</b>
In charge of all content production and show promotion across digital, tv, print and events.	
<b>Project manager for ZOZO JP via OnRoad</b> <	> <b>2018</b>
including video production and casting <i>Freelance.</i>	
<b>Brand consultant and translator for different</b> <	> <b>2015 - Present</b>
projects, in the <b>UK, France and Dubai.</b>	
<b>Nike, Puma, Sonos, Beats by Dre, Sony Music, Schweppes etc.</b>	
<b>Head of operations for Karmalooop France</b> <	> <b>2012 - 2015</b>
Fresh off university, I participated in the launch of French branch of streetwear giant Karmalooop. I was <b>in charge of a small team.</b>	

---

## About me

I was born and raised in **Dijon, France**. I have studied there all my life, before moving to Paris at the age of 21 to study an early passion of mine : journalism. During my time as a student, I began working as a translator for Shoes-Up, and pretty soon, as my other passion for street culture grew, Karmalooop Europe reached out and offered me the Head position for France.

As I continued to study while working, and through my travels and encounters, I began gaining interest in **imagery, design, arts and architecture**. I then soon began teaching myself **photography and videography**, after **co-founding a website called Press Pause Dot Net**.

Since 2015, I have been able to offer my services to both *big corporations and small parisian startups*. It allowed me to work on exciting projects in **Europe, in the U.S., and in the Middle East**. My point of interest revolve around technology, music, arts, sports and culture.

You can find me on **Instagram**  
**@tawwwfik**