



CONTACT

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KEVIN DELAROCHE

ART DIRECTOR / CONCEPTUAL DESIGNER

PROFILE

Conceptual Designer and AI Creative with 7+ years developing integrated campaigns, creative platforms and visual systems across digital, motion, film and social. Hands-on art direction from ideation to execution, guiding visual direction, supporting creative teams and collaborating across international markets.

EXPERIENCE

BALLY'S INTERACTIVE

Conceptual Designer

2021 - PRESENT / LONDON, UK

- Developed campaign concepts and art direction for Virgin Games, Jackpotjoy and Bally Bet across digital, social, motion and film.
- Originated the visual concept for Virgin Games' Reward Lounge and led its design development, collaborating with brand, copy and production teams.
- Created the giant-fan concept for Bally Bet Ireland's "Get More" campaign, translating the idea into campaign visuals and social assets.
- Used AI-assisted workflows to explore concepts and accelerate creative production, working with marketing, legal and production teams to deliver consistent, compliant assets.

FREELANCE PROJECTS

2018 - PRESENT / UK

Freelance Creative / Art Direction

- Created and refreshed brands for independent businesses, developing visual identities and launch packages across web, advertising and social.
- Designed and built websites for small businesses, including a barbershop, from visual direction through to delivery.
- Conceived and produced advertising creatives and campaign assets, combining graphic design, motion and AI-generated imagery.
- Produced AI-generated video content for a YouTube channel, alongside video editing and post-production for a range of clients.

SHINDO

2018 - 2021 / LONDON, UK

Art Director - Independent Creative Project

- Defined the creative vision and art direction for an independent electronic music project.
- Built visual identities, artwork, motion and narrative systems across events and digital platforms.
- Collaborated with artists and organisers to align creative direction with audience and programming.

HOUSE OF VAPES

2018 - 2021 / LONDON, UK

Graphic Designer / Videographer

- Led visual and creative direction across digital, social, video and e-commerce.
- Developed campaign-led content that helped grow Instagram audiences by 16,000 organic followers in one year across the UK, France and Germany.

EXPERTISE

Concept development
Art direction
Creative platforms
Visual storytelling
Integrated campaigns
Motion & video direction

Digital & social creative
AI-assisted workflows
Creative prototyping
Stakeholder collaboration
Multi-market adaptation

EDUCATION

Université Sorbonne Nouvelle, Paris
2015 - 2018
Licence en Cinéma et Audiovisuel

MJM, Paris · 2012 - 2015
Bachelor's Degree in Graphic Design

LANGUAGES

French - Native
English - Fluent
Spanish - Fluent

