

XAVIER REYÉ.



DIRECTOR · ART DIRECTOR · MOTION DESIGNER · VFX · AI

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PROFILE

Director, art director and motion designer with over 20 years of experience across advertising, music videos, film and series main titles and digital media.

Work that blends live action and animation, from VFX compositing to art direction, and now brings AI into image making.

SKILLS

- Directing
- Art direction
- Compositing & VFX
- Motion design
- Main titles
- Titles & typography
- Stage design
- AI images & video
- Plugin development

SOFTWARE

- After Effects
- Photoshop
- Illustrator
- Cinema 4D
- Premiere Pro
- DaVinci Resolve
- Ableton Live

LANGUAGES

French · native
English · fluent
Spanish · basic
Italian · basic

EDUCATION

- 2001-02** **EMC**, École des Métiers de la Communication, France
- 1998-00** **Université catholique de l'Ouest**, cultural mediation, cultural studies, critical theory and analysis
- 1997** **University of West London**, music

TEACHING & MORE

- 2024** **VFX / After Effects teacher**, MJM Graphic Design, Paris, and School Online University, its online training branch (clients include Estée Lauder) · ongoing
- 2003** **Adobe Flash trainer** for individuals
- 2002** **Web developer**, music artists' websites, Radio Nova

DIRECTOR

- 2025** **Les Sentinelles** - main titles, Canal+ series
- 2024** **Le Mans 55** - main titles, co-directed with Damien Martin
- 2024** **Raël** - main titles, Netflix series
- 2023** **Von Goc - Cent visages** - AI music video
- 2018** **Saint Lanvain - Jesus Loves Me** - music video
- 2017** **Soldout - Forever** - music video
- 2017** **Loïc Nottet - Selfocracy** - concert stage design
- 2015** **Stromae - Quand c'est ?** - music video
- 2008** **Doctor L - Why?** - music video
- 2008** **Kactus Hunters - Feel the Blast** - music video
- 2006** **Cassius - Toop Toop** - music video, co-directed with François Peyranne

AWARDS

- 🏆 **Stromae - Quand c'est ?** · Best Clip, D6bel Music Awards 2015 · Best Clip, MIA's 2015 · Best Clip, One Screen Festival NYC · Best VFX, Berlin Music Video Awards 2016
- 🏆 **Le Mans 55** · Prix Rosalie 2025, La Nuit du Générique (main titles festival)
- 🏆 **Habana, by Édouard Salier (VFX)** · Grand Prix, Gérardmer 2015 · Grand Prix, PiFan 2014 · Grand Prix, Sapporo Short Fest 2014 · Best Short, Fantasporto 2015
- 🏆 **Nominations** · MTV Europe Music Awards 2011 (Justice - Civilization) · UK Music Video Awards 2010 (Massive Attack - Splitting the Atom) and 2014 (Metronomy - Aquarius)

FILMS & SERIES

Motion design, main titles, titles and typography, art direction: **The Spy** · **Atlantic Crossing** · **C'est quoi ce papy ?!** · **Hinterland** · **Zodi et Téhu, frères du désert** · **Tropic** · **L'Abbé Pierre** · **Une vie de combats** · **Noël joyeux** · **Furies** · **Une amie dévouée** · **Les Solariens** · **Le Grand Déplacement** · **Soleil noir**.

ART DIRECTION · COMPOSITING · MOTION

In post-production studios: Digital District · Fix Studio · Benuts Bruxelles · CGEV · Firm · Nod · Fullscreen · Machine Molle · Wizz / Quad · Zorba · Mathematic.

For: Volvic · Coca-Cola · Messika · Netflix · Mastercard · O2 · Moncler · Betclac · OCS · DDB · Havas · Varilux · Cindy Chao · Nike · Club Med · Ubisoft · M6 · Stromae · Cassius and more.

With Édouard Salier: commercials for Nike, Coca-Cola, O2; music videos for Massive Attack, Justice, Metronomy, Raphael Saadiq.

Stromae, Racine carrée tour (2015): visual stage content.

AFTER EFFECTS PLUGINS

Design and development of 9 free plugins for macOS, several with embedded AI running locally: **XR Face Swap AI** · **XR Color Match AI** · **XR Depth Map AI Video** · **XR 3D Hologram** · **XR Tube Vision** · **XR Retro Analog** · **XR Halftones** · **XR 80's Chrome** · **XR Procedural Fire**.