



## Éric Théoret

(Rico Michel)

Born in 1967 in Montreal, Eric Theoret is a graphic designer, photographer, and musician.

Since the 1990s, he has worked as a designer for advertising agencies, composed and performed on music albums, and pursued creative projects in interactive arts and in photography.

+1 (514) 569-3972  
[rico@btd-studio.com](mailto:rico@btd-studio.com)

### on the web

 [btd-studio.com](http://btd-studio.com)

 [facebook.com/  
portraitsinacity](https://facebook.com/portraitsinacity)

 [instagram.com/ricomichel](https://instagram.com/ricomichel)

 [vimeo.com/ricomichel](https://vimeo.com/ricomichel)

## graphic design

- 1991–2024 [Art director](#), studio bt&d  
Graphic design and production for web and print  
CLIENTS: Nouvelles Éditions de Feu-Antonin, DLI Productions, Mucho Gusto Records, Beatnick Records, Trucs Design
- 2014–2015 [Google Business View](#)  
interactive virtual environment photographer  
CLIENTS: Kitsch à l'os boutique
- 1998–2010 [DeSève Proulx communications](#)  
Graphic designer, branding and advertising  
CLIENTS: Visa Desjardins, Public Health, Lansdowne Communications, CESAM Multimedia Consortium
- 1998 [Kruk Design](#)  
Art director  
CLIENT: VIA Rail
- 1997–98,  
1993–94 [Publicis-BCP](#)  
Graphic designer, advertising  
CLIENTS: Videotron, Metro, Pratt & Whitney
- 1995–97 [Tam-Tam publicité](#)  
Graphic designer, advertising  
CLIENTS: Nickels Restaurants, Rockland Centre
- 1995 [Publicité Taxi](#)  
Graphic designer, advertising
- 1989–90 [Le Graphicien](#)  
Graphic designer, print and desktop publishing  
CLIENTS: Canadiens Magazine, Fan Club magazine

## software

InDesign, Photoshop, Illustrator, Lightroom, Premiere, After Effects, Acrobat, WordPress, html / css / php / javascript



## Éric Théoret

(Rico Michel)

Born in 1967 in Montreal, Eric Theoret is a graphic designer, photographer, and musician.

Since the 1990s, he has worked as a designer for advertising agencies, composed and performed on music albums, and pursued creative projects in interactive arts and in photography.

+1 (514) 569-3972  
[rico@btd-studio.com](mailto:rico@btd-studio.com)

### on the web

 [btd-studio.com](http://btd-studio.com)

 [facebook.com/  
portraitsinacity](https://facebook.com/portraitsinacity)

 [instagram.com/ricomichel](https://instagram.com/ricomichel)

 [vimeo.com/ricomichel](https://vimeo.com/ricomichel)

### education

2020	<i>Seeing Through Photographs</i> , The Museum of Modern Art
2019	virtual reality workshop, Topo Agency
1986–91	Bachelor's degree in Graphic design, Université du Québec à Montréal
1984–86	College degree in Arts, Vieux Montréal Cegep
1977	summer session, Montreal School of Fine Arts

### exhibitions

2023	<i>Supersonnages</i> , photography exhibition at le Cheval blanc
2018	<i>Reveries</i> , photography exhibition at le Cheval blanc
2017	<i>Lettres aux arbres centenaires</i> , digital artwork exhibited at Maison de la culture Marie-Uguay, curator Nathalie Bachand

### publications

2023	portrait of composer Airat Ichmouratov for cover page of <i>La Scena Musicale</i>
2023	author and composer of music album <i>Chansons inouïes</i>
1995	author and composer of music album <i>Tout à fond</i> by Les Michels
1986–93	author and illustrator of graphic novels published notably in <i>Krypton</i> and <i>Rectangle</i> fanzines

### short films

2017	director and soundtrack composer of <i>Midsummer Reverie</i> , 3 min. 45 s.
1987	director of <i>La tête sur le toit</i> , in competition at Festival du jeune cinéma, 12 min.