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ART DIRECTION

WEB DESIGN

USER INTERFACE

RESPONSIVE

LOGO

MOBILE

PHOTO EDITING

PHOTOMONTAGE

RETOUCHING

MOTION

ILLUSTRATION

SOCIAL MEDIA

EDUCATION & TRAINING

After Effects Training (32h)

Paris - Dec. 2013

Bachelor's Degree Visual communication

Institute of technology - Bobigny - 2005-2008

Applied Arts High-School diploma

Rouen - 2005

SKILLS & LANGUAGES

Graphic design:

Photoshop, Illustrator, Indesign, Sketch

Video/Motion: After Effects, Premiere Pro, Principle

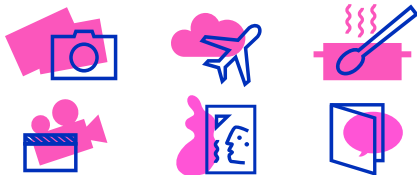
Web: Basic HTML & CSS

French: Native

English: B2 level

Spanish: A1 level

HOBBIES & INTERESTS



I LIKE GOOD FOOD // EXOTIC TRAVELS // PATTERNS
WES ANDERSON MOVIES // BEAUTIFUL TYPOGRAPHY
RETRO STYLE // ATTRACTIVE PACKAGING
COLLAGE ILLUSTRATIONS // NAIVE DRAWINGS
MINIMALIST WEB DESIGN // TO TRY NEW THINGS

My inspirations:

www.behance.net/CharlotteFerlin/collections

Between 2013-2015, I co-managed a jewelry brand, **Yuzu Accessories**, where I put to good use my creativity and my web technical skills.

- I created Illustrations for jewelry
- Shot and edited photos
- Produced print and web graphic elements: Lookbook, eshop and social network covers
- Managed Facebook and Instagram pages

WORK EXPERIENCE

Graphic Designer - Content manager | Once Dating (getonce.com/en) | London

October 2018 - August 2019

- Managed the content production for Once, Once Again and Pickable brands
- Produced graphic content for the Marketing team (Performance, PR, Social media) in 4 languages
- Worked on new Pickable rebranding and developed the brand image of the 3 brands
- Created advertising for Offline marketing operations: (Parisian underground / NYU and Columbia University)

Graphic Designer | Freelance | Paris

2016 - 2018

- Reinforced communication agencies' creative teams
- Assisted small and medium-size businesses by taking on logo creation, website redesign and visuals
- Contributed to the redesign of a new website for a large retail store, using Agile software development and collaborating closely with UX designers (4 months - 10 team members)

Clients: 5e Gauche, Sweet Punk, TLC Marketing, My expat, Images photo, Do You Dream Up, Kartable

Web Designer | Heaven Conseil - Digital Agency (heaven.fr/en) | Paris

2012 - 2016

- Supervised Samsung Mobile's social media team's graphic production, managing one graphic designer
- Created graphic designs and carried out art direction, website redesign
- Designed layouts for Facebook apps, visuals and graphic guidelines for Facebook fan pages
- Produced online advertising: e-mail marketing, flash and static banner ads
- Worked closely with the web developers producing tailored graphic assets

Clients: Disney, Puig, Samsung Mobile, Ferrero, Pernod Ricard, Peugeot, Pirelli, Club Med, Caisse d'Epargne

Graphic Designer | AdopteUnMec - Online Dating (Adopteunmec.com) | Paris

2011 - 2012

- Created V2 mobile app layout (IOS 5 & Android) and built pages for V2 website
- Produced mailing, flash banners
- Designed print materials: greeting cards, business cards

Graphic Designer | Brandalley - E-commerce (Brandalley.fr) | Paris

2008 - 2011

- Made visual content creation for brand corners and thematic corners, using retouching and photomontage
- Participated in photo shoot preparation and assisted and guided photographers during shooting
- Designed new website pages and participated in the website design evolution
- Produced daily newsletters and flash banner ads
- Created print layout: magazine advertisements (Elle, Biba, Grazia), brochures, flyers

Brands: Manoush, Paul & Joe Sister, Comptoir des Cotonniers, American Retro, Diesel, Levi's, Timberland

Graphic Designer (Internship) | Icône Paris - Communication agency (iconeparis.com) | Paris

April - July 2008

- Mainly worked for three fashion accessories trade shows: The Tender, The Train and Platform 2
- Assisted the senior art director on web production and print projects

Clients: La Fédération Française du Prêt à Porter Féminin, Esmod, Kenzo perfume

References available upon request