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Freelance Artistic Director & graphic designer

From design / creation to execution / production / printing all communications media or sale.

EXPERTISE

- **Designer:** creation, graphic design and production for printed and digital communications materials.
- **Expertise:** Editing / Branding / Packaging / Graphic design / signage / website / Stand, furniture, POS...
- **Artistic coordination:** Presentation and monitoring project / Coaching / Training teams / Search providers.
- **Control:** graphic chain and printing techniques and manufacturing / Training..
- **Software:** Illustrator, Indesign, Photoshop, Xpress, Word Press, Drupal...
- **Consulting:** budget, strategy and choice for the right launch of a brand or product.
- **Course :** I teach Visual Identity for future managers.
- **Undertake:** I created my cosmetics and perfume brand.
- **Network of contacts:** Press Relation / writer / photographer / printer / supplier base with more than 500 carefully selected and continuously enriched.

CARREER PATH

Freelance Art Director & Graphic Designer from conception to execution / production / printing of any communication medium or sale.

I started my activity in the sector of communication after a graphic art thesis at ESAG (Penningen) in 1988. I have evolved over 10 years in the world of communication agencies through several positions (sometimes combined): graphic designer, art director, head of IT / Production and I supervised 15 people.

Today independent since 1998, I work for big companies in luxury sector and institutional. I also give identity courses for future managers. Perfect and practical knowledge of all communication tools allow me to work on the entire media plan.

Eager to bring new added values, I offer my services, my word: "flexibility".

I can design / make (come in various forms) : logo, graphics, graphics standard, invitation, newsletter, leaflet, brochure, catalog, book, signage, mailings, newspaper, posters, annual reports, packaging, POS, exhibition stand, furniture, gift, promotional, pitch, website, e.mailing while promoting support, communication or sales .

Whether your goals within the institutional or the general public, I know rigorously reflect your expectations.

WORK REFERENCES

Banking / Insurance **Dexia** (édition), **MMA** (édition), **AXA** (édition), **Groupama** (édition), **Finama** (édition), **Groupe Azur** (édition),
/ Finance: **Stéria Banque** (édition), **Sofinco** (édition), **Minemet** (rapport annuel), **GSI** (rapport annuel), **Banque Populaire** (édition).

Luxury / Cosmetics **By Terry** (packaging), **St Dupont** (packaging), **Nuxe** (packaging, édition), **Yves Rocher** (packaging , édition), **Lucia Iraci**
/ Fragrance: (packaging), **Clarins** (packaging, édition), **Decléor** (packaging), **Esthéderm** (packaging), **Christian Lacroix** (packaging),
Jacomo (packaging, édition), **Paco Rabanne** (packaging), **Marc O' Polo** (packaging).

Institutional: **France Télécom** (rapport Annuel), **EDF / GDF** (édition), **Française des jeux** (promo / édition), **Groupe Prisma Presse :**
Femme Actuelle / Prima / Géo (édition), **Matra Défense** (édition), **Shell** (édition), **Good-Year** (édition), **Butagaz** (édition),
3M (édition), **G4S** (édition), **Venizi** (édition, stand, packaging, web).

Clothing / Sports Wear **Playtex** (packaging, édition), **DIM** (packaging, édition), **Rosy** (packaging, édition), **Hanes** (packaging, édition),
/ Underwear: **Champion USA** (packaging, édition), **Nurdie** (packaging, édition), **Bermudes** (packaging, édition), **Beauty Street** (édition).

Sound / Hi-fi: **Gold Star** (édition), **Aiwa** (édition), **Cobra Son** (édition), **Kodack** (édition).

TV / Film / Radio: **UGC** (édition), **Arte** (édition), **Quinta** (édition), **M6** (édition), **Europe 2** (édition), **Arte** (édition).

Medical: **Laboratoire Goupil** (édition), **Glaxo** (édition), **Red Line** (édition), **Synthé Labo** (édition), **Etex France** (édition, stand).

Food / mass market: **Astra Calvé** (packaging, édition), **Colgate Palmolive** (packaging), **Leader Price** (packaging), **Carrefour** (packaging),
First Line (Packaging), **Gedeo** (packaging), **Motul** (packaging), **Délices du Palais** (packaging , édition).

Tourism / Hospitality: **Eméco Travel** (édition), **Groupe Fabre Domergue** (édition), **Maison de la France** (édition).

Other / Miscellaneous: **Restaurant du Cœur** (Rapport Annuel), **Ducros** (édition), **Ecole Polytechnique** (édition), **Tesa** (édition), **Colas** (édition),
Bacôtra (édition), **Edition Didier** (édition), **Bellouet** (édition), **I'A.F.L.S.** (édition), **Hp&Associés** (édition, site web) **Ecole des**
Spa et Instituts (édition, stand, site web), **Renommée** (édition, site web), **Voxpersonae** (édition, site web), **Inuits** (site web),
Rosae (édition, site web).



LA VILLA POLETTE
Un SPA urbain dans un esprit belle époque.

la Ligne Bleue.

SPA





