



## ART DIRECTOR

With over 10 years of self-training in graphic design before obtaining my Master's degree in Visual & Digital Communication, I have been working as a Freelance specialist in Graphic Design and Art Direction for more than 4 years.

My self-taught background in Digital, Social Media, and Artificial Intelligence allows me to address my clients' needs with a creative and effective perspective.

Passionate about developing innovative visual communication solutions, I merge artistry, strategy, and modernity.

## PROFESSIONAL EXPERIENCE

(Selection of the most relevant)

Since 2024

### Nutri&Co / Senior Art Director

Leading the brand's Art Direction: visual identity, packaging, and 360° campaigns.  
Designing and supervising content creation (print, digital, video, motion design).  
Cross-functional work with the marketing and communication team to strengthen brand image.  
Deployment of a cohesive graphic universe across all media.

Since 2019

### Independent (Freelance) / Graphic Designer & Art Director

Expertise in UX/UI, enhanced by solid experience in Web Design and website creation, supported by my Art Direction training.  
Proven track record in project and client communication management, with a focus on digital strategies and the use of social networks.

2018

### The Golden Noise / Graphic Designer (Internship)

Creative Lead for an ecological project, strengthening my skills in sustainable visual communication.  
Designed visual identities for a furniture brand, while developing expertise in digital marketing.  
Website redesign on Shopify, including design and Liquid development, expanding my skills in e-commerce design and web programming.



## SKILLS

### Graphic Design

Mastery of design principles for creating visual identities, marketing materials, and digital content.

### Art Direction

Expertise in visual conceptualization, creative project management and alignment of art with business strategy.

### Artificial Intelligence (AI)

Application of AI in various creative projects to enrich artistic directions and optimize visual and financial impact.

### UX/UI Design

Design of intuitive and aesthetic user interfaces to improve user experience.

### Multimedia Technologies

In-depth knowledge of multimedia products and technologies.

### Web Design & Development

Creation of attractive websites with solid bases in HTML & CSS.

### Communication & Client Consulting

Excellent communication skills, attentive to client needs.

### Project Management

Coordination and supervision of projects, from conception to completion.

## EDUCATION



2025 | INSIDE LVMH

### Creation & Branding, Retail & Customer Experience in the Luxury Industry

Certification dedicated to understanding the LVMH ecosystem and the fundamentals of the luxury industry. In-depth exploration of brand creation, retail experience, and customer relationship strategies within a premium, international, and omnichannel context.

2019 — 2021 | ECV Aix en Provence

### Master's in Art Direction in Visual & Digital Communication

Two-year program focused on mastering creative project management. The curriculum concentrated on art direction, advertising design, and digital strategy, developing a global and strategic vision of design.

2016 — 2019 | ECV Aix en Provence

### Bachelor's in Graphic Design

Advanced techniques in motion design and typography, along with project execution in publishing, visual identity, and digital. Final year deepened these skills with a global vision of artistic creation and project presentation.

2014 — 2016 | Lycée Algoud Valence

### BTS in Digital Systems — Electronics & Communications

Specialized training in technical design and problem-solving, as well as project management in technology, with a strong emphasis on innovation and adaptability to emerging technologies.

2014 | Lycée Algoud Valence

### High School Diploma in Industrial Science & Sustainable Development

Focused on the fundamentals of industry and sustainable technology development. Skills acquired in engineering, project management, and innovation, with a balanced approach to technology, ecology, and sustainability.

## LANGUAGES

French (Native)

English (Professional)

## INTERESTS

Interior Design  
DIY / Object Design  
Fashion / Shopping  
Cinema / Movies / TV Shows  
Gym Training / Running