

# Léa Lamoine, AD & UX designer

With 7 years experience in the realization of web and 360 projects, both in BtoB and BtoC.



## EXPERIENCE

### DENTAL-GROUPE ART DIRECTOR | 2019 - 2022 | PARIS, FR

Create & manage all creative projects across Dental Groupe's (BtoB in the health industry) 7 brands :

- Redesign or refresh all brand websites and online stores after identifying UX problems
- Create an e-commerce app from scratch in a cross-functional team, including designing the UX, wireframes, and UI and resulting in a user-friendly and visually appealing platform.
- Design or approve all marketing and branded materials (e.g. packaging, newsletters, banners, etc..)
- Lead focus groups with technicians and doctors to understand users' needs
- Manage the communications team and create internal documentation outlining our processes, which increased efficiency and helped my team grow in competence. As a result, we were able to reduce turnaround time for deliverables and improve overall productivity.

**Tools :** Google Workspace, Trello, Wordpress, Prestashop, Shopify, Sendinblue, QR codes, HTML, CSS, Liquid, Adobe Suite, Figma/Penpot, Invision

### FOXTRAIL FRANCE FREELANCE WEBDESIGNER | 2019

Develop a Wordpress website in French and English, integrate a booking plug-in and content, perform SEO optimisation -> the website is the first organic Google search result for "treasure hunt in Paris", and install an SSL certificate.

### FRIENDLY BIKE FREELANCE GRAPHIC AND WEB DESIGNER | 2019

Designed a fresh logo and brand identity, including a new website and business cards to increase lead generation.

### BY ART FREELANCE CREATIVE TEAM | 2017 - 2018 | PARIS, FRANCE

Conceptualized, designed and delivered 360 original content for brands like Chloé, Montblanc, Adidas, Playboy and Zeiss in collaboration with a copywriter. Created a new logo still used to this day, that effectively represented the brand's values (art & culture). Produced an engaging and informative introductory video that was widely used among potential clients.

### NOUKIE'S FREELANCE GRAPHIC DESIGNER | 2017

Designed and updated packaging and point of sale advertising materials, created illustrations and other graphic elements for the brand as needed (print & web).

### FCB PARIS CREATIVE TEAM INTERN | 2016 - 2017 | PARIS, FRANCE

Created original digital campaigns for brands such as Nivea, Eucerin, Havaianas, Peugeot... in collaboration with a copywriter. Designed graphic elements for print and web campaigns. Occasional English to French translation between creative team members in Paris and New York.

### BBDO PROXIMITY CREATIVE TEAM INTERN | 2015 | BOULOGNE BILLANCOURT, FRANCE

Designed graphics and designed/built digital and 360 campaigns for clients such as SNCF, Blédina, Post-it, Conforama, ING Direct and Mercedes.

### LES PRAIRIES DE PARIS GRAPHIC DESIGN INTERN | 2013 | PARIS, FRANCE

Produced the lookbooks for the 2014 menswear, womenswear, childrenswear and accessories collections from A to Z (designed layouts, attended shoots, edited images, designed invitations, drew illustrations for the new products) and designed most textiles patterns for the 2014 summer collection.

## CONTACT

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## EDUCATION

### Master II Art director

E.C.V. PARIS | 2016

### OPEN CLASSROOMS | 2019

Digital integration online classes

### CHANCE | 2023

Skills assessment

## SKILLS & TOOLS

### Softwares:

XD, Figma

Photoshop

Illustrator

InDesign

After Effect

FinalCut, Premiere

CMS (wordpress, shopify, prestashop)

HTML, CSS

Pencil & sketchbook

### Soft skills :

Brainstorming, adaptability, prioritization, problem solving, team work, open mindedness

## LANGUAGES

### English : Fluent

### French : Native

## HOBBIES

Drawing, painting, fanzines, D&D, plants, music, antiquing