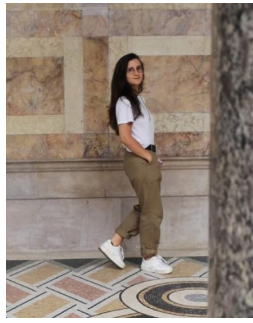


Léa Lamoine,

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

61 rue Caulaincourt, 75018 Paris, FR
+33 (0) 6 84 07 81 28

 lea.lamoine@gmail.com

 [linkedin.com/in/lealamoine](https://www.linkedin.com/in/lealamoine)

 book.lealamoine.fr

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, antiques