

# CÉLINE GAUTIER *Lynn.*

## ART DIRECTOR

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Based in Nantes, France



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## INTERESTS

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Travelling, gastronomy, photography, design, digital. Climbing, dance. Constantly learning in diverse fields.

## SKILLS

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IT: Photoshop, InDesign, Illustrator, Sketch Adobe XD, Invision, Zeplin, After Effects. HTML, CSS.

Management. Agile environment, Scrum methodology

English: Fluent

French: Native speaker

Spanish: Beginner/Intermediate

Personal: «Can do» attitude, team player, conscientious, problem solver, organised.

## EDUCATION

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### CENTRAL SAINT MARTIN

London, February 2014

Web Design courses, coding.

### SÉPIA BRASSART SCHOOL

Nantes, 2009 / 2013

Professional Certification - Graphic & Multimedia Design

Logo, art direction, web design, publishing, communication, illustration, packaging, 3D.

## WORK EXPERIENCES

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**ESTÉE LAUDER** - September 2018 / September 2021

Senior Digital Designer

In charge of the UI and Visual design for new digital projects, and campaigns on all ELC brands.

Driving projects from concept to delivery of high standard quality design.

Working closely with developers, business analyst, project manager, and other design team members.

Meeting with clients to understand their needs, guide them, present the design and inspire them.

Photography and Art Direction for new campaigns from concept, presentation to the client, helping set up the shoot, to directing the photoshoot and validating final assets to ensure high quality. Managing and mentoring designers.

**FREELANCE** - March 2018 / August 2018

Branding, logo, offline and online for various clients.

**SHOPCADE** (Lagardère Active group) - May 2015 / March 2018

Art Director Print & Web

Re-branding to target a new type of users and partners.

In charge of the web design, the mobile UX/UI for both Android and iOS for Shopcade. Research, wireframing, prototyping, responsive design.

Working closely with the CTO on the digital strategy, and the tech team.

Developing workflows, design solutions during tests for co-branding with Lagardère Active.

Since partnership signed (March 2017) responsible of the UX/UI for Elle.fr & Public.fr to develop the e-commerce on their websites.

Managing Junior Graphic Designer, helping on newsletter, banners, social media, print and others marketing products. Being a problem solver.

**ANTIX APP** - London, July 2014 / May 2015

Graphic & Digital Designer

Creation of the branding.

Designing the website, the mobile app for both Android and iOS (UI).

Working closely with the tech team on the UX.

Art direction creating all designs to promote the brand online, offline and to events (such as emailing, poster, leaflet and more marketing products...)

**BIG WORLDWIDE** - London, January / July 2014

Assistant Art Director Intern

Assist the Art Director and collaborate with the marketing team to create advertising, print and digital designs. Provide new design and concept to modernize the company.

**AGENCE SEIZE** - France, 2013

Graphic Designer Intern

**PUBLICIS DIALOG** - Paris, 2012

Graphic Designer Intern