



cécile lacoste

I am a french creative director specialising in visual art direction, image design and brand content creation. Over the past 7 years, I have been working for renowned fashion and luxury Houses ; in charge of the creation of visual content.

I am now working as an independent creative and art director ; available for fixed term contracts and freelance collaborations.

contact

26/09/1990 (31 y/o)

mail cecilelacoste@icloud.com

mobile + 33 (0)659097171

instagram [@cecilelacoste.studio](https://www.instagram.com/cecilelacoste.studio)

website www.cecilelacoste.com

education

**BACHELOR OF FINE ARTS
GRAPHIC DESIGN DIPLOMA
WITH JURY HONORS 2013**

ÉCOLE SUPÉRIEURE D'ARTS ET MÉDIAS
ESAM, UNIVERSITY OF FINE ARTS

**MASTER'S DEGREE
COMMUNICATION, MARKETING
AND ADVERTISING 2014**

ESP, ÉCOLE SUPÉRIEURE DE PUBLICITÉ

**ART HISTORY & ARCHEOLOGY
BACHELOR'S DEGREE 2010**

expertise

CREATIVE DIRECTION
ART DIRECTION
SHOOTINGS + FILMING
BRAND CONTENT CREATION
SOCIAL MEDIA STRATEGY
VISUAL + ARTISTIC CULTURE
IMAGE RESEARCH
GRAPHIC DESIGN
BRANDING + VISUAL IDENTITY
PACKAGING DESIGN
ART BUYING

skills

languages

ENGLISH fluent

FRENCH native

SPANISH fluent

software

ADOBE CREATIVE
INDESIGN
PHOTOSHOP
ILLUSTRATOR
PREMIERE PRO
CARGO COLLECTIVE

interests

PHOTOGRAPHY
ART BOOK + MAGAZINES
TEXTILE DESIGN + FASHION
COMPTemporary ART
EXHIBITIONS

portfolio

portfolio upon request
www.cecilelacoste.com

professional experiences

FROM 2019 TO 2021 - 2 YEARS



**CARTIER INTERNATIONAL (RICHEMONT)
ART DIRECTOR - CREATIVE CONTENT SENIOR DESIGNER**

RECRUITED BY AND LINKED TO THE INT. COMMUNICATION DIRECTOR ; I HAVE BEEN THE FIRST « CREATIVE PROFILE » TO BE PART OF CARTIER'S CREATIVE COMMUNICATION DEPARTMENT.

selected projects

- Creative direction of the leathersgood and eyewear global advertisting campaigns
- Art direction and developement of the new gifting packaging concept
- Creative direction of the new Cartier annual product catalogues

art direction + art buying

- Developement of creative concepts for various artistic projects (advertising campaigns, print projects, catalogues, shootings on models and still life, editorial series, social media posts series, videos, packaging, digital animations..)
- Creation and development of creative briefs, visual intentions and moodboards
- Trends and creative innovations research
- Sourcing of artistic talents for collaborations

FROM 2015 TO 2019 - 5 YEARS



**CHRISTIAN DIOR COUTURE (LVMH)
IMAGE + VISUAL COMMUNICATION PROJECT MANAGER**

FROM THE CREATION OF THE IMAGE TEAM, ORGANIZED LIKE AN INTERNAL CREATIVE COMMUNICATION OFFICE PRODUCING VISUAL CONTENT FOR PRESS AND DIGITAL

creative + art direction

- Creative direction and production of visual content for digital, press and e-commerce for all categories of products (Haute Couture, Ready-to-wear, High Jewelry, Timepieces, Dior Men, Dior Maison, Eyewear and Baby Dior)
- Working on material for creative meetings : moodboards, inspirations, images references, mock-ups, video mood cuts, video intentions and storyboards.
- Art buying + sourcing international talents (photographers, set designers, artists, directors, motion designers..)
- Creative lead on the projects, interactions with all the talents about art direction and creative aspects of a visual project (music, styling, set design..)

production

- Production of shootings and filmings in studio, various locations, backstage, fashion shows and events environment
- Pre-production : casting, booking creative talents, scouting locations. Close collaborations with production agencies
- Post-production managing overseeing retouching, editing, video cut, color grading and delivery
- Editing, selection of images, page layout
- Responsibility for project budgets
- Management of a team

2013 - 6 MONTHS



**BA&SH
GRAPHIC DESIGNER + BRAND CONTENT DESIGNER**

- Conception of various projects : lookbook, newsletters, magazine, packaging, brand objects (tote bags, notebooks)
- Photoshootings and creation of content for social medias
- Building strategy for social medias and posts on the @bashparis accounts
- Shooting coordination for lookbook, ad campaigns and e-commerce

2013 - 4 MONTHS

**PRINT SHOP & GRAPHIC DESIGN AGENCY
ART DIRECTOR + GRAPHIC DESIGNER**

- Working on branding and visual identity projects (logo design, typography, graphic guidelines, brochures, stationary layout, packaging)
- Webdesign projects and photo editing