

CREATIVE DIRECTION
GRAPHIC DESIGN
BRANDING
VISUAL IDENTITY
STRATEGY
EDITORIAL CONTENT
DIGITAL DESIGN
ILLUSTRATION



EDUCATION

ENSAAMA Olivier de Serres (Paris)

2014 — 2015: Master's Degree (M2) in Design Strategies (Chaire Colbert).

2013: Erasmus Exchange Program (6 months) Kolding School of Design, Denmark.

2009 — 2014: Bachelor's & Master's Degree in Applied Arts and Visual Communication.

Lycée Condorcet (Paris)

2006 — 2009

Preparatory Classes (Hypokhâgne & Khâgne): Major in Modern Literature and Philosophy.

SKILLS

Editorial skills

Creation and writing of newsletters, press kits, and high-value editorial content.

Technical skills

– Advanced level: Photoshop, Illustrator, InDesign, Firefly (AI), Figma.
– Working knowledge: After Effects, Keynote, Premiere Pro.

Languages

– English: Fluent
– Italian: Good working proficiency
– French: Native language

PROFESSIONAL
EXPERIENCE

Beliflor Beauty & Wellness / Natural Cosmetics

2022 — 2026: Communication director & creative director.

Led the redefinition of the brand platform, visual identity, and multi-channel communication strategy.
– Oversaw the creation of the logo and custom typeface
– Developed the brand's iconographic and editorial guidelines
– Led the overall artistic direction
– Managed photo and video content production in collaboration with photographers and videographers
– Designed new product packaging
– Led the launch of the e-commerce website and coordinated project delivery with a web agency
– Produced SEO-driven editorial content and newsletters

Le Tanneur French Luxury Leather Goods

2020 — 2021: Art director.

Art direction for Autumn/Winter and Spring/Summer campaigns. Production of seasonal lookbooks.

Studio H5 Paris

2015 — 2020: Freelance Art Direction Projects.

Collaborated with the creative studio H5 on art direction projects across various sectors, including cultural events, art festivals, and premium/luxury brands in fashion, fragrance, cosmetics, and lifestyle.

Scope of work included: art direction, branding, visual identity, packaging design, window displays, and event design.

Key clients: Lacoste, Givenchy, Diptyque, Santoni, Vilebrequin, Swatch, Kenzoki, Éric Bompard, L'Artisan Parfumeur, Printemps de Septembre...

Reitir, Iceland

July 2014: Selected for an artistic residency program alongside an international group of artists and designers in Siglufjörður.

E-Types, Copenhagen, Denmark

2013: Branding agency internship.