

## CURRICULUM VITAE

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## EDUCATION

1991: GSCE level diploma plastic arts, granted from Lycée Martin V (Louvain-La-Neuve, Belgium).  
1991-92: A first year at IAD (Institut des Arts de Diffusion), cinema and tv directing (Louvain-La-Neuve, Belgium).  
1992-97: ERG (Ecole de Recherche Graphique) diploma granted with option in visual communication (Brussels).  
December 2008: E-marketing project management (Brussels formation)

Well knowledge of the graphic channel and the last trends in the internet environment, using easily MS office package and communications tools with following applications: Adobe CS3 Photoshop, Adobe Indesign, Illustrator, Macromedia Freehand, Basic knowledge of Macromedia flash, Dreamweaver, in the last versions on Macintosh as on PC.

## LANGUAGES

French: mother tongue.  
Dutch: well spoken, good reading, writing and comprehension.  
English: intermediate level spoken and writing, good reading and comprehension.  
Spanish: fluently spoken, good reading, writing and comprehension.

## PROFESSIONAL EXPERIENCE

June 2008 - June 2009

Developing contact with Digital Asset Management and rich media online software producers based in Deinze (Belgium), commercial approach with customers needs in printed documents content automation in the graphic chain suppliers sector.

February 2007 - June 2008

Working for companies as Citobi, Réactivité, Stratégie, Kia Motors Belgium, Netika.

- Creation for P.O.S. campaigns and follow-up of production to fulfilment
- Development and creation of an on-line interactive keyboard game coupled with virality and marketing automation for customers database recruitment : Art direction, creation, art-buying, project management and follow-up to other subcontractors.
- Design of promotional packaging and illustrations for Kidibul-Stassens as subcontractor for company Strategie based at Liège.
- Creation of a presentation booklet of marketing automation system in the medical sector. Consultancy and production.
- Development of a presentation microsite, bannering and print advertising for an online application specialized on communication and advertising bureau management: Art direction, production and follow-up of the media planning.
- Development of an interactive booklet with management flash content in XML running off-line for Corporate Institutions.

September 2006 – February 2007

AD and consultant for company Citobi located at Louvain-la-Neuve (Belgium)

- Creation of direct marketing online campaigns, emailing, bannering and data base gripping.
- Development of presentation microsite for automotive and pharmaceutical sectors: art direction, artbuying and follow-up of integration and implementation.

AD and consultant for company Réactivité, subcontractor of Wunderman (Young and Rubicam) group.

- Creation of graphic interfaces for CMS integration for the company Arjuna Productions, located at Brussels.

January 2005 - September 2006

AD and consultant for company Réactivité, subcontractor of Wunderman (Young and Rubicam) group.

- Development of visual supports for cross-selling marketing campaigns, with multiple supports for maker 's communications such as

pamphlets, targeted mailings, paper, P.O.S., emailing with prospective data base creation. For bank services, health insurance company, Travel, FMCG and Automotive sectors with brands as : Lufthansa, Alken Maes, Partenamut, Citibank, Diners Club, Nespresso Professional, Land-Rover Belux. Working as creative in close collaboration with a copywriter.

- Consultant and supplier for company Promocontrol; creation of e-invitations, application forms and data base for a corporate event.  
Art direction, production and project management.

June 2003 - January 2005

Designer for the firm Design Board located at Brussels specialized in brand packaging. Design and artworking.

Consultant attaché for Sponsorship Department of Mastercard Europe located at Waterloo; responsible of creation and production of communication supports during Euro 2004 (press advertisement, billboards, instore campaign and P.O.S. internal pamphlets, invitations, cd-roms).  
AD for company Pictogram. Package creation, P.O.S, mailings for selling promotion, brochures, folders, newsletters for companies as Sunnyland, Exxonmobil, Altadis Belgium, MacCann Ericsson.

May 2002 - June 2003

Graphic designer as freelance for companies as Exelmans Graphics, Caribou, Mississippi, Ursini.

- Promotional packaging creation and displays, lay-out for advertising campaigns for customers in the FMCG sector like "Grand Marnier", "Martini", "Campari".

- Art director for company Mississippi producing lay out for logotype competition, winning competition for brand identity of a cultural product "Exploration du monde", corporate brochures, posters and leaflets for cultural evenings, "FNAC", "VIRGIN MUSIC", the Belgian Army, Cyprus Embassy, Publmail Group.

October 2001 - May 2002

Graphic designer as freelance for Pictogram specialised in brand packaging and p.o.s. .

- Creating p.o.s. campaign and brand packagings for customers as "Cintagauloise", "Nestle", "Delhaize Lion Food".

AD for the company "TOPDISPLAY" based at Liège producing cardboard p.o.s. material, following all the process from briefing to production for international customers as "Babyliss France", "Johnson and Johnson - Portugal", "Henkel - Portugal", "Thomas & Betts".

September 1999 - September 2001

Graphic designer as freelance for companies like "Exelmans graphic", "Landmarks", specialized in corporate and institutional design "BBL", "BEARBULL". Graphic designer for a global communication company "Enterprise,"(customers : "City Bank", "Eternit", "Belgacom").

AD junior freelance for company "Tiboo" Production of instore products for "Toyota".

Designer for "Pineapple design" , "Mona Lisa" specialised in brand packaging (customers: "Danone", "Novartis").

AD for the company "Zoo", specialized in annual report, management of two people and international experience in Spain.

Customers : "Interbrew", "AP insurance", "Cobepa".

AD junior and graphic designer for company Mississippi. Logotype, folder holder, stationaries, from briefing to production.

Advertising campaign, lay-out and typography, copywriting made in collaboration with a copywriter. Customer: "Publmail", specialized in services for the direct marketing sector.

October 1998 - August 1999

Art director and graphic designer as freelance. Designing of a new vodka brand, "Douchka" ; from briefing to production, contacts with the printers and management of the by-products to advertisers. Art director junior and graphic designer as subcontractor for the advertising agency "Cayenne", based in Brussels.

- Layout and creation of logotype and corporate identity. Advertising campaign for AIDS safety throughout Belgium's french speaker community (layout, production of posters and folders).

Designing of infographic illustrations for illustrators agency "Studio Goffin", based at Brussels.

June 1997 - October 1998

Employee at company "Kaligram", specialized in institutional and cultural graphic design, as graphic designer assisting the art director.

Customers : "EEC", Belgium's french speaker community government, insurance companies, communication consulting company.

- Creation of leaflets, folders, logotype, corporate identity, illustrations, special event packaging, from layout to finished product.

Assistant producer (TV commercial) for company "Progress", actually "Excess", assisting the elaboration of two advertising spots, "Masterfood" and "Henkel".