

Violaine

Senior Graphic Designer

UI/UX, BRANDING & AI INTEGRATION


With 14 years of experience,

I support companies and marketing teams in delivering high-impact UI/UX and brand identity projects.

My approach combines creative vision, strategic thinking, and intelligent AI integration to streamline production and secure project outcomes.

 Behance  Dribbble

 LinkedIn  Portfolio

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JULY 2011 – PRESENT

14 YEARS

Worldwide

JAN – DEC 2019

1 YEAR

Montreal, Canada

OCT 2017 – DEC 2018

1 YEAR & 3 MONTHS

Montreal, Canada

MAY 2012 – SEPT 2017

5 YEARS & 4 MONTHS

Nantes, France

PROFESSIONAL EXPERIENCE

● Senior Graphic Designer, Freelance

- UI/UX Design, branding and motion design, with strategic AI integration.
- Creation of digital assets for marketing campaigns (ads, landing pages, social media).
- Supporting companies and marketing teams on high-impact projects across France and internationally.

Clients : *Marc Dorcel, France Just For You, .BZH, DXOMARK, iAdvize, IOSAN...*

● Art Director, LEEROY

- Designed and deployed visual systems across web and print for national and international brands.
- Produced digital and motion assets for multi-channel campaigns.

Clients : *Nespresso, CPA Canada, Musée des Beaux-Arts de Montréal, BrainBox...*

● Art Director, Presentation Matters

- Led art direction and digital production for a major aerospace client.
- Creative leadership and team coordination (validation, consistency, structure).
- Worked within an international English-speaking environment.

Main client : *IATA Training*

● Art Director, Nouvelle Vague & G-Nova

- Designed and delivered branding and 360° communication projects for national brands.
- Coordinated creative teams and production partners to ensure visual consistency and impact.

Clients : *Banque Populaire, Vinci Airports, Guérande Cosmétique, Mistercamp...*

SKILLS

CREATIVE & VISUAL IDENTITY

Photoshop Expert
Illustrator Expert
InDesign Expert

VIDEO & MOTION DESIGN

Premiere Pro Advanced
After Effects Advanced

UI / UX & WEB DESIGN

Design systems • Prototyping
Wireframing • Responsive design

Figma Expert
HTML & CSS Advanced

AI & AUGMENTED DESIGN

- Image generation & AI-assisted art direction ... Midjourney
- UX structuring & AI-assisted copywriting ... ChatGPT
- Workflow automation Make / Zapier
- UI production optimisation Figma AI

PROFESSIONAL DEVELOPMENT

Automation Strategy & AI Integration (No-Code),

LiveMentor

JUNE – AUGUST 2025

- Automation of creative and marketing workflows
- AI integration within design processes
- Digital production optimisation

Motion Design (After Effects & Premiere)

MARCH 2018 & NOVEMBER 2017

UX Design, Nouvelle Vague

JUNE 2017

EDUCATION

UI Design, CRI

JANUARY – JUNE 2012

Diploma in Visual Communication Design,

AGR School of Image

SEPTEMBER 2008 – JUNE 2011

JURY MEMBER

Professional Certification Jury (Web Design & Graphic Design)

CFI Atlantique

MAY & JULY 2017

Evaluation of Web Designer and Graphic Designer candidates.

AWARD

Clémence-Lefevre Award 2011 Wine Label Design

FEBRUARY 2011

LANGUAGES

French Native

English C1 (Professional proficiency)

Spanish B1 (Conversational)

KEY STRENGTHS

- Active listening & strategic understanding
- Autonomous yet collaborative
- Efficient in fast-paced environments