



About me

Nationality: French

Languages:
French, English

Freelancing from:
Switzerland (Geneva)

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Skills

Desktop Publishing

From computer to hands, producing material to see and feel.

Digital, UX/UI

Designing still images for social platforms, video ads, landing pages, full websites and more.

Communication

Defining a target, a goal, a message and the media to use while sharing values.

Project management

Organising tasks or owning a project from conception to completion. But always meeting deadlines.

Main tools

InDesign
Figma
Photoshop
Illustrator
WordPress
Mailchimp
Premiere
After Effects

Carole**Designs**

WORK EXPERIENCES

06/2018 –

Freelance designer

(Geneva - Switzerland)

- Logos and visual identity
- Branding
- Communication strategy
- Social network campaigns
- Marketing material: brochures, flyers, ads, POS...
- UI for responsive websites and mobile apps
- WordPress websites
- Packaging
- UX design

06/2018 – 03/2019

Graphic Designer

Frøja (Geneva - Switzerland)

Frøja is a digital agency based in Geneva. Specialized in digital services such as websites, intranets and mobile apps, the agency also provides marketing and print solutions.

- Conception of site-maps
- Prototyping
- Work with the UX designer to define and implement effective interaction designs
- Design of logos and visual identities
- Print design
- Conception of images and videos for social networks
- Studying UX trends

12/2017 – 09/2018

Brand Identity Manager and Designer (Freelance)

Sandy point restaurant (geneva - switzerland)

Sandy Point is a healthy fast-food based in Geneva. Focusing on well-being, the company is developing a fitness and nutrition app.

- Creation of the visual identity: logo, guidelines et iconography
- Design of the e-commerce website
- Design of the mobile app (more than 130 screens). The app includes online ordering with bespoke suggestions, an exercise and a food databases, a calendar, nutrition tracking, a social network, private messaging, progression charts, a subscription system and more
- Full interior design: shop layout, furniture design and decoration
- Print design (flyer, menus...) and signage
- Communication management including social media presence

Degrees

2008 – 2010

Master's degree in management and communications
(Grenoble - France)

2007 – 2008

Bachelor's degree in visual communications
(Grenoble - France)

2005 – 2007

Two-year degree in multimedia technologies
(Chambéry - France)

Certifications

2019 - **Gamification – Creating Addictive User Experiences**

2019 - **Interaction Design for Usability**

2018 - **Gestalt Psychology and Web Design**

2018 - **Become a UX Designer from Scratch**

(All from the Interaction Design Foundation)

Qualities

Inquisitive

Finding better systems and processes for less wastage of time and money.

Organized

Structuring work to allow multi-tasking and ensure deadlines are met.

Rigorous

Ensuring a visual identity is always respected across the board and to the finest details.

More online

PORTFOLIO

caroledesigns.com

LINKEDIN

www.linkedin.com/in/carole-richard

Referees available on request.

07/2013 – 11/2016

Graphic designer and marketing assistant

La Biosthetique Australia - New-Zealand (Sydney - Australia)

La Biosthetique is a brand of luxury cosmetics, established in 1947 in Paris. The marketing missions are to support the salons taking on the products and to promote the brand products and philosophy nation-wide. The marketing department is also responsible for Great Lengths Australia/New Zealand, the leader in hair extensions.

- Project management and creative direction of all La Biosthetique and Great Lengths promotions, educational material and marketing collateral
- Conception and graphic design of ads, POS material, e-mailings for the brand and the salons, in line with the brand principles
- Management of all the salon marketing jobs, from conception to production
- Creation and maintenance of a salon support library for each brand
- Design and ordering of merchandise and packaging (brochures and boxes), liaising with Australian and Chinese factories. Creation of a catalog of merchandise, liaising with the marketing coordinator to maintain stock levels
- Creation, implementation and management of the new websites for La Biosthetique, La Biosthetique professional, La Biosthetique Academie, Great Lengths, Bauhaus Salon and Salon Franc (flagship salons)
- Design of all education materials: yearly calendar, academy book, workbooks, flyers
- Creation and maintenance of a full range of sales tools to support sales persons in prospection and business management tasks
- Backstage photography and video-making
- Creation and/or maintenance of databases in Mailchimp, Salesforce, WordPress

11/2010 – 08/2011

Communication project manager

Conservatoire D'espaces Naturels Du Nord Et Du Pas-De-Calais (Lillers - France)

This non-profit organization acts for the protection of natural areas and biodiversity. Studying species, restoring natural spaces, and educating the public are the main missions of the Conservatory.

- Realization of internal and external communication media: editorial work, graphic design, photography, proof-reading, diffusion
- Research and collaboration with printers and signage companies understanding and respecting environmental norms
- Press relations: creation of press releases and press kits, liaison with journalists and follow-up of publication
- Organization of internal or public events (team work)

08/2008 – 08/2010

Graphic designer and marketing assistant

Fluoo Communication (Voiron - France)

Fluoo was an advertising agency expert in strategy, graphic design and printing. Their clients ranged from small business to large companies.

- Advice to clients in communication and visual identity
- Creation of visual identities on different media (leaflets, business cards, posters, flyers, exhibitions and events mediums...)
- Development of communication strategies with the marketing team
- Training of the newcomers on pre-press specificities (for the online printing website lesgrandesimprimeries.com)