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## KEY EXPERTISE

- Creative Direction & Art Direction
- Creative Leadership & Project Management
- Branding, Visual Identity & Brand Books
- Digital Design & UX/UI
- Campaigns, Content & Digital Communications

## TOOLS

- Design: Figma, Photoshop, Illustrator, InDesign
- Creative AI: Midjourney, Adobe Firefly, Runway, Kling
- Video: Premiere Pro, After Effects
- 3D: Cinema 4D, Blender, Spline
- No-code: Webflow, WordPress, Framer

## EDUCATION

2008 - 2010  
MA Art Direction — Bellecour School of Art

2005 - 2008  
BA Art Direction — Sup de Pub

2019  
BA Social Media Management — IMCI

## CERTIFICATIONS & LANGUAGES

- TOEIC® Listening and Reading
- TOSA Adobe Suite: 970/1000
- Google Digital Marketing Certifications
- French — English (bilingual)

# ROMAIN GUICHARD

## FREELANCE CREATIVE DIRECTOR SENIOR ART DIRECTOR | BRANDING, DIGITAL

15+ years of experience across top-tier agencies and freelance, at the intersection of branding, art direction, digital design and UX/UI.

I partner with brands, agencies and organisations on projects that demand creative vision, strategic precision and flawless execution.

## PROFESSIONAL EXPERIENCE

### 2010 – Present / JESUISUNCREATIF

Freelance Creative Director | Senior Art Director

- Branding, visual identity, digital design, UX/UI, content strategy and communications.
- End-to-end creative leadership — from strategic brief to final delivery — for brands, agencies and institutions.

### 2020 – 2022 / CULTURE PROJET / LA HAUTE SOCIÉTÉ / BTF

Freelance Creative Director | Senior Art Director

- Concept development, art direction and production of multi-channel communication campaigns.
- Clients: Groupe Soufflet, AIT, Linkeys, France Télévision, Arte

### 2018 – 2020 / WEBEDIA

Art Director | Graphic Designer

- Digital and social media campaigns, agency website redesign, creative leadership and influencer strategy.
- Clients: French Top 20 Influencers, Mini, Lacoste, Clarins, Magnum, Fusalp, Longchamp, Tabasco

### 2014 - 2017 / TBWA

Art Director | Graphic Designer

- Concept and art direction for integrated advertising campaigns across print, digital and retail.
- Clients: McDonald's, Coca-Cola, Boiron, EDF

### 2010 - 2013 / McCANN PARIS

Junior Art Director | Graphic Designer

- Campaign design and production for premium beauty and FMCG brands within a global network.
- Clients: L'Oréal Paris, Nespresso, Lancôme, Garnier

### 2005 – 2010 / EARLIER EXPERIENCE

- 2010 | De Designpolitie (Amsterdam)
- 2009 | Superscript<sup>2</sup> (Lyon)
- 2008 | DDB Paris
- 2007 | Publicis Groupe
- 2006 | BETC (Paris)
- 2005 | Havas (Paris)

## NOTABLE CLIENTS

Hermès • Fauchon • Grolsch • Groupe SEB • MTV • McDonald's • Coca-Cola • EDF • L'Oréal Paris • Nespresso  
Mini • Maison Ladurée • Lacoste • Clarins • France Télévision • Arte • M.A.C Cosmetics • Fusalp • Longchamp

## TEACHING & MENTORING

Lecturer, trainer and speaker in higher education

Penninghen • GOBELINS • Sup de Pub • Brassart • Bellecour School • MyDigitalSchool • EFET STUDIO CREA • ICAN  
Esupcom • EDBS France • Gaming Campus • EIML Paris • MODART

13 schools. 2,000+ students trained.