



MATHILDE XARDEL GRAPHIC DESIGN

www.mathildexardel.com

I am a French designer based in London with five years' experience in digital and print design.

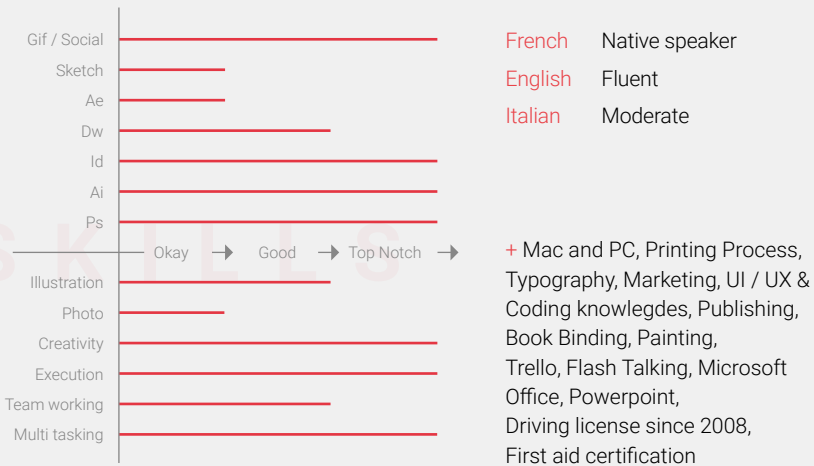
mathildexardel@live.fr

I am seeking a new opportunity as senior graphic designer to further enhance my knowledge and creative skill set.

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I thrive on facing new challenges, working with amazing people and carry out my work with dedication, passion and thoroughness.

W10 4BB, London



SENIOR GRAPHIC DESIGNER

Nov, 2018 - Present

DIGITAL DESIGNER

May, 2017 - Nov, 2018
L'Occitane en Provence, London

As part of the UK marketing team of the international cosmetic retailer, I have started as Digital Designer, where I was entirely in charge of the digital creation in collaboration with the e-marketing team.

My role has evolved, within less than two years, to a Senior Designer position which also includes art direction and team management responsibilities.

Digital

- Average of 5 emails/week (stronger traffic and better costumers recruitment, +5% online sale in 2017)
- Website and mobile homepages, banners and pack-shots. (Moving to a responsive website in August 2017 - The Uk website has the highest online sale of the brand group)
- Social medias and paid social visuals, instagram stories. Banners offers, and affiliate online banners (Flash Talking), Digital screens, CRM and solus emails.
- Photo and video editing
- Providing digital assets for Erborian digital needs (2nd cosmetic brand owned by the group)
- Working along with the international design team to create consistant and in-brand artworks

Print

CRM mailers, POS and VM campaigns, posters, packagings, Press releases

AD

Photoshoot for UK and Ireland campaigns - Managing projects from the concept brief to the final approval. Shooting in-house or working along with photographers and retouchers.

Ref: Mohammed Kelenchy - Senior Design Manager

GRAPHIC DESIGNER

Feb 2016 - April 2017

Wall Luxury Lrd, London

Mail order and e-commerce Fashion Luxury brand. My role consisted to provide on- and off-line content creation in line with each monthly collection. Involved in the marketing and design strategic decisions, I had to manage a tight project workflow and external suppliers as well as maintain a high-level creativity and rigorous investment.

Print

- 52 pages catalogue every month: layout, photo-editing, mock-up, content proofing. Also responsible of the whole printing process.
- Creation of mailers, lookbooks, clearance leaflets, posters
- Managing an intern designer, team workload, priorities and respect of deadlines

Web

Daily emails, website artworks & social media

AD

- Key responsibilities: Creation of the new collection photoshoot identity (bi-annual + capsules)
- Creation of mood-boards, trend research, final concept board, sourcing props
- Working closely with photographers and Fashion Design team on photoshoot, supervising schedules and ensuring to keep the art direction consistency.
- Final pictures selection, in-house retouches or with retouchers.
- Mock-up catalogues and marketing assets, on time for the new campaign launch

Ref: Hernán Balcázar, CEO

GRAPHIC DESIGNER

May 2014 - Sept 2015

American Vintage, France

Fashion Brand from Marseille, I was managing each step of the creation and the execution of all marketing supports from the early stage of the brief to the printing process. Within respect of the brand identity and deadlines this position requested to be highly creative, meticulous, and to quickly adapt to the technical constraints of the numerous day-to-day projects.

Print

- Various printed artworks were requested for each collection and monthly retail campaigns:
- Marketing and PR: Lookbooks, catalogues, press releases and national display campaigns, visual identities, POS, invitation cards, In-store sale support posters
- VM and retail: tags and in-store assets, store windows, packaging
- Design: Photo editing, patterns for printed fabric, capsule collection artworks
- Intern communication & office events

Web

Bi-weekly newsletters, e-store banners and social media assets

AD

- In 2015, the brand was celebrating its 10th year anniversary. National events and collaborations with other brands were specially launched over the year. As part of the projet, I was responsible of the re-branding identity and the creation of all artworks needed:
- Visual Identity and signages for exhibitions & concerts, invitation cards, CD jacket, VM for pop-up stores, newspapers, capsule collection artworks.

Ref: Jeanne Marin, Former Marketing Directress

FREELANCE

From 2013 to 2016, France

Projects: Visual identity of a food concept store - Regional poster campaigns and printed supports for AOC wine domains - Visual identity and web site charter for a music band called Fnartch.

INTERN WEB DESIGNER

Melody Healthcare agency, Publicis Group
8 Months - 2013/14, Montpellier

Creation of app assets and mockup and websites layouts for Health-Care digital projects.

Key Point: Creation of an interactive display for international healthcare event.

ART DIRECTION

«L'étoffe Même du Corps», School tender project
3 Months - 2013, Montpellier

Creation of a website for a photographer studio. In charge of the graphic charter, project management & web development
Key point: Coding an interactive gallery working as a timeline.

INTERN PRINT DESIGNER

«Com.une.exception» Communication Agency
4 months - 2011, Montpellier

Creation and execution of several print supports dedicated to regional firms, PR and event agencies.
Projects: Visual identity, publishing, layout, tender presentation slides, and printing process.

Clic on the icons to find out more

