

Hélène Marchal
GRAPHIC DESIGNER & ILLUSTRATOR

Curriculum Vitæ

Career History

Since 2009 | SENIOR FREELANCE PACKAGING DESIGNER & ILLUSTRATOR
London

Clients: The Body Shop - Burberry - Pearlfisher - Together Design - Bloom Design - Blue Marlin - The Brand Union - LPK - LFH - Ogilvy Action Paris, &c.

- Art direction & packaging design for renowned luxury and FMCG cosmetics, food, drink & tobacco brands. Clients include: L'Oréal, Boots, Waitrose, Sainsbury's, Procter & Gamble, Reckitt Benckiser, Hardys Wine, Vogue Cigarettes, &c.
- Brand Architecture, exploration of new trends and themes, moodboards design
- Branding & website design

2007 - 2009 | MIDWT/SENIOR DESIGNER & ILLUSTRATOR
Z+Co Design, London

Clients: L'Oréal Paris - Garnier - Colgate-Palmolive - Lascad - Coca-Cola

- Graphic design and art direction for renowned brands in the cosmetic and FMCG sector - packaging and print.
- Illustrations - as in-house illustrator - for print and packaging projects in the cosmetic and soft drink sectors.
- Exploration of new trends and themes, moodboards design.
- Creation of innovative packaging & print design from first concepts to finished product.
- New product development.
- Creation and supervision of mock-up production, liaising with suppliers.
- Close collaboration with in-house 3D designer to develop graphic/3D solutions.

2004 - 2006 | MIDWT DESIGNER & ILLUSTRATOR
Somethinkelse, Newcastle Upon Tyne

Clients: Procter & Gamble - Greggs - La Senza - Thomson Uk - Matalan

- Graphic design & illustration and for various well-known retail brands - POS, in-store signage, window displays, campaigns, websites, magazines...
- Responsibility of projects from brief through to artwork, client-handling and liaising with suppliers.

2003 - 2004 | MIDWT DESIGNER & ILLUSTRATOR
Neo Studio, Paris

Clients: Parfums Boucheron - Lancôme - Rémy Martin - Lancaster - Jean-Paul Gaultier - Parfums Salvador Dali

- Graphic design and art direction for prestigious luxury and cosmetic brands - packaging, print & multimedia
- Creation of original and sophisticated designs for packagings, coffrets, leaflets, etc
- Research and visualisation of new trends & themes for moodboards & moodvideos.
- Production of mocks-ups, liaising with suppliers.

2002 - 2003 | FREELANCE DESIGNER & ILLUSTRATOR
Paris

Clients: Kréo Agency - Univers Poche - Côté Court

- Design work - including book cover illustrations - for publishing companies and agencies specialising in luxury goods and in culture.

2000 - 2002 | JUNIOR DESIGNER (PRINT, PACKAGING & WEB)

V.I.T.R.I.O.L., Paris

Clients: Chanel - Issey Miyake - Roger & Gallet - Jean-Paul Gaultier - Chocolats Richart Lancôme

- Graphic design, artwork and typographic solutions for various brands in the cosmetics, luxury and cultural sectors.
- Work ranged from packaging, coffrets to interactive CD-Roms. In charge of projects from creation through to artwork. This included sourcing specific/luxury papers, producing mock-ups, liaising with suppliers. Work including: Invitations for Chanel, press kit for Issey Miyake, leaflets for Jean-Paul Gaultier, packaging for Roger & Gallet perfumes and Uriage Laboratories, and branding for luxury chocolate confectioner.

Skills & Competencies

- Ability to manage a project throughout all stages: brief, creation & artwork as well as liaising with clients and suppliers (in French & English)
- Hand-drawn & digital illustration.
- Experience in print, packaging, illustration & web.
- Excellent organisation and efficiency under tight deadlines.
- Strong visual skills, passion for typography, accuracy in layout design.
- Capacity to adapt to different types of projects and clients, ranging from the cosmetic and luxury sectors to retail.

Software Knowledge

Adobe CS6

Adobe Acrobat

QuarkXPress

Dreamweaver MX 2004

Flash MX 2004

Microsoft Word

Microsoft Powerpoint

Education

1997 - 2000 | **Diplôme Supérieur d'Arts Graphiques (Graphic design degree)**

*EPSAA - École Professionnelle Supérieure d'Arts & d'Architecture de la Ville de Paris
(Paris Professional Superior School of Art and Architecture)*

1996 - 1999 | **License Arts Plastiques (BA in Arts)**

Paris IV-La Sorbonne

1995 - 1996 | **Atelier Préparatoire Clouet (Art Foundation course)**

Paris

1994 - 1995 | **Baccalauréat F12 [Arts Appliqués] (A-Levels in Applied Arts)**