



# anne hélou

Art director / graphic designer

## PROFESSIONAL EXPERIENCES

2017

Lille

### GRAPHIC DESIGNER / FREELANCE ART DIRECTOR \_

- Brand identity and global design (logo, graphic charter, communication campaign, packaging, editorial design, typography, illustration ...)

2016/17

Hong Kong

### ART DIRECTOR AT KOBO DESIGN \_

- Lifestyle branding, art direction.

2013/15

Roubaix

### GRAPHIC MANAGER AT VISITE ÉDITIONS \_

Home/lifestyle and real estate magazines.

- Ensure the magazines' production from page layout to final proof.

- Illustration of articles, creation of print ads, newsletters and webdesign for the customers and advertisers.

2012/13

Lille

### GRAPHIC DESIGNER / PHOTOGRAPHER FOR CULTURE DENIM STORE \_

Online and physical fashion store for men.

- Design and production of visuals for the website (shooting products, design of banners) and for all communication (press, social networks, newsletters, videos).

- Development of the communication campaign : newsletters, print ads, events, creative collaborations...

2012/13

Paris

### GRAPHIC DESIGNER (FREELANCER) FOR CRÉPUSCULE DESIGN AGENCY \_

Design agency specializing in the cosmetics industry.

- Packaging design and application of design to product lines for Schwarzkopf, L'Oréal, Vichy...

- Creation of newsletters, leaflets, graphic intervention on designing POS display

2011/12

Montreal

### GRAPHIC DESIGNER (INTERN) AT MIAOU STUDIO \_

- Design of print and web projects (brand identity, screen printing, advertising, web interface, window display design).

2009

Paris

### GRAPHIC DESIGNER (INTERN) FOR CRÉPUSCULE DESIGN AGENCY \_

Assistant art director

- Packaging design creation for cosmetic products and wine.

## EDUCATION

2010/12

Paris

### EUROPEAN GLOBAL DESIGN MASTER \_

Fashion/space/product design. Condé art school

2008/10

Paris

### ASSOCIATE'S DEGREE OF VISUAL COMMUNICATION \_

Graphic design, advertising, editorial publishing. Condé art school

2007/08

Paris

### ART PREPATORY CLASS \_

Condé art school

2006/07

Lens

### FRENCH BACCALAURÉAT \_

Economics section, with honors. English and political science specialties  
Lycée st Paul.

## ANNE HÉLOU,

27 years, I love traveling, meeting people and cultures, photography, design, laughing, good food, pictures books, cats, beer, Asia, learning a lot of things and share it, music, team projects...

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## SKILLS

**ENGLISH:** fluent

**FRENCH:** mother tongue

**SPANISH:** working knowledge

**TOOLS:** Photoshop, Illustrator, Indesign, my hands, photography, brain, illustration, typography, a little bit of HTML, Mailchimp...  
I'm always learning new ones.