

CONSTANCE DE MARE

ART DIRECTOR • GRAPHIC DESIGNER



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Art Director and Graphic Designer, I have over fifteen years of experience creating visual universes for brands in the beauty, luxury and event industries. My approach combines high aesthetic standards, strong brand consistency and the ability to manage 360° creative projects, from concept to production, including art direction and the delivery of print and digital assets.

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Driving License:
Category B
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PROFESSIONAL EXPERIENCE

INFORMA

ART DIRECTOR

2013-2015 / 2017-Present

Medical & Aesthetic Events Industry

- Supervision and management of a team of 3 graphic designers.
- Design and development of key visuals for international AMWC congresses.
- Creation of multichannel promotional campaigns (print, web, digital).
- Production of onsite communication materials: signage, programs, exhibition stands, websites.
- Art direction and visual identity of the Aesthetic Multispecialty Society (AMS) platform, a B2B community of 39,000 members (VOD & training content).

LES ATELIERS ELBA

GRAPHIC DESIGNER

2016-2017

POS / Luxury / Beauty

- Design of point-of-sale materials for perfumes and cosmetics (client: Coty).
- 3D modeling, visual adaptations and formatting for major retail brands: Sephora, Marionnaud, Nocibé, Beauty Success.
- Technical execution and production follow-up.

SPORTFIVE

GRAPHIC DESIGNER

2010-2013

Sports / Marketing / Events

- Design of press kits and corporate brochures.
- Photo retouching and sponsorship simulations (football jerseys and stadiums).
- Creation of email campaigns and newsletters.

JEAN-CLAUDE BIGUINE

GRAPHIC DESIGNER

2009-2010

Cosmetics / Retail / Publishing

- Creation of visual identities and cosmetic packaging.
- Image formatting and photo retouching for e-commerce platforms.
- Layout design and production follow-up for Biguine Magazine.

SKILLS & INTERESTS

LANGUAGES

- **English:** Fluent

CREATIVE TOOLS & SOFTWARE

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Acrobat, After Effects (basic knowledge)
- **Web & Digital:** HTML/CSS, Responsive Design, Dreamweaver, AEM, Eloqua, Figma (basic knowledge)
- **3D & Modeling:** 3DS Max, SketchUp
- **Office Tools:** Microsoft Office Suite

CORE SKILLS

- **Art Direction** & Graphic Design
- **Visual Identity & Branding**
- **Multichannel Campaign Development** (print / digital / events)
- **Creative Team Management** & Project Coordination
- **Production Follow-up** & Brand Guidelines Compliance

INTERESTS

- **Travel & Horseback Riding** discovering equestrian cultures around the world

EDUCATION & TRAINING

DAWAN (2018)

- Intermediate Web Design Training: Responsive Design

PYRAMYD (2012)

- HTML & CSS Training, Newsletter Design (Dreamweaver)

AUTOGRAF (2005-2008)

- MAN AA + BTS in Visual Communication Specialization: Graphic Design / Publishing / Advertising

LYCÉE A. DUMAS (2005)

- Baccalaureate in Economics and Social Sciences