

# Manon Xhaard

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2018 | 2020

## Freelance Senior Designer

Branding, Print, Digital, Web Design & UX, Motion & Video Editing

*Selected Projects:*

- **Integrated Designer: Branding, Print, Digital, Motion, Web Design & UX**  
Client: [Starling Bank](#) | Online Banking | 10 months contract
- **Integrated Designer: Branding, Print, Digital, Motion, Web Design & UX**  
Agency: [Sister London](#) | Clients: Carnaby Street, Seven Dials, This is Soho, St John's Wood High Street | Retail Destinations | 6 months contract
- **Branding, Web Design & UX**  
Client: JoinedUp | Cloud-based Technology and Services
- **Video Editing for Social Platforms**  
Agency: [BCW](#) | Clients: Gilead, Purina, Bayer, Pfizer | Pharmaceutical Companies
- **Motion & Video Editing for Social Media Campaigns**  
Agency: [Redwood](#), BBDO | Client: Arup | Engineering & Consulting Firm
- **Web Design & UX**  
Agency: Eureka! | Client: [Reuben Foundation](#) | Charity Company  
Agency: Jory&Co | Client: [Blue Marine Foundation](#) | Charity Company

2013 | 2017

## Senior Designer Digital Art Director

At Eureka! Design Consultants | London

*Creativity*

- Conceptual and strategic marketing thinking
- Developing and visualizing creative concepts across platforms
- Executing design solutions from initial concepts through to artwork

*Project Management*

- Leading the design process from brief to delivery:
  1. Compiling responses and cost proposals to client briefs
  2. Planning – budget, cost, team building and commissioning, time-schedule...
  3. Managing the client's expectations throughout campaigns and ensure production stays on strategy, on brief and on brand
  4. Leading the technical team to ensure projects run smoothly
  5. Experience presenting to, or communicating concepts to clients

## Personality

- Conceptual thinking and creative flair
- Positive and proactive problem solver
- Excellent design and new technology trends awareness
- Incredible attention to detail and extremely organized
- Work well independently or as part of the team

# Skills

## Print & Brand Design

- Strong typography & layout skills (brochures, posters, packaging...)
- Solid experience developing brand concepts, visual identity systems & guidelines
- Good Knowledge of the print production

## Web & Digital Design

- A strong understanding of intuitive interaction, UX principles & navigation principles
- Solid knowledge of grid system frameworks and layouts for responsive design
- Create sketches, concepts, user journeys, site maps, wireframes and navigational prototypes
- Produce and deliver artworks for website, social media, banners ads, email campaigns...
- Experience managing a team of developers
- Develop, lead and execute online marketing strategy
- Experience hosting set-up and site deployment
- Experience in SSL Protocol, SEO, Google Analytics and Referencing

## Moving Image

- Organizing and supervising shoots
- Good knowledge of shooting equipment (camera, lenses...)
- Expert knowledge in video editing and motion animation (Moving Brand and titling)

# Softwares

Adobe Creative Suite CC | Sketch | Invision | Zeplin | Wordpress

Adobe Premiere Pro CC | Adobe After Effect CC

HTML5 | CSS3

# Languages

English | Fluent      French | Native

2012 | 2013

Cambridge ESOL Certified | Level 1 and 2 | City Lit

# Training

2018

Social Media Strategy Mapping | General Assembly | London

2012 | 2013

Art and Administration | Marketing Course | Level 1 & 2 | City Lit | London

# Qualification

2007 | 2008

Master's Degree in Multimedia Management | Média'com | Paris

2004

Master's Degree in Fine Arts (First Class Honors)

École des Beaux-Arts de Nantes | France

1999

A-levels with major in Maths and Physics | France