

Manon Xhaard

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Art Director & Senior Designer

Over 10 years of experience across a wide range of industries, including tech, banking, healthcare, retail, corporate, and cultural sector. Highly skilled in Branding, Web Design and UX, Typography and Film Editing.

Overview

2018 - 2023 / Freelance

Lead Creative Designer

- Agency: Redwood BBDO | Clients: Google, YouTube, Vodafone

Creative Designer

- Agency: Digitas | Client: Samsung
- Agency: OMD | Client: SAP
- Agency: McCann | Clients: Lysol, Dettol, LloydsPharmacy
- Agency: Prophet New York | Client: J.P. Morgan Private Bank

Integrated Designer

- Client: Starling Bank
- Agency: Sister London | Clients: Carnaby Street, Seven Dials, St John's Wood High Street

Senior Video Editor

- Agency: BCW | Clients: Adidas, Specsavers, Hilton, Huawei, Purina, AstraZeneca

2013 - 2018 / Full-time position

Senior Designer & Art Director

- Agency: Eureka! Design Consultants | Clients: Barbican Centre, Dance Umbrella Festival, British Film Institute, Bristol Old Vic Theatre, LAMBDA, Reuben Foundation.

Experience

2022 - 2024 / Freelance

Lead Creative Designer

Agency: Redwood BBDO

Clients: Google, YouTube, Vodafone

Fueled innovation for Google, YouTube, and Vodafone in collaboration with an exceptionally talented team. With a specific focus on Google's AI products, we crafted inventive design solutions and delivered compelling visual experiences. Thriving in the advertising sprint, where speed meets inventive thinking, my dedication to creativity and precision ensured the delivery of high-quality work aligned with project objectives.

Key Responsibilities:

- **Conceptualisation and Art Direction:**

Generated innovative and visually appealing concepts, look and feel, and visual identities, ensuring the result stands out and captures attention.

- **Visual Storytelling:**

Crafted design elements to tell a compelling story and evoke emotions that resonate with the target audience.

- **Design Execution:**

Spearheaded projects from conception to completion across various channels, ensuring the timely delivery of high-quality design work aligned with client's brand guidelines, messages and values.

- **Campaign Development:**

Led the design and development of advertising campaigns, overseeing and collaborating with cross-functional teams to achieve cohesive results.

- **Mentorship & Training:**

Provided guidance and mentorship to junior designers.

- **Deck Design & Development:**

Developed visually engaging pitch decks that present information clearly, concisely, and persuasively, aiding in the storytelling and selling of ideas.

- **Trend Awareness:**

Stayed updated on industry trends, design tools, and technologies for innovative and competitive design solutions.

2020 - 2021 / Freelance

Creative Designer

Agencies: Digitas, McCann

Clients: Samsung, LloydsPharmacy, Dettol, Lysol

Crafted innovative concepts, design solutions, and visually compelling pitch decks, facilitating effective storytelling and seamless idea selling to ensure client engagement.

Key Responsibilities:

- **Creative Brief Analysis:**
Understood creative briefs, conducted research, and built solid rationales for concepts.
- **Ideation and Exploration:**
Generated ideas through creative exploration and concepting, ensuring freshness.
- **Cross-Platform Visualisation:**
Developed and visualised creative concepts across various platforms and touchpoints.
- **Presentation Excellence:**
Designed clear and compelling presentation decks for effective communication.
- **Precision and Standards:**
Ensured accurate and efficient delivery of work to the highest creative standards.

2018 - 2021 / Freelance

Senior Video Editor

Agency: Burson Cohn & Wolfe

Clients: Adidas, Specsavers, Hilton, Huawei, Purina, AstraZeneca

Spearheaded promotional videos, pitches and mood films, corporate profiles, social media content, interviews, event highlights, and media coverage.

Key Responsibilities:

- Collaborated with directors and producers to conceptualize and storyboard video projects.
- Seamlessly integrated motion graphics to enhance visual storytelling and engagement.
- Conducted thorough quality control checks, ensuring final output met client expectations.
- Established and maintained a comprehensive media asset management system.

2019 / Freelance

Integrated Designer

Client: Starling Bank

Worked collaboratively at sprint across all areas of the business: website and social media, OOH campaigns, print, digital ads, merch, brand development and exhibition videos.

Key Responsibilities:

- **Innovative Thinking & Brand Development:**
Explored and experimented with design elements, generating fresh concepts and art direction aligned with brand objectives for impactful and effective solutions.
- **Web Design Expertise & Agile Methodology:**
Designed seamless, user-centric web pages optimized for speed and performance, guaranteeing a responsive user experience. Embraced an agile design approach to swiftly adapt to changing requirements and efficiently incorporate daily page additions.
- **Exhibition Videos Art Direction:**
Led the creative team in crafting compelling exhibition videos for Sibos, a prominent financial services conference. From concept to screen, ensured a seamless blend of design elements for a compelling brand narrative that resonated with attendees.

2018 / Freelance

Integrated Designer

Agency: Sister London

Clients: Carnaby Street, Seven Dials, St John's Wood High Street

Designed brand identities, social media campaigns, websites and print materials with elevated sophistication for high-end retail destinations in central London.

Key Responsibilities:

- Crafted cohesive visual identities and guidelines for luxury retail destinations.
- Created engaging social media graphics and content.
- Developed responsive websites optimized for speed and conversion.
- Designed high-quality visuals for print and digital.

2013 - 2018 / Full-time position

Senior Designer & Digital Art Director

Agency: Eureka! Design Consultants

Clients: Barbican Centre, Dance Umbrella Festival, British Film Institute,
Bristol Old Vic Theatre, LAMBDA.

Guided diverse responsibilities, overseeing planning to execution, with a strong focus on digital. Contributed to projects such as Barbican Membership Campaign, Dance Umbrella Festival and Bristol Old Vic visual identities, and ongoing BFI DVD packaging.

Key Responsibilities:

- **Brand Research & Analysis:**
Conducted in-depth research on the target market, competitors, and industry trends, analysing data to inform brand strategy and identify opportunities.
- **Brand Identity Development:**
Conceived and crafted unique brand logos, visual elements, and cohesive identity aligning with company values. Established comprehensive brand guidelines and design systems for consistency across all touchpoints, from print to digital.
- **Typography & Visual Language:**
Selected appropriate typography reflecting the brand's personality and crafted a visual language resonating with the target audience.
- **Digital Brand Innovation:**
Pioneered digital-first thinking, envisioning brands as dynamic entities, integrating animation for vibrant and engaging digital experiences.
- **User Experience (UX) Enhancement:**
Streamlined UX with research, user journeys, wireframes, prototypes, and testing, ensuring a responsive user experience.
- **Web Design Expertise:**
Crafted seamless, user-centric web designs, optimized for performance and accessibility.
- **Print Design:**
Spearheaded the creation of vibrant print materials, including booklets, invites, posters, DVD packaging, and more, overseeing the entire production process from collaborating with printers to rigorous quality control.
- **Project Management & Collaboration:**
Directed end-to-end projects, including compiling cost proposals, strategic planning, team building, commissioning, and overseeing hired freelancers.

Skills

- Visual Identity & Brand Systems
- UX, Web & Digital Design
- Typography & Layout
- Video Editing & Motion Graphics
- Advertising Strategy & Visual Storytelling
- Social Media Content Design

Strengths

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

Software

- **Expert:** Adobe Creative Suite CC | Adobe Premiere Pro CC | Google Slides
- **Intermediate:** Adobe After Effect CC | Figma | Sketch | Invision

Language

- French | Native
- English | Bilingual

Training

- Motion Graphics for Instagram | Doméstika | Online Course
- Social Media Strategy Mapping | General Assembly | London

Education

1999 - 2004

Master's Degree in Fine Arts (First Class Honors)
École Supérieure des Beaux-Arts de Nantes | France