

Manon Xhaard

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Art Director & Senior Designer

Senior Integrated Designer and Art Director with 10+ years' experience shaping visual identities, brand systems and strategic storytelling for major brands including Google, YouTube and Vodafone. Experienced across global B2B and B2C campaigns spanning technology, finance, healthcare, retail, corporate and cultural sectors.

Overview

2018 – 2026 / Freelance

Senior Integrated Designer

- Agency: [Redwood BBDO](#), [AMV BBDO](#) | Clients: Google, YouTube, Vodafone
- Studio: [Sky Creative](#)
- Client: [Starling Bank](#)
- Agency: [Sister London](#) | Clients: Carnaby Street, Seven Dials, St John's Wood High Street

Senior 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

Senior Video Editor

- Agency: [BCW](#) | Clients: Adidas, Specsavers, Hilton, Huawei, Purina, AstraZeneca

2013 – 2018 / Full-time position

Senior Designer & Digital Art Director

- Studio: [Eureka! Design Consultants](#) | Clients: Barbican Centre, Dance Umbrella Festival, British Film Institute, Bristol Old Vic Theatre, LAMDA, Polka Theatre

Experience

2022 – 2026 / Freelance

Senior Integrated Designer

Agency: [Redwood BBDO](#) | [AMV BBDO](#)

Clients: [Google](#), [YouTube](#), [Vodafone](#)

Led design across global B2B and B2C campaigns for Google and YouTube, with a focus on AI products, executive storytelling, visual identity systems and flagship event communications. Worked within the fast-evolving technology sector, translating complex product and marketing narratives into clear, polished visual systems. Contributed to pitch work for Vodafone across digital, social and OOH.

Key Projects:

- **Google I/O 2025:** Designed and delivered 95+ social assets for a global teaser campaign across Google social platforms.
- **Google AI:** Designed a visual system for an internal library of 45+ AI demos, helping product teams present complex AI concepts with clarity and consistency.
- **Google Ads:** Developed campaign identity for a Search Literacy initiative, launched in EMEA and later adapted for APAC.
- **Google Ads:** Created the design and collateral for a research-led report aimed at helping marketing leaders improve campaign performance.
- **Google Marketing Live:** Collaborated with the design team to produce keynote and demo visuals for 7 keynotes, 8 thought starters, 30 roundtables, and 15+ ad hoc assets.
- **YouTube Advertising:** Led art direction for a DOOH campaign launched in NYC ahead of YouTube's first Upfronts.
- **Vodafone:** Designed pitch visuals and creative assets in a cross-agency collaboration for a B2B national campaign.

Key Responsibilities:

- **Creative Direction:** Shaped visual strategy and design approach for global campaigns, product launches, flagship events and senior stakeholder communications.
- **Brand & Identity Systems:** Developed scalable visual systems, product identities, design toolkits and campaign templates across multiple platforms.
- **Pitch & Presentation Design:** Created high-impact pitch decks and presentations for key stakeholders.

Senior Integrated Designer

Studio: **Sky Creative**

Supported concept development and digital campaign design for Sky's Black Friday website campaign, creating seasonal platform marketing assets across web and customer communication touchpoints.

Senior Creative Designer

Agencies: **Digitas, McCann, OMD, Prophet New York**

Clients: **Samsung, LloydsPharmacy, Dettol, Lysol, SAP, J.P. Morgan Private Bank**

Delivered pitch, campaign and editorial design projects across healthcare, technology, finance and FMCG, developing concept-led creative, brand identities, pitch narratives, campaign systems and rollout assets from early ideas through to polished presentation.

Key Projects:

- **LloydsPharmacy:** Led concept development and art direction for a healthcare app pitch, creating the naming, visual identity, illustrated character system, pitch narrative and integrated launch assets across OOH, social, print and merchandising.
- **Samsung:** Led integrated pitch campaign development for a new subscription service, generating campaign territories, motion-led concepts and visual systems across OOH, digital, social and brand touchpoints.
- **J.P. Morgan Private Bank:** Designed the annual Digital Outlook report following a visual audit of the banking sector, translating complex financial insights into a refined and accessible editorial format with clear hierarchy.
- **SAP:** Delivered campaign rollout assets across OOH, digital and multi-channel touchpoints, maintaining brand consistency across rollout materials.

Key Responsibilities:

Concept Development | Brand & Campaign Systems | Pitch & Presentation Design | Editorial & Layout | Campaign Rollout

Senior Integrated Designer

Client: **Starling Bank**

Led integrated campaign and digital brand experiences for Starling Bank during a period of rapid growth, working across web, social, OOH, print, merchandise, event communications and motion-led content in a fast-moving in-house environment.

Key Projects:

- **Sibos Conference:** Led the creative direction, design and cross-functional delivery of Starling Bank's event communications, directing motion designers and copywriters while developing storyboards, large-screen motion content, an interactive tablet microsite, print editorial, collateral and merchandise for B2B audiences.
- **Website Architecture:** Led a major redesign of Starling Bank's website structure and navigation in collaboration with developers and the Head of SEO, clarifying content hierarchy, user journeys and search performance.
- **London Out-of-Home Campaign:** Designed Starling Bank's London campaign across TfL Underground stations and buses, supporting brand visibility across high-traffic city placements.

Key Responsibilities:

- **Web Design & Digital Brand Experience:** Led fast-turnaround mobile-first website design and key page development for frequent product launches, balancing SEO requirements, conversion goals and brand-led visual execution.
- **Brand & Visual System Development:** Developed concepts, visual systems and art direction to evolve Starling's brand language across web, campaign, event and content assets.
- **Integrated Campaign Design:** Designed campaign assets across paid social, digital advertising, OOH, print and event communications.
- **Motion Content Direction:** Directed motion content development across event, social and brand communications, from visual approach through to final delivery.
- **Stakeholder Collaboration:** Worked closely with marketing, SEO, product, development and stakeholder teams to align creative output with business and communication goals.

Senior Integrated Designer

Agency: **Sister London**

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

Delivered brand identity, seasonal campaign and retail activation assets for premium London retail destinations, supporting visual engagement and footfall.

Key Projects:

- **St John's Wood High Street:** Led branding development, including logotype, guidelines and collateral, positioning the area as a luxury lifestyle destination in North London.

Key Responsibilities:

- **Brand Identity Development:** Crafted distinctive visual systems, guidelines and templates to ensure consistency across digital, print and retail touchpoints.
- **Retail Activation Design:** Designed seasonal campaign collateral including window vinyls, high-end printed booklets and invitations, social assets and Carnaby Street Christmas lights display materials.
- **Digital Content & Website Design:** Led digital content, social assets and websites for client platforms, maintaining brand consistency and a premium look and feel online.

Senior Video Editor

Agency: **Burson Cohn & Wolfe**

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

Delivered branded films, social video content, pitch films, interviews, corporate profiles and event highlights for global clients from concept to final delivery.

Key Responsibilities:

- **Video Editing & Post-Production:** Managed editing workflows including motion graphics, colour grading and final delivery across branded, corporate and event content.
- **Narrative Development:** Partnered with creative teams to translate briefs into clear visual narratives for new business pitches and client campaigns.

Senior Designer & Digital Art Director

(Promoted from Junior to Senior Designer within 18 months in recognition of conceptual leadership and project execution.)

Studio: **Eureka! Design Consultants**

Clients: **Barbican Centre, Dance Umbrella Festival, British Film Institute, Bristol Old Vic Theatre, LAMDA, Polka Theatre**

Full hands-on studio role spanning planning, budgeting, client meetings, design, production, developer direction and delivery across digital, branding, campaign, editorial, motion and print projects for major cultural clients.

Key Projects:

- **Dance Umbrella Festival:** Led the visual identity and campaign production for consecutive festivals, managing budgets, planning performance shoots with two camera operators, commissioning musicians, editing teaser films and creating motion design, social campaign assets, festival booklets, posters, merchandise and wider print collateral.
- **Barbican Centre Campaign:** Developed visual identity and campaign concepts for the Membership Scheme, supporting art direction and production for campaign photoshoots.
- **British Film Institute:** Designed DVD packaging concepts and production artwork for BFI releases, including cover designs, sleeves, booklets and disc bodies, balancing cultural storytelling with precise editorial and print production.
- **Web Design Lead:** Led responsive website projects for theatres, cultural organisations, charities and independent businesses, covering planning, client meetings, budgeting, wireframing, visual design, developer direction and launch delivery.

Key Responsibilities:

Visual Identity & Branding | Web Design & UI | Print & Editorial Production | Motion & Digital Content | Project Management & Client Delivery.

Skills

- Art Direction
- Concept Development
- Branding & Visual Systems
- Campaign & Pitch Design
- Digital & Social Campaigns
- AI Visuals
- Visual Storytelling
- Typography & Layout
- Editorial & Print
- Web & UI
- Video Editing & Motion Direction

Strengths

- Strong conceptual thinking and refined creative judgement
- Skilled at translating complex briefs into clear visual systems
- Experienced across fast-paced agency, in-house and freelance environments
- Meticulous attention to detail across design and production
- Effective working independently, collaboratively and with senior stakeholders

Software

- Adobe Creative Suite | Figma | Google Slides
- Adobe After Effects | Adobe Premiere Pro
- AI Creative Tools

Languages

- French | Native
- English | Bilingual

Training

- Master of AI | Benjamin Benichou | Online Course
- Social Media Strategy Mapping | General Assembly | London

Education

2004

Diplôme National Supérieur d'Expression Plastique (DNSEP), Design Option
École Supérieure des Beaux-Arts de Nantes, France
Equivalent to: Master's Degree in Fine Arts – First Class Honours

2002

Diplôme National d'Arts Plastiques (DNAP), Design Option
École Supérieure des Beaux-Arts de Nantes, France
Equivalent to: Bachelor's Degree in Fine Arts – First Class Honours

2000

Scientific Baccalauréat, Mathematics, Physics and Biology