

# Audrey de LUCA

COMMUNICATION,  
GRAPHIC & WEB DESIGN



PORTFOLIO

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## WORK experience

### GRAPHIC DESIGNER

#### JOLYPRINT, L'ISLE-SUR-LA-SORGUE (FRANCE)

*Advertising agency & printing house*

Worked on various print advertising designs,  
textile's and vehicle's marking, in-store advertising  
Carried out production with the workshop team

#### ÉDITIONS GRAMOND, MARSEILLE (FRANCE)

*Art, food and travel publishing house*

Designed and typesetted books and greeting cards  
Worked on typographic proofreading, photo editing

### MOBILE WEB DESIGNER & ILLUSTRATOR

#### LONGCAT LABS, BEIJING (CHINA) 🇨🇳

*Mobile application development company*

Designed mobile application's interfaces  
Created mobile game designs and gameplays  
Designed the company's new logo  
Refreshed the company's website (Drupal)

### GRAPHIC & WEB DESIGNER, ILLUSTRATOR

#### INSERCALL, AVIGNON (FRANCE)

*Communication agency*

Designed and developed websites  
Originated vector illustrations for print and web  
Created brand identities  
Designed print advertising (flyers, business cards...)  
Wrote website's contents

### GRAPHIC & WEB DESIGNER, ILLUSTRATOR

#### AROMA-ZONE, CABRIÈRES-D'AVIGNON (FRANCE)

*Aromatherapy, natural and DIY cosmetics brand*

Designed labels and packagings  
Worked on photo staging, shooting and photo editing  
Designed print advertising (books, catalogs...)  
Designed and updated the company's website

2010  
2011

3 months  
internships

2012  
2013

8 months

2014  
2015

1 year  
3 months

2015  
2016

1 year  
3 months

2017  
2019

2 years  
3 months

2020

5 months

2020  
2021

1 year

### GRAPHIC DESIGNER & ILLUSTRATOR

#### L'EAU À LA BOUCHE, CADEROUSSE (FRANCE)

*Wine, food specialized communication agency*

Created brand identities (logo, guidelines)  
Designed labels, packagings, brochures, posters...

Refreshed and designed a hotel website  
Created social medias designs and emailings  
Designed corporate presentations

Managed creative projects (quotes, suppliers, clients)  
Trained new employees (methodologies, softwares)

### GRAPHIC & WEB DESIGNER

#### NORTHERN FEATHER CANADA, DELTA (CANADA) 🇨🇦

*Luxury bedding company*

Created the company's eCommerce website  
Designed and refreshes product packagings  
Carried out in-house packaging production

### COMMUNICATION ASSISTANT, DESIGN LEAD

#### THE BRITISH COLUMBIA FRANCOPHONE FEDERATION, VANCOUVER (CANADA) 🇨🇦

*Non-profit, official representative organization  
of British Columbia's French speaking community*

Designed and created all visual, printed and multimedia tools  
Managed communities and social networks  
Created email marketing campaigns and runned audiences

Developed marketing and communication strategies  
Designed and promoted *L'Annuaire des services  
en français en Colombie-Britannique* website  
Updated the Federation's website

Promoted the *Rendez-vous de la Francophonie* and  
the *Mois de la Francophonie in British Columbia* events  
Read and analyzed web statistics  
Directed web developers, printers and graphic designers  
Managed customer relationship and after-sales service

# Audrey de LUCA

COMMUNICATION,  
GRAPHIC & WEB DESIGN

## Career — OBJECTIVE

Carry out  
a working cultural exchange  
in visual communication



## REFERENCES

Contact details  
available on request

## SKILLS & languages

**GRAPHIC DESIGN** | Illustrator, Photoshop, Indesign, Lightroom

**WEB & DIGITAL** | Wordpress, Shopify, XD, HTML, CSS

Mailchimp, Hootsuite, Shotcut

**OTHER** | Office suite, Google Analytics, Google Ads

**FRENCH** | Native speaker

**ENGLISH** | Working knowledge

- Highly detail-oriented when providing creations, final print files, editing and proofreading
- Excellent time management and stickler for deadlines
- Proficient in photography and illustration, basic knowledge in video editing and web development
- Work well with a team and understand programming to support web developers

## EDUCATION & qualifications

**2021** ... **DIGITAL MARKETING BOOTCAMP** | ALACRITY ACADEMY, VICTORIA (CANADA) 🇨🇦

*Virtual skills-training program developed in partnership with the British Columbia government*

Introduction to the pillars of digital marketing. Personas, Storytelling and Branding, SEO and Keyword research  
Email marketing, Copywriting, Google Ads, Analytics and Tag Manager. Landing pages, Podcasts, Conversion Rates  
Facebook Ads, Instagram and LinkedIn. Content Distribution, Press releases, Affiliate and Influencer marketing

**2014** ... **FORMATION PRO INTÉGRATEUR WEB** | GRANDE ÉCOLE DU NUMÉRIQUE, ACOPAD, MARSEILLE (FRANCE)

*Web integrator professional training*

Integration of HTML / CSS web pages with W3C standards. Introduction to PHP / MySQL, Javascript and JQuery  
Installation, use and advanced setup CMS (Wordpress)

**2011** ... **MASTER PRO CRÉATION NUMÉRIQUE** | AIX-MARSEILLE UNIVERSITY, AIX-EN-PROVENCE (FRANCE)

*Coursework Master's degree of Digital Creation, 2 years post Bachelor's Art degree*

Multimedia graphic design, photography, video and sound editing, web design (HTML, CSS, Joomla)  
Management of image bank. Rights of the image, intellectual property

**2009** ... **MASTER RECHERCHE D'ARTS PLASTIQUES** | AIX-MARSEILLE UNIVERSITY, AIX-EN-PROVENCE (FRANCE)

*Research Master's degree of Fine Arts, 4 years post secondary*

Art history and theory (from Middle Ages to contemporary art), aesthetics, art sociology  
Fine arts workshop: research in photography, art installation, painting, drawing

## INTERESTS & hobbies

**MUSIC** Rock, Stoner,  
New Wave, Post Punk...

**AROMATHERAPY**  
**PHOTOGRAPHY**

**PILATES** Member of a club  
**THEATER** Co-wrote, co-directed  
and acted in the play *Qui tue qui*  
Théâtre des Carmes, Avignon (France)

**TRAVELS** Asia, Europe, North America  
**VOLUNTEERING** Fostering with a rabbit shelter  
**GAMING** Don't Starve Together,  
Final Fantasy series, Grand Theft Auto V