

sandrine-arts.com

summary

Highly motivated graphic, packaging, and web senior designer passionate about creating functional and unique designs. An expert of fourteen years in brand identity, packaging, event, marketing campaigns and website design for clients in the cosmetics, food, retail, hospitality and high-tech industries. Experienced in managing teams on small and big projects from concept to production. Genuine team player who thrives when working with designers/communication teams as well as directly with clients.

Software: Adobe Creative Suite 4, Acrobat Pro, FreeHand, Quark XPress, Microsoft Office and FlightCheck

experience

July 2009 - Current

UI Senior Designer at FixYa, San Mateo, CA

Fixya.com

- Improving the UI for Fixya's sites for a better UX, increasing user interactions.

October 2005 - 2009

Marketing Graphics Manager at K /P Corporation and Raine Media, San Ramon, CA

kpcorp.com

- Directed a team of freelance designers and supervised production teams responsible for marketing campaigns and brand continuity
- Improved brand recognition creating marketing campaigns and event
- Created and managed K/P Corporation collateral material and website; won an IAM award for the K/P Corporation site
- Created and managed Raine Media collateral and website: rainemedia.com
- Contributed actively to the creation of concept and UI/UX of the company's online services

June 2002 - 2005

Senior Designer at Imagine That Design Studio, San Francisco, CA

imaginethatsf.com

- Directed and supervised a production team, responsible for all web and print projects
- Devised new marketing strategies for clients in search of new market segments
- Managed the production of websites from concept to launch
- Designed and oversaw the production of print material, packaging, and magazine advertisements

August 2000 - 2002

Senior Designer at Design Matters, San Carlos, CA

- Translated marketing and business requirements into UI design for large companies
- Designed and facilitated the production of corporate websites and intranets

January 2000 - July 2000

Designer at CB'a, Paris, France

cba-design.com

- Directed and supervised the design and production teams responsible for brand identity and packaging design
- Created and oversaw packaging design for large consumer goods companies

February 1997 - 2000

Designer at Isseo from the Groupe Extreme, Paris, France

extreme.fr

clients

L'Oréal, Dior, 3Com, Bic, Colgate Group, Kronenbourg Group, Proctor and Gamble, Evian, Dannon/Danone Group, Pelino & Lentz, World Affairs Council, Sakura Canvas Concepts, Airgas, Hoefer & Arnet, Bridge Bank, Cora Supermarkets chain, Stock Supermarkets chain, La Française des Jeux (The French National Lottery), SP Métal (top plastics manufacturer), Belin, FixYa, Tango Diva and Mondavi.

education

1990 - 1994

Master's Degree in Graphic Design and Packaging at l'Ecole de Communication Visuelle (School of Visual Communication), Paris.

1990

Baccalaureate in Science, Paris.

skills

- Proven communication skills
- Proven project planning and organization skills
- Facilitate successful team work
- Productively coordinate multiple projects simultaneously
- Conversant with common UI and web standards
- Language: French, English and some Spanish

*I've lived in Africa,
Hong Kong, worked in Paris
and in the Bay Area. NLP Master
Practitioner and Life Coah.*