

Agathe Minier

Graphic Designer / Art Director

Paris-based graphic designer and art director, my work bridges between traditional and digital techniques to create impactful designs. Deeply interested in artisanal and handmade practices, I strive to bring a more sensible and tangible approach to my projects while embracing an eco-friendly mindset.

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[Portfolio](#) – [Linkedin](#)

EXPERIENCE

Graphic Designer, H5 — January 2025-Present

- Leading graphic design for the musée du quai Branly – Jacques Chirac across a wide range of print (publications, posters, press kits) and digital (social media) materials, serving all departments: cultural programming, institutional communications, promotion, and visitor engagement.
- Contributing to the development of the museum's new brand identity and progressively adapting existing materials, in collaboration with a senior Art Director.
- Preparing print-ready files and final artwork (BAT), ensuring technical compliance for internal and external distribution (press).

Graphic Designer, Designers Unit — April-December 2024

- Created compelling visuals for editorial design, wayfinding, and communication projects, ensuring aesthetic and functional consistency.
- Collaborated with project managers to successfully deliver on client briefs, meeting tight deadlines and high-quality standards.
- Optimized and adapted visual content according to brand guidelines across various communication materials and scales.
- Oversaw project management, from production and print supervision to final delivery, ensuring all creative and technical requirements were met.
- Produced and interpreted technical drawings (layouts, elevations) to provide clear instructions for production and installation teams.

Graphic Designer/Art Director, Freelance — 2023-Present

- Developing and executing art direction for print and digital projects, creating unique and coherent visual identities aligned with brand strategy and target audiences.
- Partnering closely with clients across diverse sectors (culture, luxury) to define their needs and deliver impactful design solutions.
- Managing end-to-end project coordination, including scheduling, deliverable oversight, and vendor management.
- Conducting strategic monitoring of visual trends and tech innovations, with regular experimentation in generative AI tools.
- Integrating sustainable design solutions (eco-friendly materials, responsible printing), driven by a strong commitment to environmental issues.

Graphic Designer/Project Manager, Musée de la typographie — March 2023

- Developed and led a workshop on typographic composition and letterpress printing to introduce the public to the craft of typography.
- Supervised the project from workshop design to the creation of educational materials and visitor guides.

Graphic Design Assistant, Terrains Vagues — May-August 2022

- Created visuals and graphic elements (icons, logos, posters, motion design, illustrations).
- Contributed to the creative process on various projects.
- Prepared files for printing and monitored production.
- Adapted brand guidelines across various formats.

SKILLS

Art Direction & Branding

- Visual identities
- Logotypes, icons, and illustrations
- Social media content
- Communication materials (posters, flyers, booklets)
- Website design and responsive assets
- Storyboard and motion design

Editorial Design & Typography

- Layout design
- Templates
- Micro-typography/Ortho-typography
- Custom typeface & glyph

Software & Digital Tools

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
- Figma
- Procreate
- Glyphs 3
- Canva
- Capcut
- Office Suite (PowerPoint, Word, Excel)

Production & Technical Oversight

- Print-Ready File Preparation (BAT)
- Production & Vendor Management
- Quality Control

Soft Skills

- Creativity
- Rigor
- Organization
- Attention to detail
- Efficiency
- Team Collaboration
- Eco-conscious design

EDUCATION

Master's 2 Degree in Design :

Creation, Projects, Transdisciplinarity
2023-2024 — CNAM (National Conservatory of Arts and Crafts), Paris

Higher National Diploma in Graphic Design (*DSAA Graphisme-Transmédia*)
2021-2023 — ENSAAMA, Paris

Bachelor's Degree in Type Design
(*DNMADE Type Design*)

2020-2021 — Estienne (École Supérieure des arts et industries graphique), Paris

Two-year Post-High School

Technical Degree in Graphic Design
(*BTS Design Graphique*)

2018-2020 — L'atelier d'Arts Appliqués