

# MANON POITO

### About

#### Main Skills

Creativity Communication Web marketing Business Dev.



#### **Interests**

Illustration Social Media Conversion & SEO

### **Experience**

Creative Content Designer Freelance, 2019 - 2021

Communication Project Manager Whisky Live Paris, 2017 – 2020

Office & Employment Brand Manager La Maison du Whisky, 2016 – 2020

### Education

UI Design (BAC+2)

Alt-RH, 2021 - 2022

Marketing & Business (BAC+3)

Audencia Business, 2015 - 2016

CPGE ECE (BAC+2)

Châteaubriand, 2012 - 2015

Economy (Baccalauréat)

Lycée du Coudon, 2008 - 2012







# Graphic Design & Illustration

### Branding



### MAISON CARROUSEL PARIS



### Stephanie, Maison Carrousel's founder, asked me to create the whole brand's graphic identity back in 2019.

My inspiration for the logo was obviously the candy she made. I wanted to recreate child memories in a luxury oriented design, the main target being executives and businesses.

Funny story: she originally only thought about making hard & round candy but decided to launch guimauves as well in the process of creating the logo, since I liked the combination of round & square shapes.







The wedding jewelry company Maison Massillon was originally called Ziz&Clo. When Alizee (CEO) scored a huge partnership with Guerlain, she asked me to help with the rebranding.

I designed the iconic bee-flower she hand-makes in most of her creations to represent the brand. We then chose a more appropriate font to represent luxury, long-term relationship and elegance. As for the color palette, we decided that terra cotta as a main shade would best evoke love, passion and tradition.



# BiOBiKC



BLEU GRIS HEX #29333E

HEX #29333E R41 V51 B62 C82 M68 J53 N51



**ORANGE VIF HEX** #DF7246 **R**223 **V**114 **B**70

R223 V114 B70 C1 M72 J87 N0



VERT D'EAU HEX #929F96 R146 V159 B150 C47 M28 J41 N1



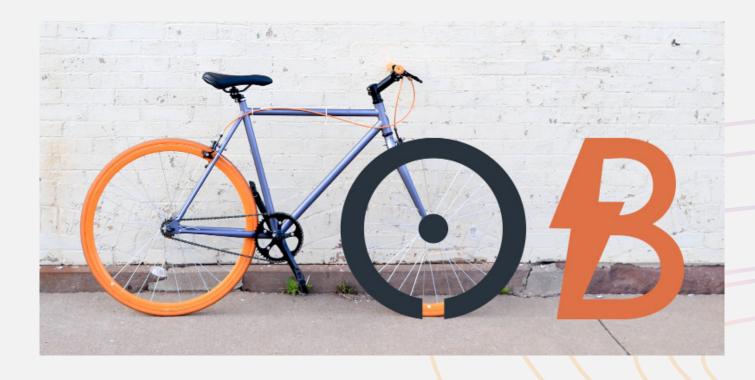
JAUNE CHAUD HEX #F3B262 R243 V178 B98 C0 M36 J77 N0



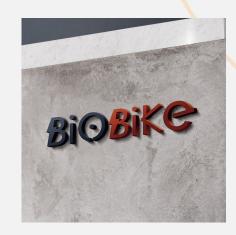




GRIS CLAIR HEX #E5E4E2 R229 V228 B226 C9 M7 J8 N0









## Dommage, le reste est encore en construction!