

BONJOUR

I'm glad to see you,

Welcome to my *Portfolio*

2020

Hello,

I am *Andy Rajoelisoa*, a *digital* art director and designer. I truly believe in *aesthetics* to craft *delightful* visuals with a strong *emotional link*. Attentive to detail, I consider my eye for design as an *asset*.

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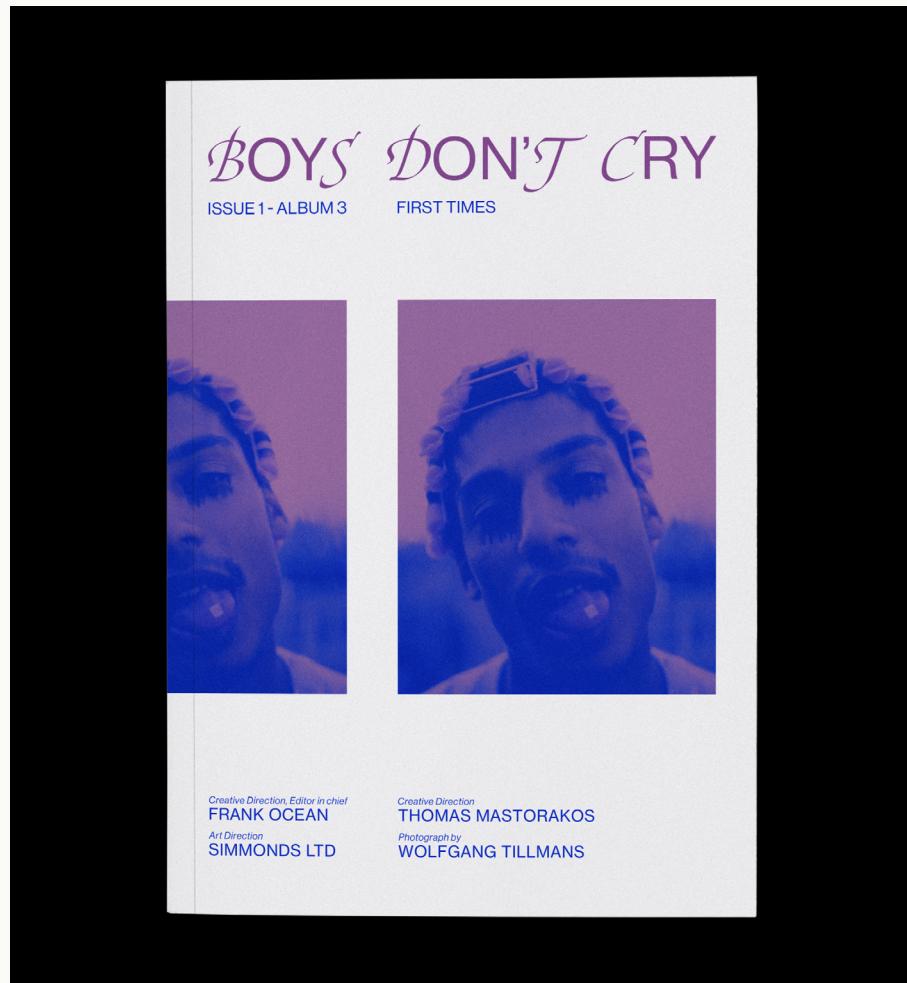
Boys Don't Cry Magazine

[INSTAGRAM POST 1](#)

[INSTAGRAM POST 2](#)

Editorial Concept for “Boy’s Don’t Cry - First Times issue”: a magazine published by the artist **Frank Ocean** during August 2016 for the release of his long-awaited album **“Blonde”**. The original piece is very well crafted with rich photography. Its content is mainly about cars and fashion but it is also a glimpse of Frank’s intimacy. I wanted to go for a different approach for this redesign : I didn’t consider the whole content and focused my attention on **the enigmatic title of the magazine**. And also **a particular photographic series** inside the magazine. **Click the links if you want to see the related posts.**

Magazine cover :



The first design is the front cover. The combination of purple and blue emphasize **passion and mystery** because of the uncertainty of "*Boys Don't Cry*" : no one really knew what to expect from the project before its release. We only knew the title. That's why I **ironically** illustrated it : a picture of a crying boy in the middle attracting the reader's curiosity on a **mystery trip**.

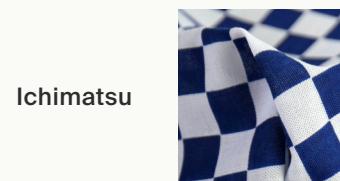
The typographic choice : **fancy** letter pairings covering an **hidden** personality, just like Frank who doesn't show up much to the public neither and on social media and stays **discreet**.

Photographic series : 2 spreads.



By definition, a “*Fishtail*” occurs when a vehicle’s losing control and the driver loses the car’s handling ability. In this way, the photographs are arranged in an **unusual** checkerboard. This **checkered pattern**, going top and bottom, represents the car’s behaviour which is **unpredictable** (corresponding to Frank Ocean) during a fishtail. It also refers to racing flags and Japanese culture with “*Ichimatsu*” a traditional kabuki pattern (see opposite).

“*Fishtail*” is a photographic series taken by Michael Mayren focusing on **Tokyo and its cars**. A metropolis that evokes purple and blue with their variety of **flowers** : Sakura, Shibazakura or Nemophila. These plants, and their colors, are a real part of Japanese culture.



Ichimatsu



Racing flag

Ad Astra Lab Experience

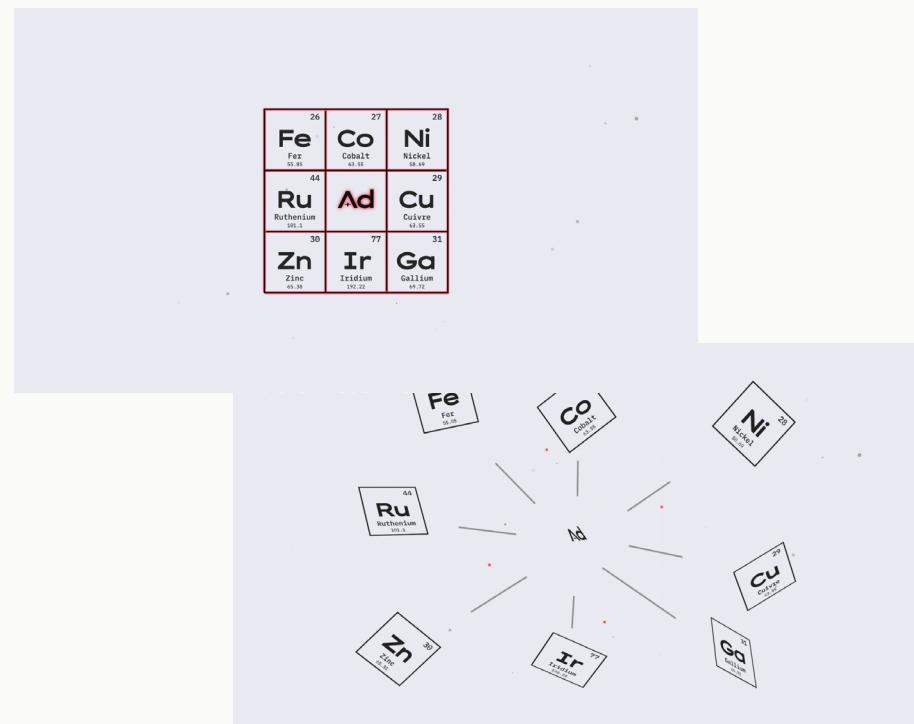
[WEBSITE FOR THE TEST →](#)

[INTRODUCTION VIDEO →](#)

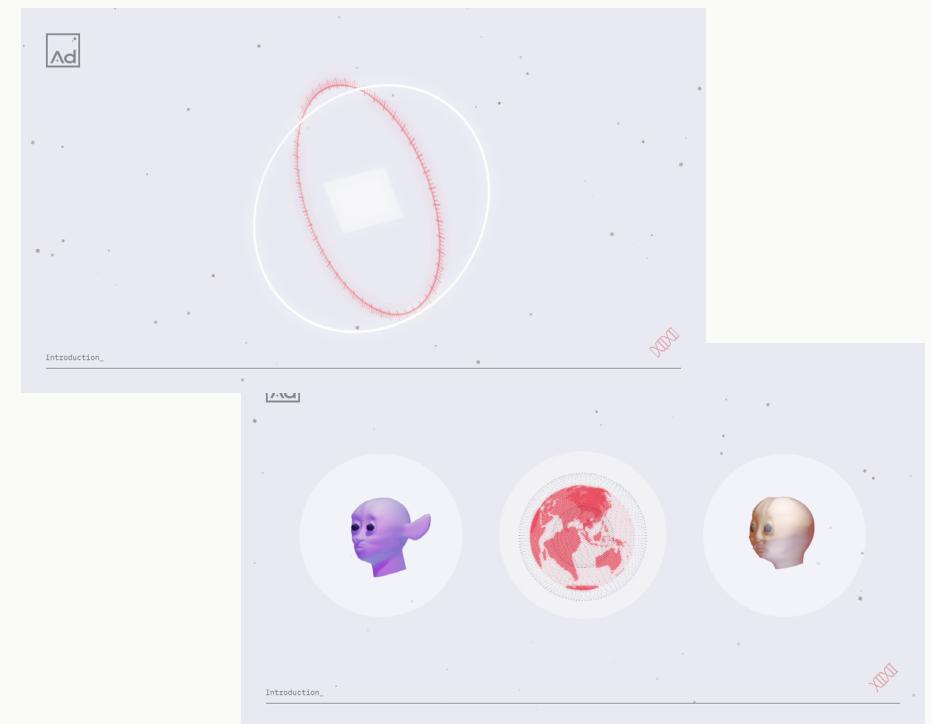
This is a project made at École Estienne in october 2020. We created *Ad Astra Lab*, a team of 3 scientists (Kamil Izaret, Axel Anastacio and me) who pretend to be able to find **the planet that suits someone best** through a personality test of 10 questions. Based on the results, we could generate a planet for the user but also a dedicated humanoid made to live and survive on it. In fact, each planet has its own corresponding extraterrestrial humanoid. Here's my part of the creation and production. **You can take on the test (on mobile preferably) with the link provided (developed and designed by [Kamil Izaret](#)).**

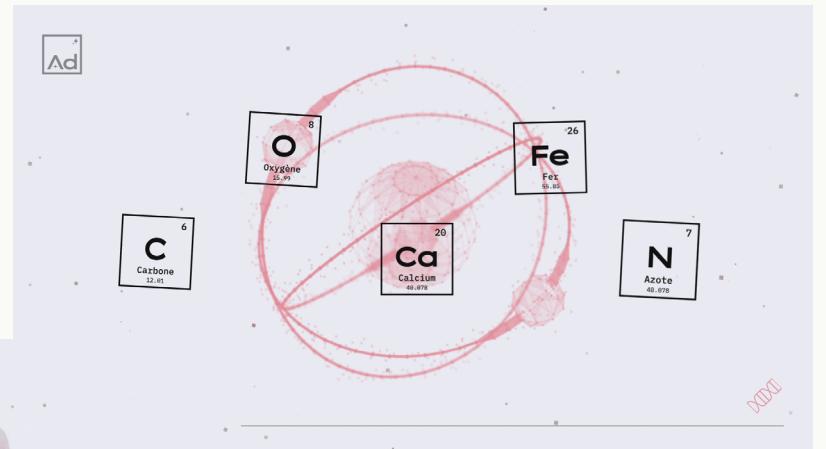
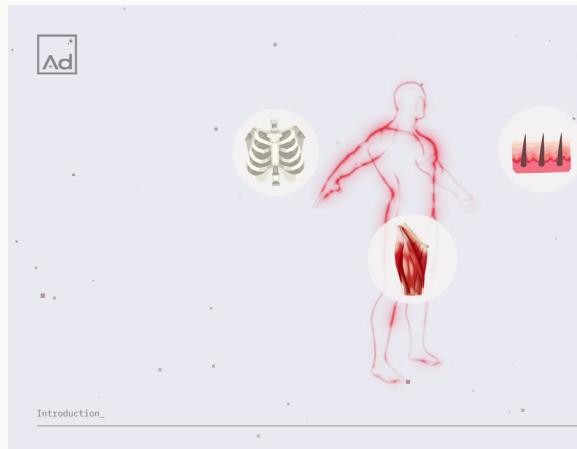
3D/2D animation

INTRODUCTION VIDEO

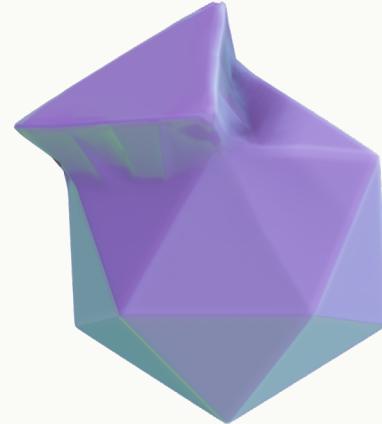
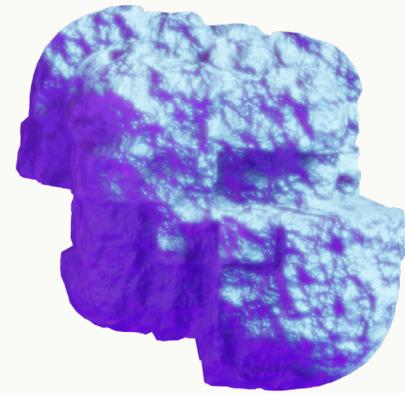
[VIMEO LINK →](#)

For the opening of the experience, I created a 2-minute animated video introducing Ad Astra's manifesto, our promise and what it will consist of. I created everything using **After Effects and Blender** mixing 2D and 3D elements together. Some of the videos in the background were taken from stock websites and I retouched them to match the art direction. The voice-over and instrumental were made by [Axel Anastacio](#).

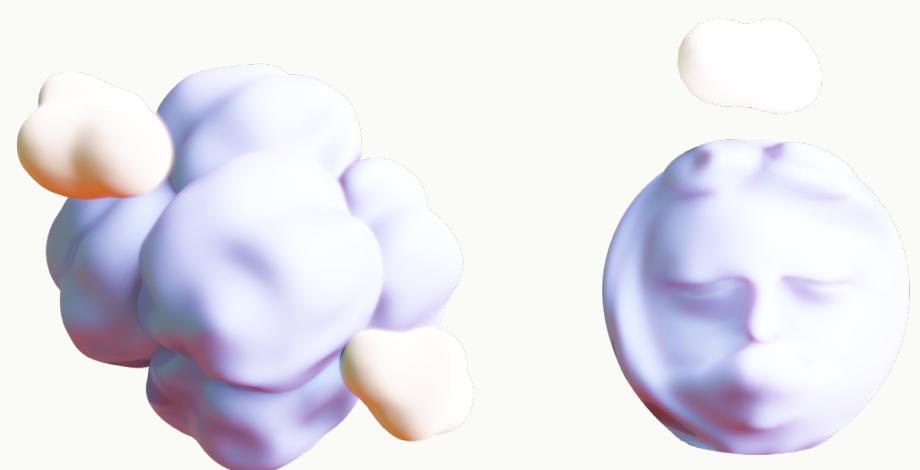




PLANETS AND HUMANOIDS



At the end of the video, a QR code appeared and we asked our testers to scan a QR code that led them to the personality test. When taking on the tests, they could get one of the 12 different planets and humanoids. Planets were attributed depending on the dominant symbol result they get. For example, a triangle symbol result generates a triangular planet. Here are the planets I produced and their respective “creatures”.



mymuesli Campaign

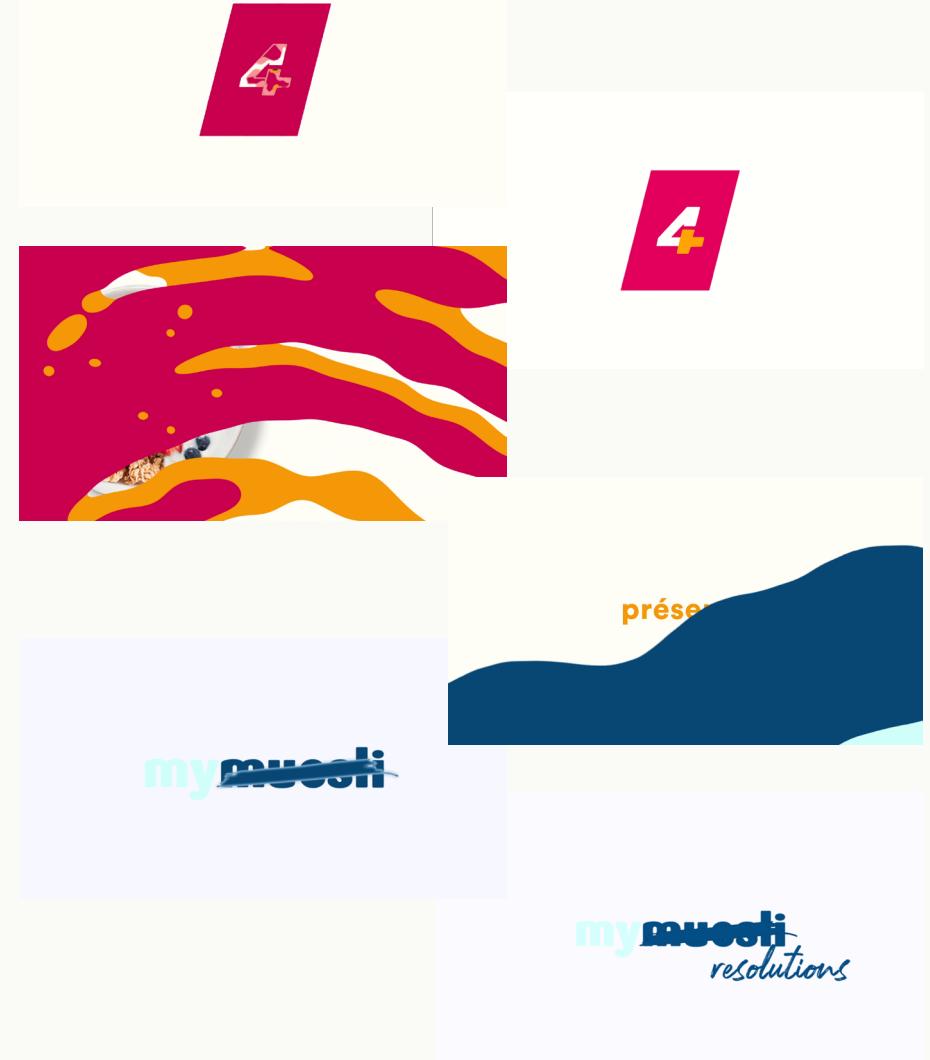
[PDF PRESENTATION \(IN FRENCH\) →](#)

During my studies at MMI Bordeaux, my group and I had the chance to be briefed on a **digital campaign** by the client : *mymuesli*, a German muesli brand. We only had **4 days** by groups of 7 to develop a 100% digital strategy, make the brand a premium market leader in France, and promote ultra-personalization. If you want to see the full project presentation (analysis, statements, strategy,...), [click on the link at the left](#). Here, I will showcase **my creative contribution to the campaign**.

For the oral presentation, I wanted to start in a memorable way. To me, the best way to introduce the project was : motion design. (click the images)

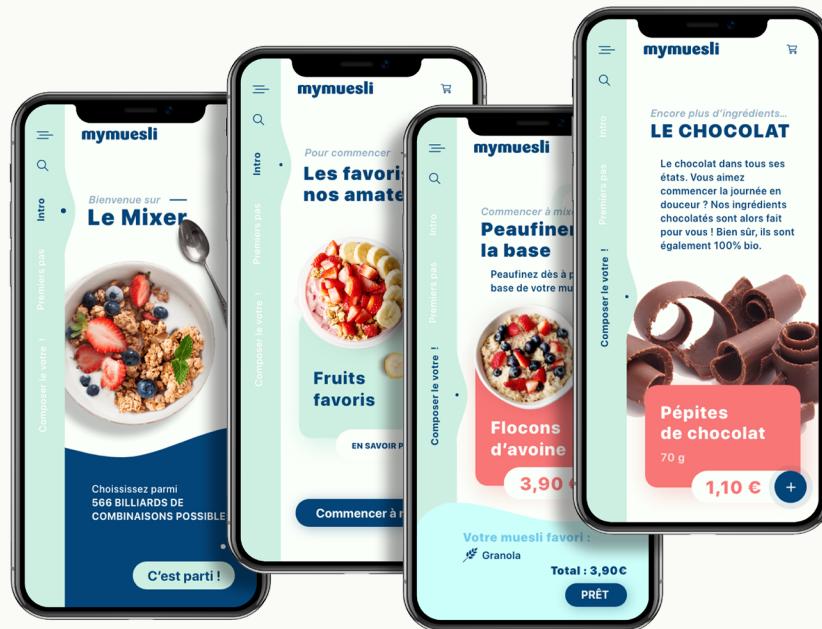
Click on the corresponding thumbnails to watch the animations.

To make it short, based on our statements, we noticed that the French population **felt guilty** of being “gourmand”. Our goal was to help them **get rid of this discomfort** by promoting muesli : **a loving and healthy meal**. This is how we came up with **#myresolutions**. To introduce this special campaign, we decided to go for **a short motion video with new colours**.



We wanted to launch **#myresolutions** during the 2020 new year's period : if people didn't stick to **their resolutions**, **mymuesli** would offer them free mueslis in exchange so they can **avoid the blame**. We spread the campaign out through **numerous mediums** : social media, print, blog article, influencers, mobile website.

Mobile interface prototype :



Print + Social Media :

ON VOUS OFFRE VOTRE
ABONNEMENT
À LA SALLE DE SPORT
EN MUESLI



mymuesli
#MYRESOLUTIONS

At the end of the consumers' process, we invited them to order their gifted mueslis on **the mobile site**. And guess what ? We thought about a **redesigned mobile experience** exclusively for the campaign. It was all about the ultra-personalization tool : **"Le Mixer"**. Moreover, they can **share their mueslis combinations and recipes**. Click the image to see the full mobile experience.

Once they ordered, the clients participating in the campaign receive their mueslis in a **unique packaging**. We designed the latter by combining the **#myresolutions** color palette and **comforting quotes** written in the middle of the box. This was in line with our main goal : **free them of guilt**.



"Libéré, Délivré" is also a reference to a past collaboration between **mymuesli** and the **"Frozen"** movie.

La Maison Européenne de la Photographie

[FULL BEHANCE CASE →](#)

[INSTAGRAM TEASER →](#)

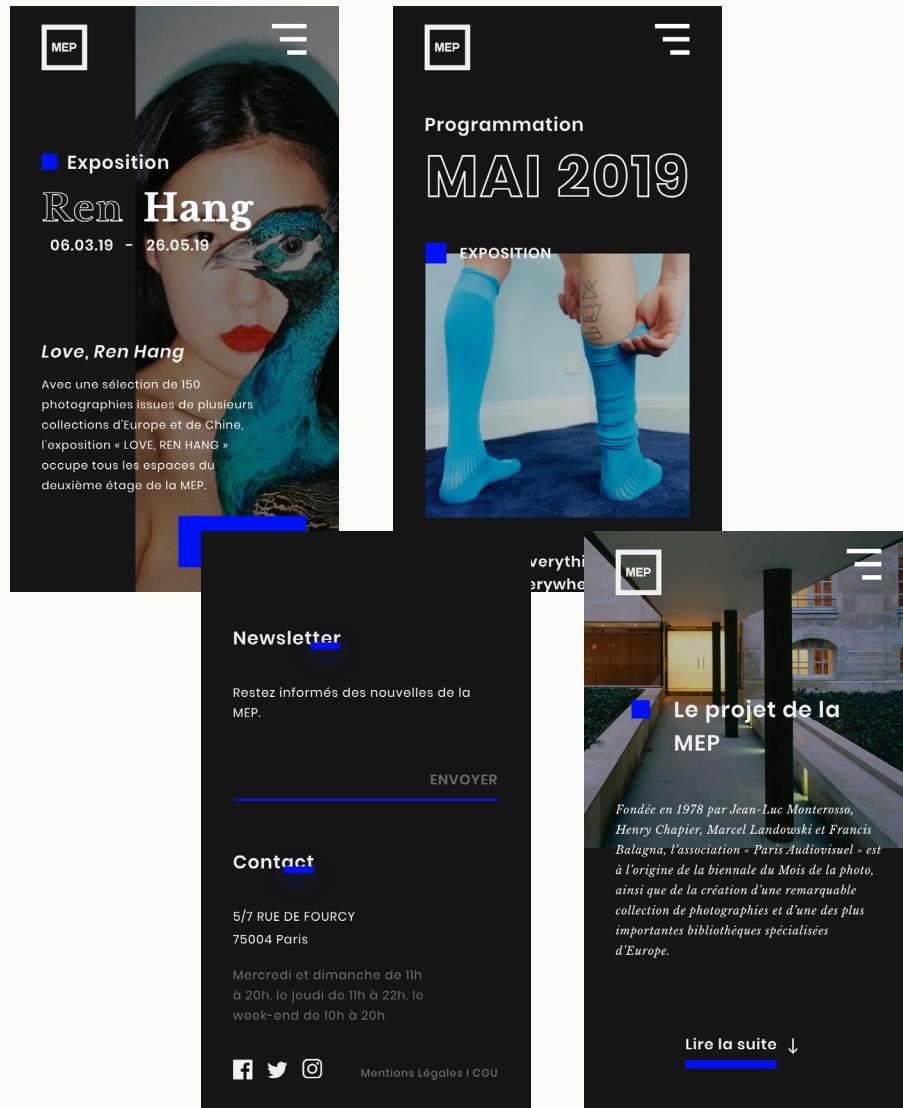
Also at MMI Bordeaux, we were asked to **redesign a website** of our choice (visually, with desktop and mobile) within 5 days. I decided to pick *La Maison Européenne de la Photographie's* website, a museum located in Paris. I had the chance to take on the role of **web art director** during this time period and I could express my design taste. **The goal** was to bring a better UX and reaffirm a singular visual identity while staying true to the place. The graphic style is based on the initial logo and highlights the photo frame. This proposal made me practice art direction, digital design and animation. You can see the complete project **on Behance**. I also produced a "project teaser" on **Instagram**.

Desktop screens :

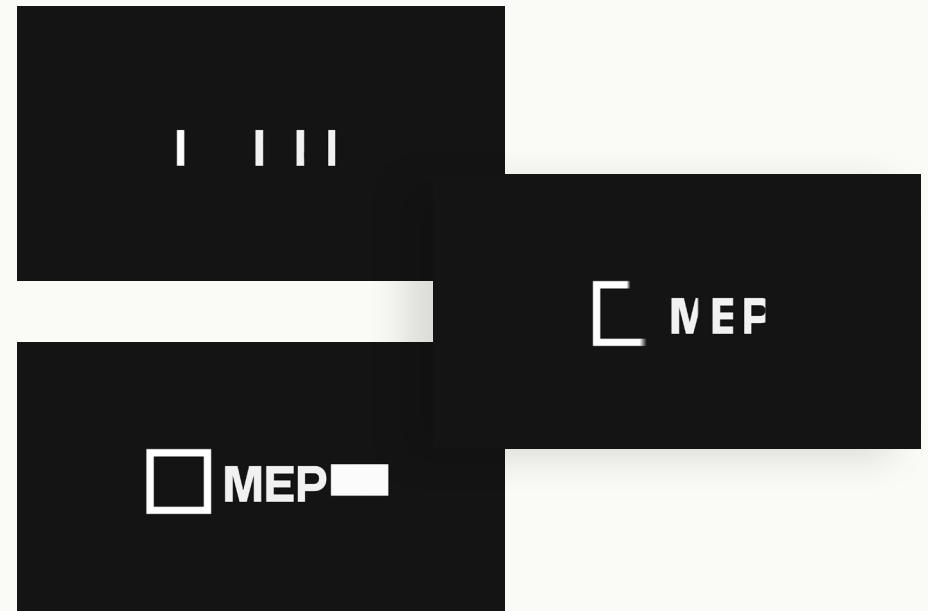
The screenshots illustrate the website's layout and design across four main sections:

- Exhibition Pages:**
 - Ying (The Bliss of Conformity):** Features a large image of crumpled paper and text about the artist Yingguang Guo.
 - Ren (Love, Ren Hang):** Features a close-up image of a woman and a peacock, with text about the exhibition.
 - Henry Wessel (A Dark Thread):** Features a black and white photo of a biplane and text about the artist Henry Wessel.
 - Fil Noir (Exposition De La collection De La Mep):** Features a black and white photo of a person running and text about the exhibition.
- Project Page:** Shows a large image of a modern building at night and text about the MEP's history and projects.
- Studio Inauguration:** Shows a close-up image of a woman's face and text about the opening of the studio by Yoonkyung Jang.

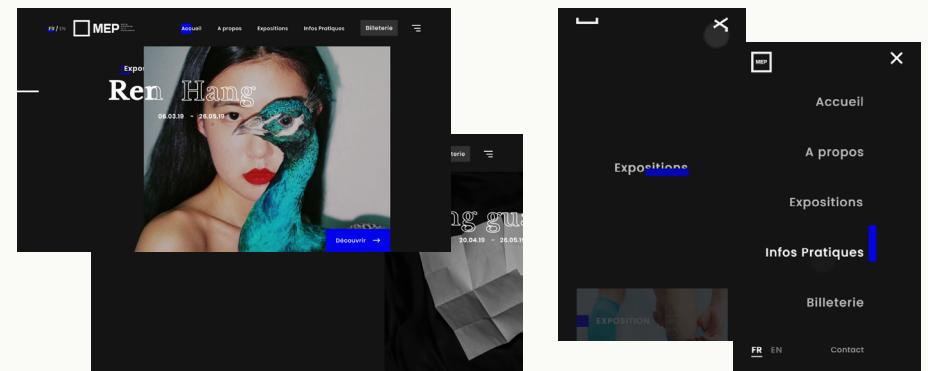
Mobile screens :



Logo animation :



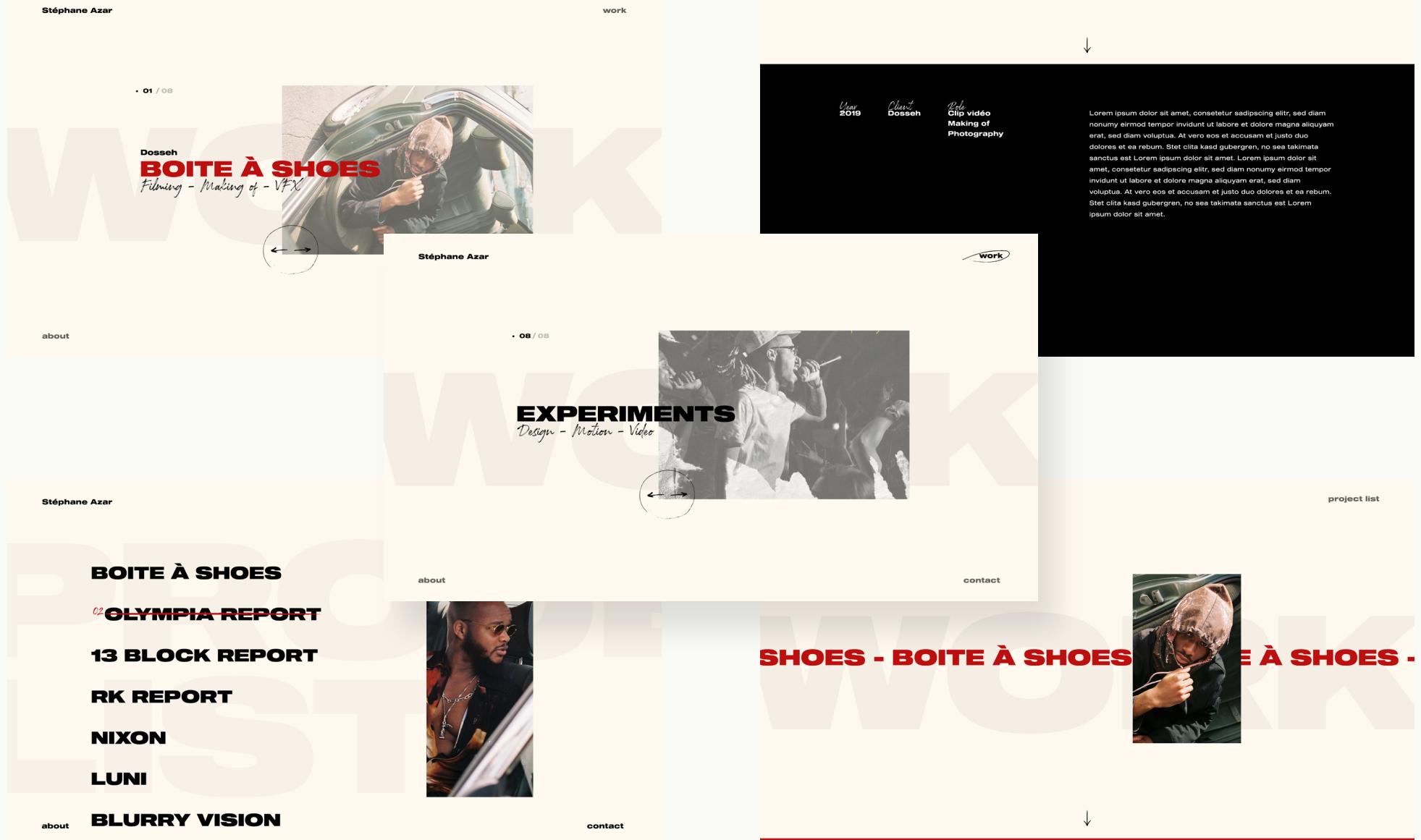
UI Animations :



Stéphane Azar Portfolio

WEBSITE (UNDER CONSTRUCTION) →

A website currently under development for a *french film-maker* : *Stéphane Razafindramanana*. He wanted a compelling portfolio to showcase his projects. His work revolves around rap/hip-hop genre : music videos, photoshoots, album covers... I am in charge of the **art direction** and web design in collaboration with a developer : [Julie de Mendonca](#). There is good communication between us : both the client and the developer understand what I have in mind. I really think the website will reflect Stéphane's personality and creative mind. I am sharing with you some preview screens of the final result.



DESIGN + MOTION + ART DIRECTION

2020

The website for Stéphane Azar is a clean, modern design. At the top left, there's a small black and white portrait of him wearing a cap and glasses. The top right features his name "Stéphane Azar" and a three-line menu icon. A large, semi-transparent watermark of the letters "W" and "D" is centered over the page.

Header: "Stéphane Azar" and a three-line menu icon.

Left Sidebar (Project Cards):

- 01 BOITE À SHOES:** Includes a small thumbnail of a person in a hat, the text "Graphic Design.", and a circular arrow icon.
- DOSSEH OLYMPIA:** Includes a small thumbnail of a person in a hat.
- 13 BLOCK REPORT:**
- RK REPORT:**
- NIXON:**
- LUNI:**
- BLURRY VISION:** Includes a small thumbnail of a person in a hat.
- PROJET NOIR:**

Central Content Area:

- Year 2019:** A red box containing text about a Client Dosséh project.
- Role Clip vidéo Making of Photography:**
- WHAT ?** A section with placeholder text (Lorem ipsum).
- WHO AM I ?** A section with placeholder text about the designer.
- WHAT I DO** A section listing skills: Photography, VFX, Filmmaking, Graphic Design, Etc.
- SAY HI** A button at the bottom of the central column.

Right Sidebar (Project Cards):

- 08 / 08:** A large thumbnail for "BLURRY VISION Experimental Video". It includes a circular arrow icon and the text "Stéphane Azar" at the bottom right.

Footer: "2020 Tous droits réservés." and a three-line menu icon.

Navigation Bar (Bottom Right):

- 01 HOME**
- 02 PROJECT LIST**
- 03 ABOUT**
- 04 CONTACT**

Web design Concepts

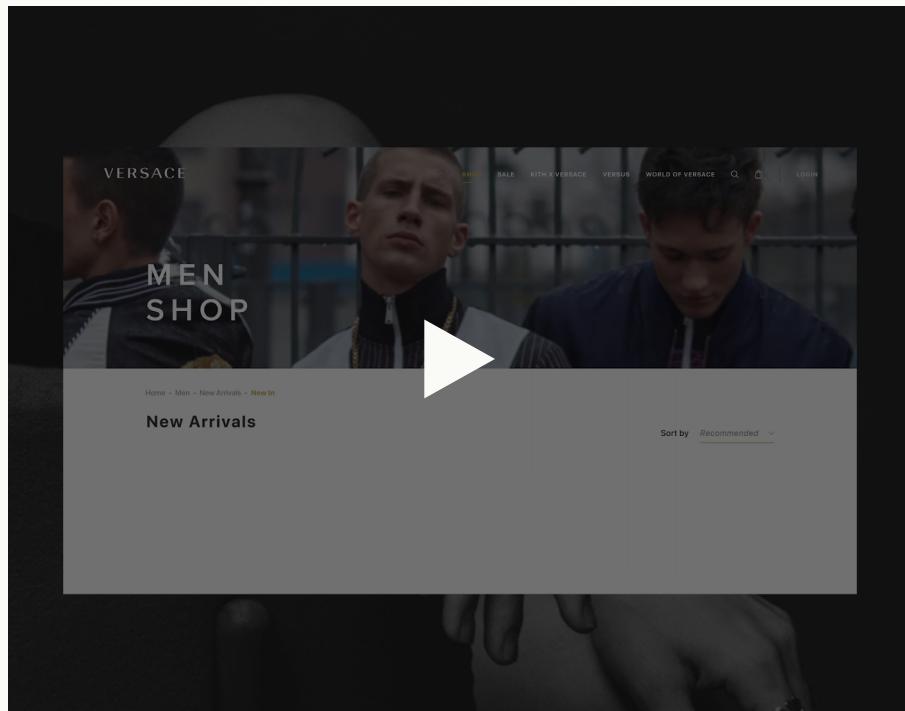
[INSTAGRAM →](#)

Along with the making of [@andyarchives](#), I obviously started designing several interfaces, from art direction, web design and animated interactions to responsive. These designs allowed me to improve my graphic identity and taste but also my animation skills (After Effects, XD). My work is heavily influenced by fashion, luxury and american culture which I'm highly interested in. All these pieces are on Instagram. Here is a complete presentation.

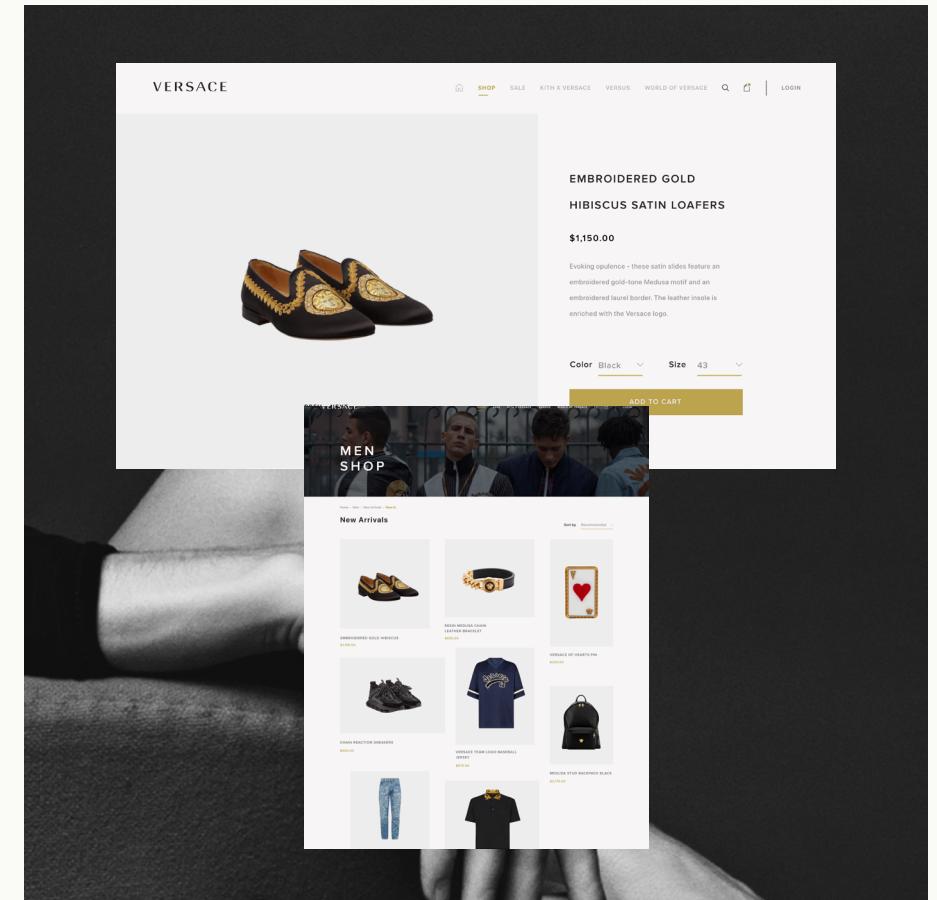
VERSACE E-SHOP

POST INSTAGRAM →

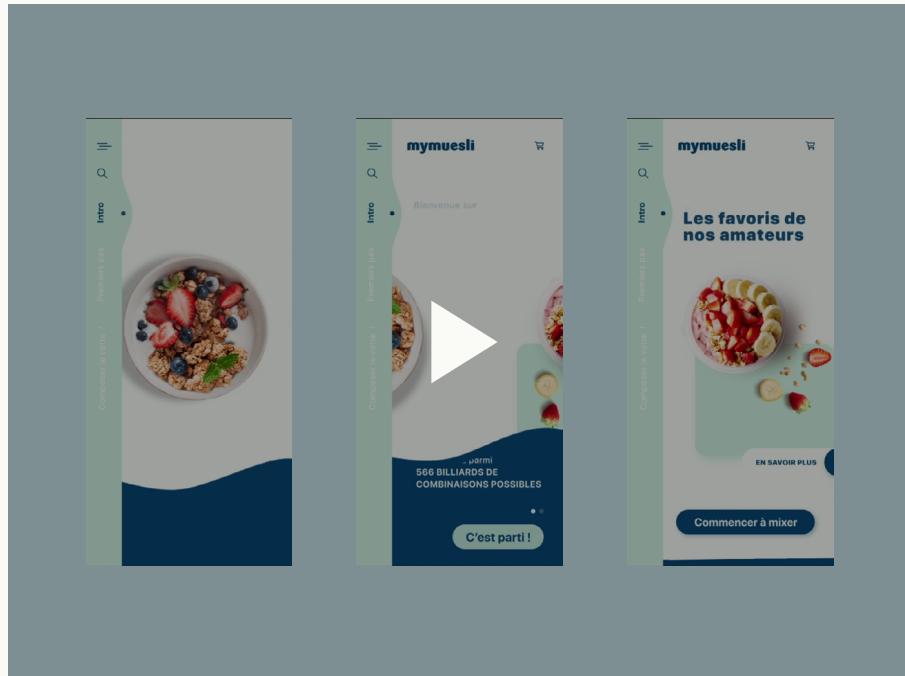
The animation :



Interactive design concept for the luxury brand *Versace* : I redesigned the men catalog page and the product page. Then, I **animated the interaction** from the catalog to the product page.



MYMUESLI MOBILE

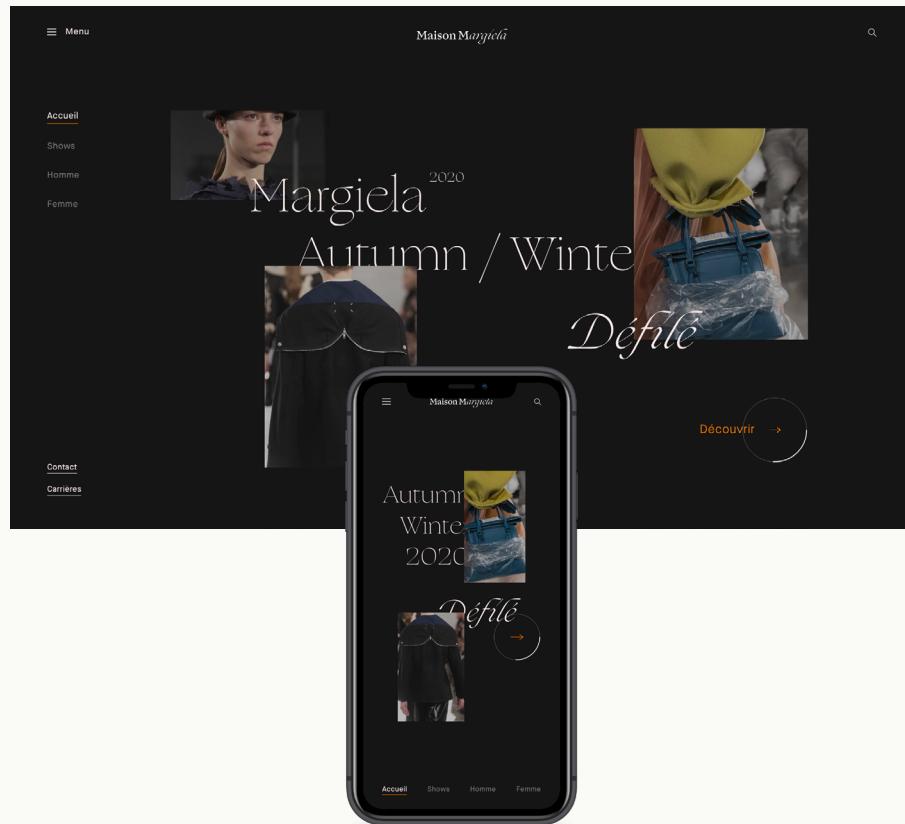
[INSTAGRAM POST →](#)[GO TO FULL PROJECT →](#)**Mobile animation :**

Please refer to the project ***mymuesli Campaign*** to know more. For this ad project, I had to **design and prototype the mobile experience** to promote the personalization tool. After the delivery date, I wanted to practice animation and imagine an interaction **when the consumer arrives and starts to compose his/her muesli combo.**

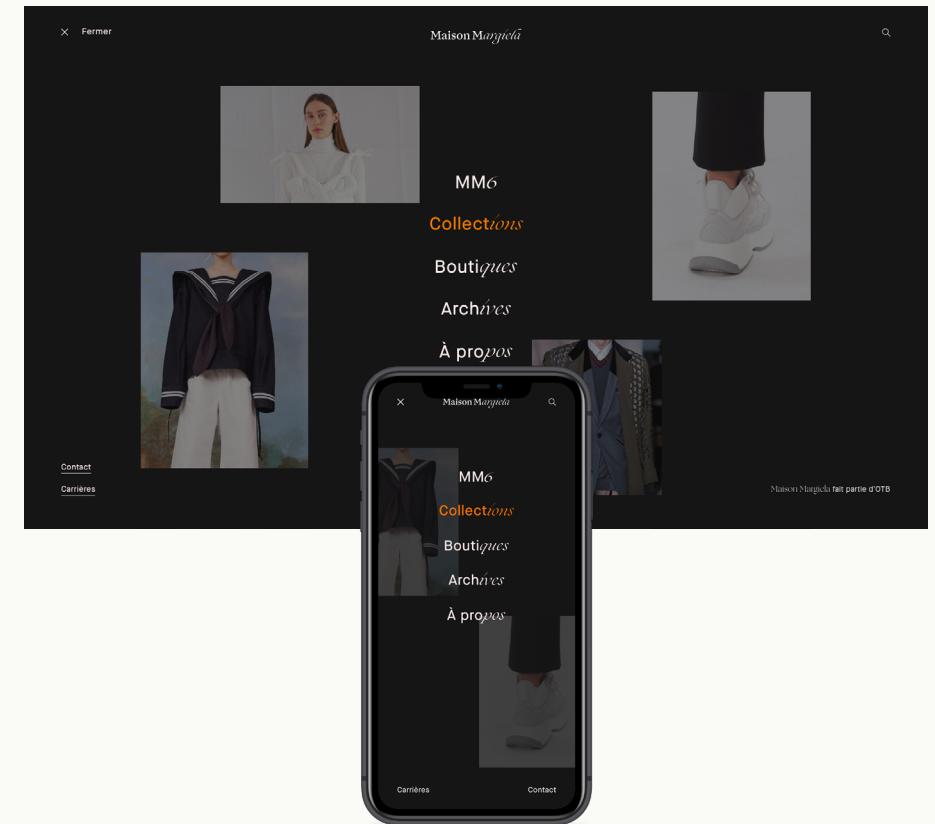
Mobile prototype :

MAISON MARGIELA

INSTAGRAM POST →



Maison Margiela is a Paris-based fashion house founded by the belgian couturier **Martin Margiela**, a designer I appreciate a lot. That's why I redesigned a part of the website : **the home page and menu.**



GOLF le FLEUR x LACOSTE

[INSTAGRAM POST →](#)

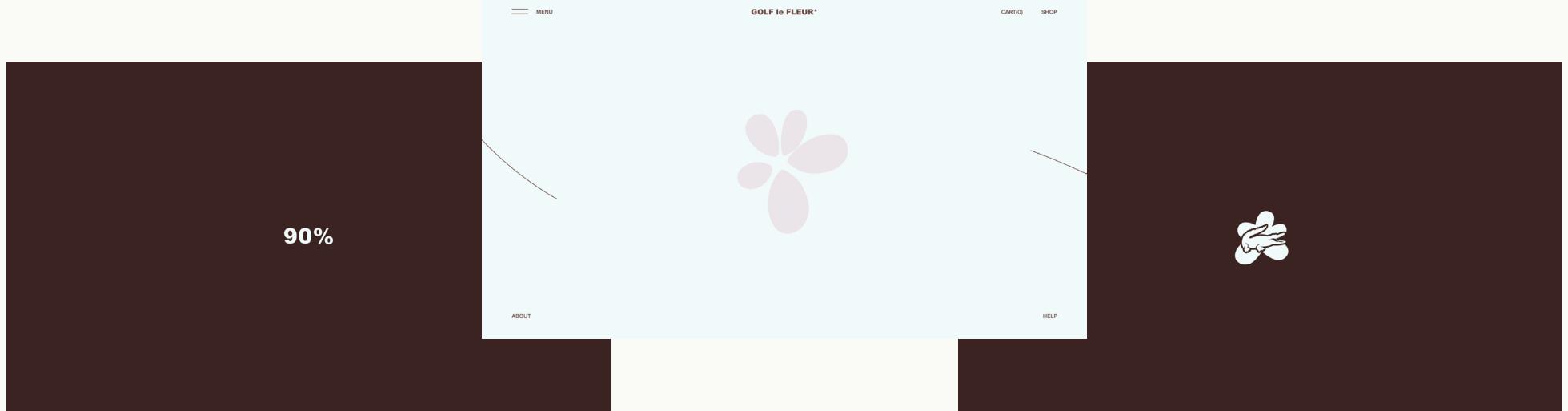
A conceptual landing page showcasing the past collaboration between 2 clothing brands : **GOLF Le FLEUR** and **Lacoste**. One of my favorite artists : *Tyler, The Creator* created **GOLF le FLEUR**. Tyler has an unique personality that reflects on his work. Through this, I wanted to share how [goflefleur.com](#) should have appeared during the collab (according to my vision).

The design :



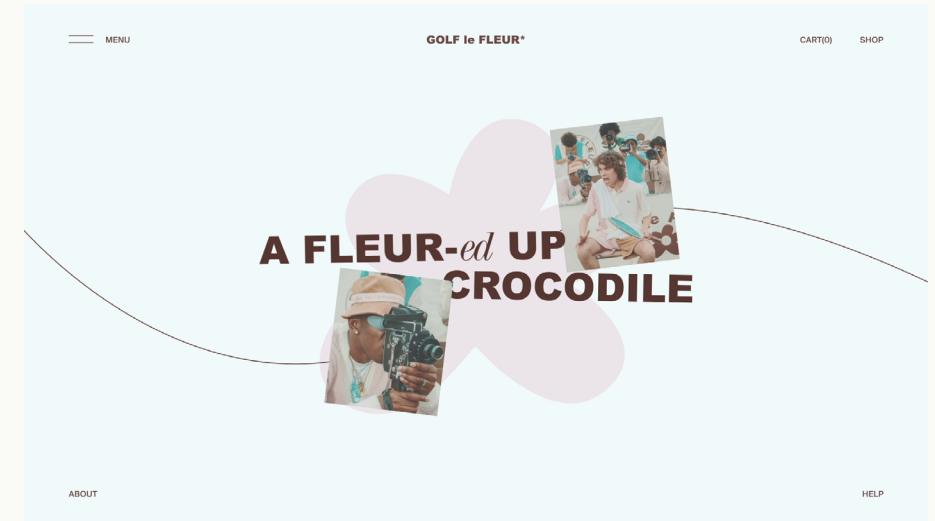
For this design, I kept the original color palette used for the collaboration : **pale blue, pastel pink and brown**. Note that brown is Tyler's **most worn color**. I used *Arial*, like the original logo, combined with serif typeface giving the premium touch from **Lacoste**. The flower in the background represents **GOLF Le FLEUR's logo**. The lines on the side emphasize the floral style : they symbolize **stems attached to the flower**.

The animation :



Firstly, there is a quick loading screen showing the collab's logo. For the page transition, I wanted to play around with the flower. The stems start growing from the sides while the flower blossoms in the middle to finally connect together. The photos appear like petals when the stems cross them. [Link to the full animation down below.](#)

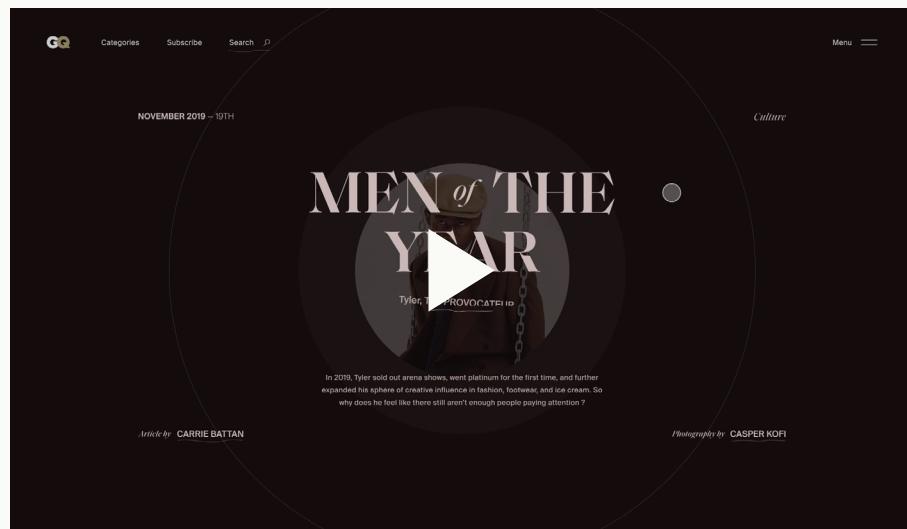
[SEE ANIMATION →](#)



GQ Magazine's article

[INSTAGRAM POST →](#)

Click to see the animation :



To practice more, I wanted to design and animate a menu. I chose *GQ*'s website, a magazine dealing about fashion, culture, beauty, etc.. Home page inspired by [this article](#). Minimal and elegant design in line with the ideal lifestyle that the magazine advocates. This is a complete navigation from article page to menu interactions.



Motion Design Collection

A selection of motion design pieces (not UI related) made throughout 2019/2020, from art direction and vector illustration to animation. This collection mainly features 2D work but also some 3D experiments.

Live Show Opener

DANS LA BOX

[VIMEO LINK →](#)

A video jingle and opener for the fictitious show “*Dans La Box*” on YouTube livestreaming service. I made the logo, vector composition (some elements were taken from free vector resources) and animation. The show was about pasta which explains the art direction.

Sound produced by : [Antoine Ratsimbazafy](#).



Internship application
ULTRANOIR

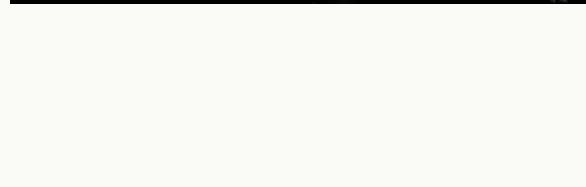
VIMEO LINK →



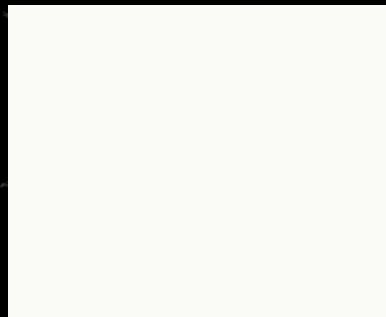
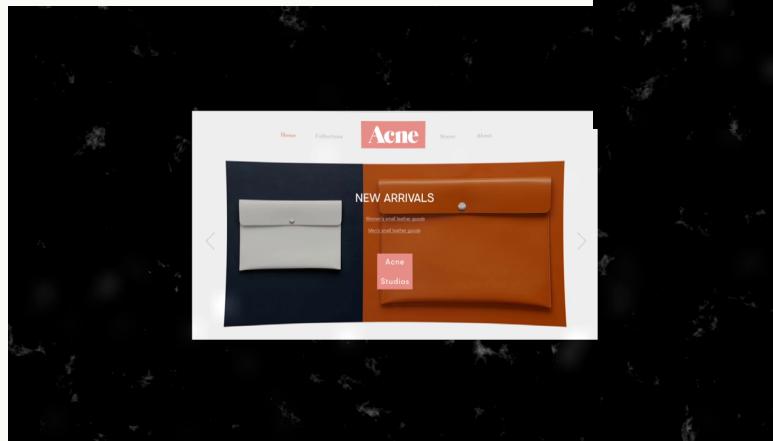
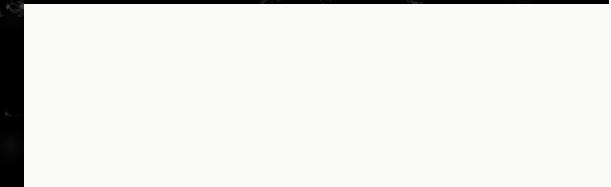
In early 2020 (before COVID-19 ruins everything), I was looking for an internship and discovered “*ultranoir*”, a digital agency. Amazed by their work, I knew I had to do **an uncommon and striking application to fully catch their attention**. I decided to spend some days creating **an animated resume**. **Storyboard, script, animation and sound design** were involved and indeed done by myself. Unfortunately, they couldn’t take me but it was a great practice!

In order to be **unique and specific**: I thought about **transposing their identity**. Heavily inspired by their website, I created a visual and sound atmosphere **similar to space with a touch of elegance**. I kept the same fonts from the website. The script was a simple, but effective, cover letter : **who I am, what I want, why they should choose me, what I'd like to do now and in the future.**

Screenshots :

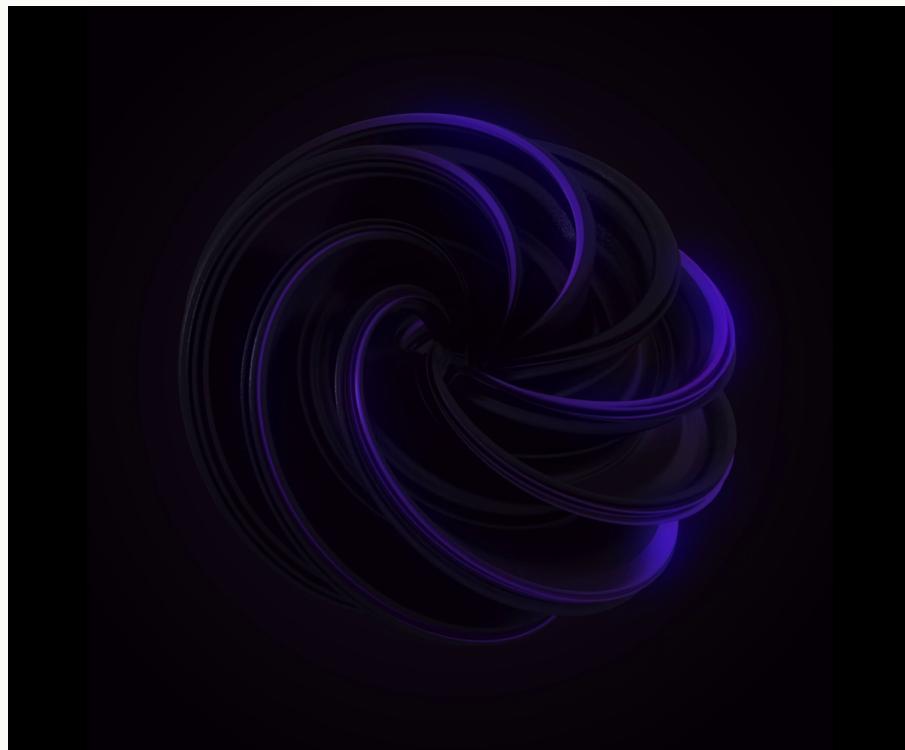


Vos projets me correspondent.
À la fois
Interactifs et Élégants



3D animation

The 3D Orb

[INSTAGRAM POST →](#)[RATSIM.AUDIO \(SOUND\) →](#)

This short 3D piece represents **an orb** endlessly blooming and closing (loop). We mixed visuals and sound to give that futuristic feeling. Again, thanks to [Antoine Ratsimbazafy](#) for the **amazing sound design**. Modeled and animated in **CINEMA 4D Physical Renderer**. Post-production in After Effects. **Link to animation at the left.**



3D animations

ARCHIVE.C4D

archive.c4d is a series of 3D short animations exploring shapes distortion and animated gradient textures. These are my first 3D animations. Everything done in **CINEMA 4D Physical Renderer**. Post-production in After Effects. [Click to see animations.](#)



Graphic Design Collection

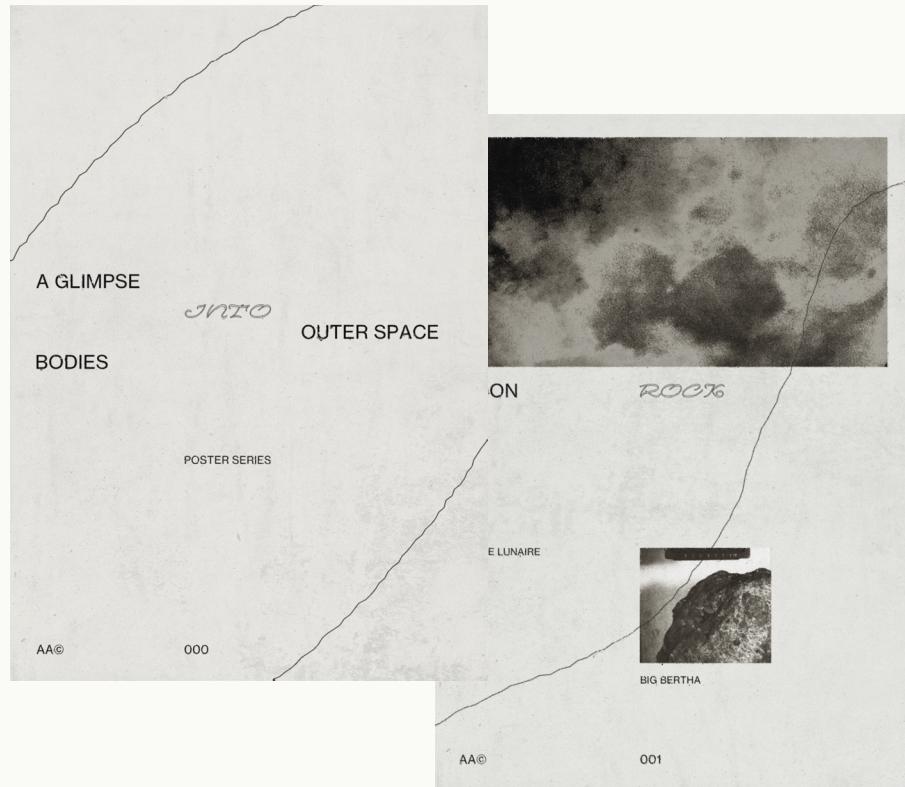
A selection of **graphic and digital** design work and concepts made in the past few years. This includes **all type of creations : artworks, posters, type, identities...** All reunited in this collection.

Layout series

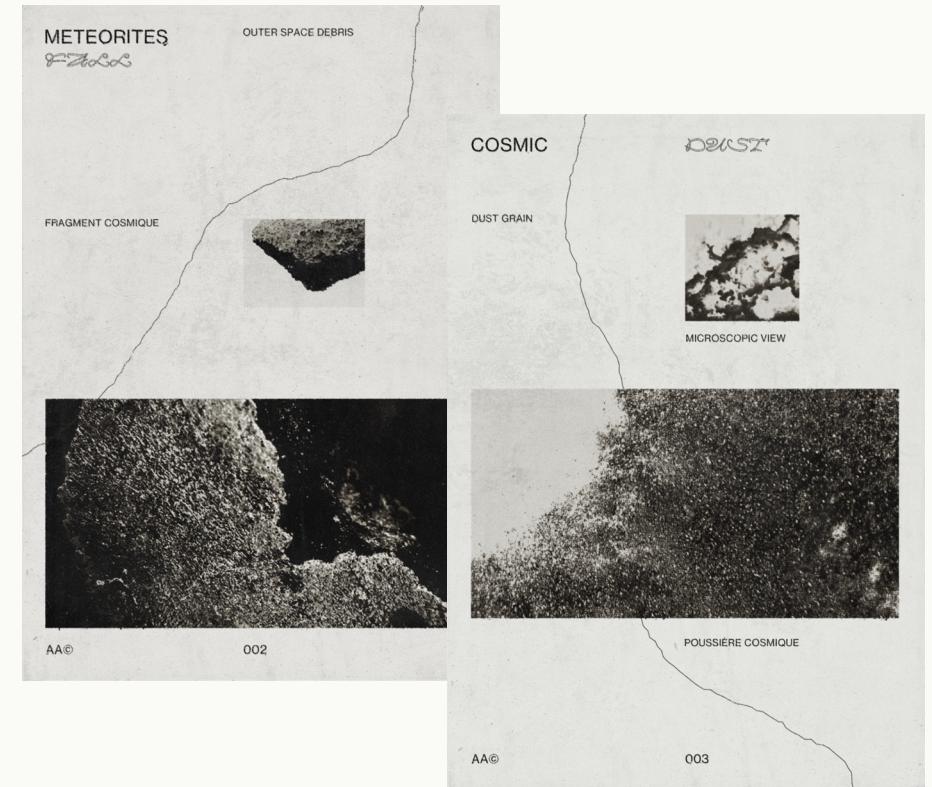
OUTER SPACE BODIES

INSTAGRAM POST →

HIGH QUALITY →



"A glimpse into outer space bodies" is a series of 4 posters about different types of extra-terrestrial materials. I experimented with type pairing, textures and composition grids. [Click the images to see more.](#)



Album artwork

FROST GOD

[INSTAGRAM POST →](#)

Album art concept for Yung Lean's 2016 mixtape : *"Frost God"*.

I created the back and front covers. The title made me think of frosted glass silhouettes that I took inspiration from. I used photographs that shows how they reflect on this type of surface. Those enigmatic shadows covered by blue tones convey a singular and frightening look. The CD case mock up was hand-made. Photos are from [Glenn Scott](#), [David Rosen](#), [Matthias Lueger](#).

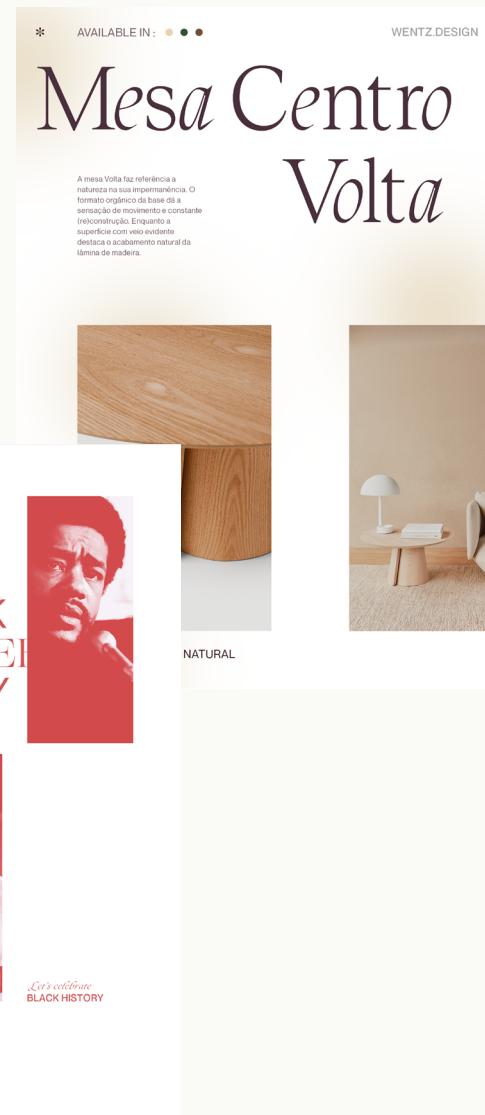


Poster design, typography

POSTERS AND ARTWORKS

A selection of posters, layouts and artworks made without any specific purpose. I experimented with typography, textures and composition. [Click the images to see in higher quality.](#)

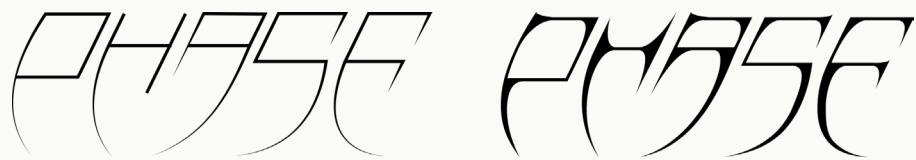




Typography, lettering

TYPE DESIGN

1. “PHASE” : Process

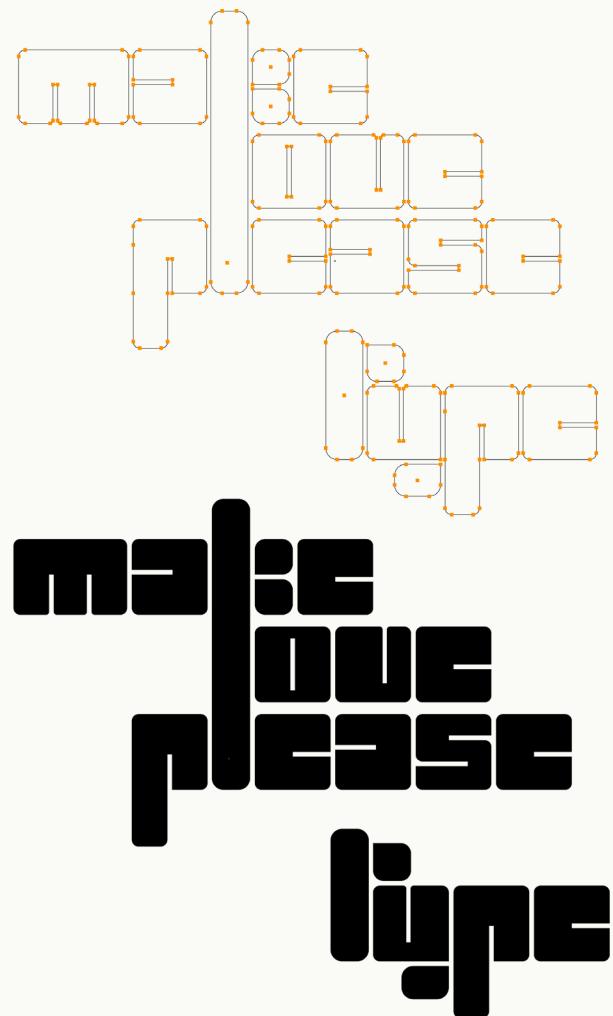


My interest for type made me want to learn more about it. I started trying to draw and design characters this late 2020. Here are some of my early type work.

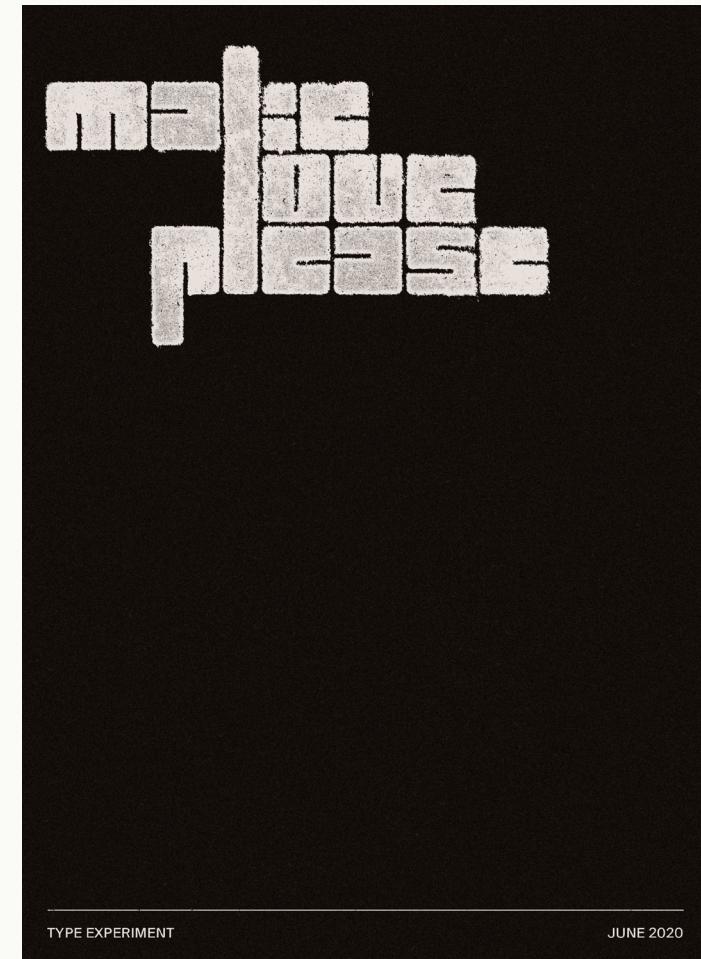
“PHASE” : Artwork



2. “make love please” process :



“make love please” artwork :



Album art, packaging
JESUS IS KING

INSTAGRAM POST →

HIGH QUALITY →



Album art concept and vinyl design for latest **Kanye West's** album : "**JESUS IS KING**". I made the artworks for the CD and record versions. Photos taken from Kanye's Sunday Service by [Rozette Rago](#).



@andyarchives online account

[INSTAGRAM →](#)

During summer 2019, I wanted to begin something **new**. My idea was to be able to share **any creative content I could possibly imagine** to a community, whether it is a massive project or a quick concept, but all in **one place**. Therefore, I decided to create the instagram account : **@andyarchives** where I post any creative piece I do. What motivated me was to hone my communication, the presentation of the feed and the design of the stories. Posting regularly keeps me in **constant activity**. Thanks to this, I am able to **diversify my work**. Here is a **selection** of stories and videos exclusively made to carry my communication. You can click the videos for more.





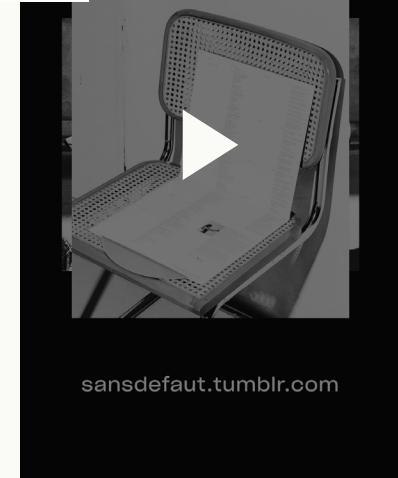
hire me

Hello !

I'm currently looking
for an internship or job
opportunity anywhere
in Europe starting this
April 2020.

2020

@andyarchives



sansdefaut.tumblr.com

go check this new visual blog

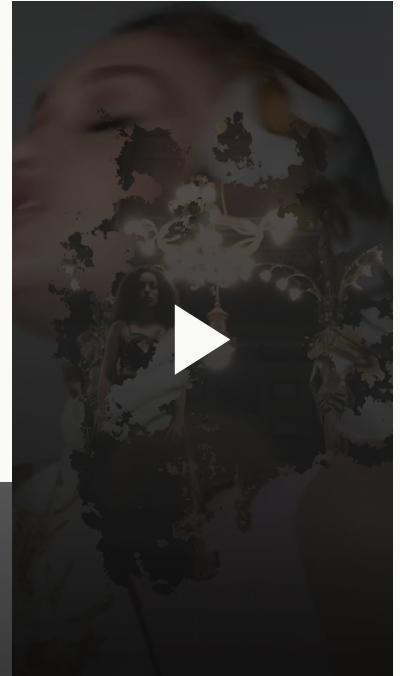


New stuff
coming
very soon .



New
Behance
Project.

Link in bio



I HOPE TO SEE YOU SOON

Thank you,

LINKEDIN →

You've made it until *the end.*

INSTAGRAM →

I think it is time to collaborate, don't you ?

BEHANCE →

[andyrajopro@gmail.com.](mailto:andyrajopro@gmail.com)

MNMA Studio Redesign

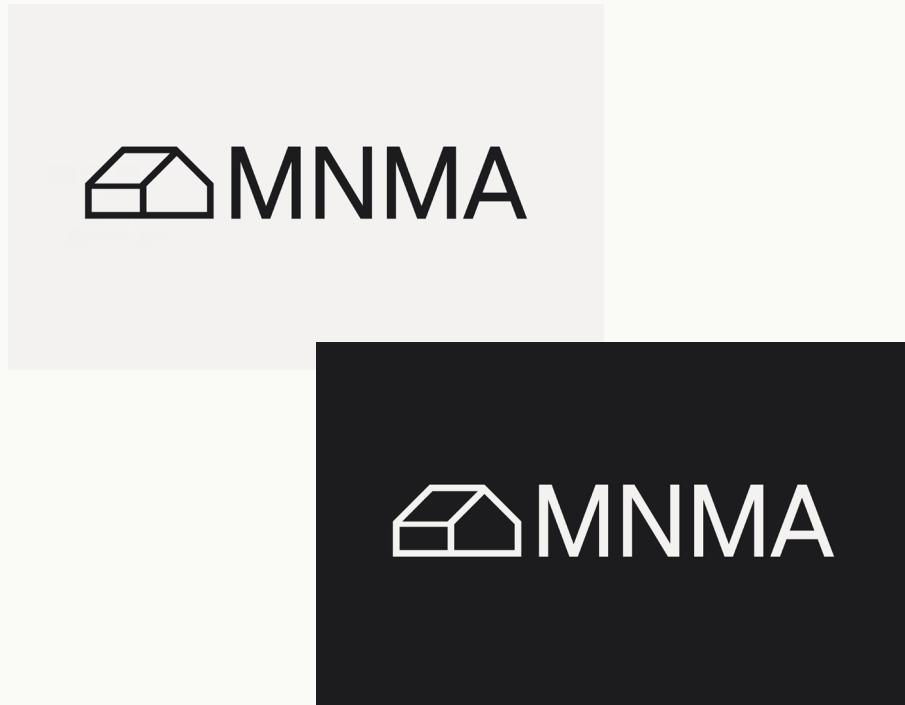
ORIGINAL WEBSITE →

During my spare time, I wanted to completely redesign a website or a brand. I discovered **MNMA Studio**, **an architecture studio in Brazil**, and their beautiful photographs. However [their website](#) was not in their advantage : it looked unfinished, had bad UX, and lacked contrast and brand elements. That's why I decided to go for a full website redesign. While I was at it, I took time to recreate their brand identity (logo, icons, etc) and their website. I thought about a refreshing web experience focusing on architecture imagery and giving typography an important role.

Logotype, layout, icons.

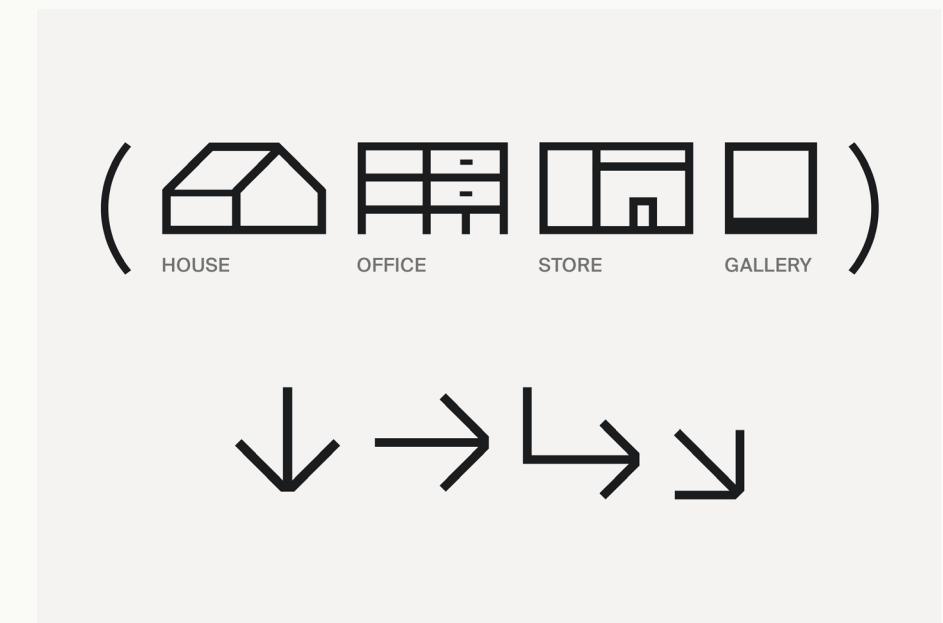
COMPLETE IDENTITY

Base logo :



Simple shape logo with a “swiss-style” font. The geometrical look emphasizes architecture builds and their minimalist style. I also created 4 icons representing the types of project they are involved in. A more efficient way to classify their projects and stay in line with the new logo.

Iconography :



Business card :

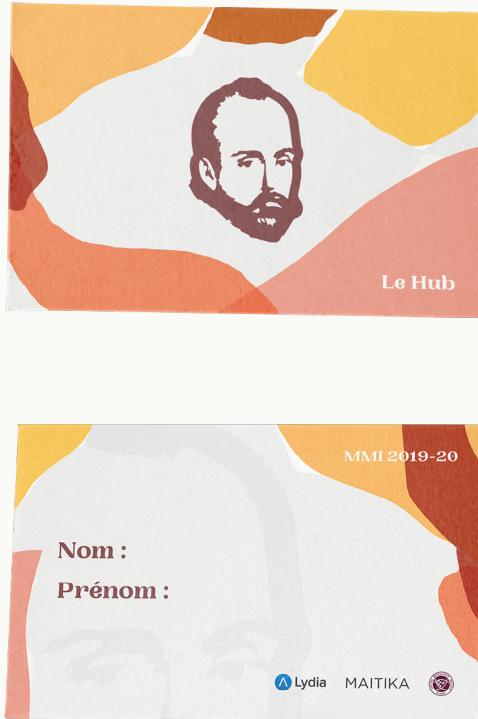


Stationery :

Social media design

BUREAU DES ÉTUDIANTS

Member card :



Here is some designs I made for the student association of **MMI Bordeaux** (University Institute of Technology) to communicate on Instagram. The Bureau des Étudiants is a collective that improves student life by organizing events and activities.

Instagram stories :

