I'm glad to see you,

Welcome to my *Portfolio*

2020

ANDY RAJOELISOA

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*.

ANDYRAJOPRO@GMAIL.COM

CONTENT PAGE

Identity, Website
MNMA STUDIO 4

Animation, Experience
AD ASTRA LAB 11

Layout, Editorial
BOYS DON’T CRY 15

Website
LA M.E.P. 18

Digital Campaign
MYMUESLI 21

2D / 3D Animation
MOTION COLLECTION 25

Website
STÉPHANE AZAR 31

Communication
@ANDYARCHIVES 34

Website, Animation
WEB CONCEPTS 37

Graphic Design, Artworks
DESIGN COLLECTION 44

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. Fonts I used : Kaftan Serif and Suisse Int'l.
All photographs in this project are from Andre Klotz.

Logotype, layout, icons.

BRAND IDENTITY

Simple shape logo with a “swiss-style” font. The geometrical look emphasizes architecture builds and MNMA’s minimalist style.
I 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.

Base logo and colors :

Iconography :

Business card :

Stationery :

Web, Mobile design

WEBSITE

A website design focused on big typography and architecture imagery. I played a lot with the movement of elements by offseting, shifting, overlaping but also by pairing different type (serif and non-serif). All put together, I tried to balance the design and create a captivating experience.

Home Page :

Menu :

“Work” page (project list) :

I designed two types of navigation for the project list page : an horizontal and a vertical scroll. Users are able to chose what type of navigation they want. In fact, they are “arranging” the website to their preference in comparison to interior design.

Project page :

MNMA
SELO DE CONTROLE STORE IN SÃO PAULO (2019)
Photographed by Andre Klotz
Retail Store in São Paulo (Brazil)
The 100 square meter retail restoration project for Selo brand of handmade shoes inspired us to create a kind of brief escapism atmosphere.

MNMA
DOIS TROPICOS RESTAU-RANT IN SÃO P. (2020)
Photographed by Andre Klotz
Restaurant and store in São Paulo (Brazil)
In Dois Tropicos, the limit between an architectural project and its production becomes incredibly thin and osmotic, emerging into a result where empiric experimentation and calibrated architectonic decisions always fuel and impact each other. MNMA's design of a

MNMA
ATTENTION TO TEXTURES AND MATERIALS
02 THE CURATION PROCESS
During this curation process and

MNMA
02 THE CURATION PROCESS
During this curation process and along the building development, as some natural shattering occurred on the floor because of expansion of materials, it was decided to adopt a sort of Kintsugi technique of filling the cracks with a special golden mixture so to honour the fact. The toilet sink is also a handmade process of "curving" a limestone and applying flames to it, to create a very particular rough texture.
The occasional furniture is composed of 50's original examples. Inside, the atrium was remodelled to deliver a rounded skylight with a clear view of the sky, not only for illumination, but also for a playful contact with nature, weather, the passage of time and to have some human scale perspective, reminding us that we share the same sky. It is inspired and celebrates some works of artist James Turrell.

MNMA
MORE PHOTOS
01 / 10

MNMA
NEXT — 05 CUPE HOUSE
MNMA
/PROJECTS
/THE STUDIO
/CONTACT
SOCIAL MEDIA
INSTAGRAM
FACEBOOK
TWITTER
GET IN TOUCH
Want to say hi or talk about a new interior ?
contact@mnma.com.br

About page :

MNMA
TRANSDISCIPLINARY ARCHITECTURE STUDIO
ABOUT MNMA (STUDIO)
OFFICE
MNMA studio sets up a trans-disciplinary architecture studio that develops projects with sensitivity —articulating the elements in a simple and intimate way. We have the purpose of integrating disciplines with a strong plastic appeal —without restrictions to the use of materials and constructive techniques— to develop projects with diversity of scales, from temporary facilities to urban interventions.
We believe in processes that do not speak of form but rather of sensations, from the ephemeral to the permanent, that way, the architecture surpasses the simple answer in terms of material comfort and above all it fulfils its greater task when it does not become an individual activity.

Ad Astra Lab Experience

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).

WEBSITE FOR THE TEST →

INTRODUCTION VIDEO →

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. 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.

Ad
Introduction_

Ad
O
8
Oxygène
C
6
Carbone
Fe
26
Ca
20
Calcium
N
7
Azote

Ad
Introduction_

Ad
Introduction_

Introduction_

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”.

Boys Don’t Cry Magazine

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.

INSTAGRAM POST 1

INSTAGRAM POST 2

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. I **ironically** illustrated the title : 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

La Maison Européenne de la *Photographie*

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.

FULL BEHANCE CASE →

INSTAGRAM TEASER →

WEBSITE REDESIGN + ART DIRECTION + MOTION

2019

Desktop screens :

Mobile screens :

Logo animation :

UI Animations :

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 :

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.

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 :

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 distorsion 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.

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.

Stéphane Azar

work

• 01 / 08

Dosseh

BOITE À SHOES

Filming - Making of - VFX

Stéphane Azar

about

Year 2019

Client Dosseh

Role Clip vidéo
Making of
Photography

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

work

• 08 / 08

EXPERIMENTS

Design - Motion - Video

Stéphane Azar

project list

BOITE À SHOES

02 ~~**OLYMPIA REPORT**~~

13 BLOCK REPORT

RK REPORT

NIXON

LUNI

BLURRY VISION

about

about

contact

contact

SHOES - BOITE À SHOES **E À SHOES -**

Stéphane Azar

• 04 / 08

EXPER

Graphic Design

Stéphane Azar

01 ~~BOITE À SHOES~~

DOSSEH OLYMPIA

13 BLOCK REPORT

RK REPORT

NIXON

LUNI

BLURRY VISION

PROJET NOIR

Year
2019

Client
Dosseh

Role
Clip vidéo
Making of
Photography

WHAT ?

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

Stéphane Azar

WHO AM I ?

I'm Stéphane "Azar" Razafindramanana, a 20 year-old photographer, videomaker and graphic designer based in Bordeaux, France focused on visual and art direction. Currently a second year student in Multimedia and design at IUT Bordeaux Montaigne, I'm looking for a 3 months minimum internship in art direction.

WHAT I DO

Photography
VFX
Filmmaking
Graphic Design
Etc

SAY HI

Stéphane Azar

• 08 / 08

BLURRY VISION

Experimental Video

Stéphane Azar

01 HOME

02 PROJECT LIST

03 ABOUT

04 CONTACT

2020 Tous droits réservés.

@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.

New post
today
New post
tonight.
Andy archives.
NEW POST*
NEW POST
Interface
Animation
New design
tomorrow
Andy archives.
New post
interface design
Maison Margiela

hire me
Hello !
I'm currently looking for an internship or job opportunity anywhere in Europe starting this April 2020.
2020
@andyarchives

New stuff coming
very soon .

MEP

go check this new visual blog
sansdefaut.tumblr.com

New
Project.
Link in bio

Web design Concepts

INSTAGRAM →

Along with the making of @andyarchives, I obviously started designing **several interfaces,** from art direction, web design and animted 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.

GQ MAGAZINE ARTICLE

INSTAGRAM POST →

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.

Click to see the animation :

VERSACE E-SHOP

POST INSTAGRAM →

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.

The animation :

MYMUESLI MOBILE

INSTAGRAM POST →

GO TO FULL PROJECT →

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 animation :

Mobile prototype :

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 apppeared 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 →

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.

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.**

WENTZ.DESIGN
Poltrona
Baixa
ENCONTRO ENTRA CASUALIDADE
E O CONFORTO.
Lounge
Chair
2,700$ / OFF-WHITE
ALSO AVAILABLE IN :

AVAILABLE IN :
WENTZ.DESIGN
Mesa Centro
Volta
A mesa Volta faz referência a natureza na sua impermanência. O formato orgânico da base dá a sensação de movimento e constante (re)construção. Enquanto a superfície com veio evidente destaca o acabamento natural da lâmina de madeira.
1100$ / CARVALHO NATURAL

RIDIN'
ROUND TOWN
THEY GON'
FEEL
THIS ONE

(Black Panther Party
for Self-Defense)
1966 - 1982
BLACK
PANTHER
PARTY
An afro-american
revolution
Let's celebrate
BLACK HISTORY
Photos by
STEPHEN SHAMES
HIROJI KUBOTA

AVAILABLE IN :
WENTZ.DESIGN
Cadeira
Gravata
280$ / TAUARI LAVADO

Typography, lettering

TYPE DESIGN

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.

1. “PHASE” : Process

“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 Raggo.

Thank you,

You've made it until *the end*.

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

andyrajopro@gmail.com.

LINKEDIN →

INSTAGRAM →

BEHANCE →