

Eloïse Marcé

UX/UI designer
Art director

Contact

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Etudes

Ironhack France

UX/UI design bootcamp.
May 2019 - August 2019

HEAD à Genève

Bachelor (BAC+4) in visual
communication.
2014 - 2017

Atelier de Sèvres

Preparing school to the high
schools of art.
2013 - 2014

Skills

Adobe: Photoshop, Indesign,
Illustrator, Premiere, After Effect.

Brand design: Packaging, Logo,
Visual identity.

Edition: Layout, Binding, Print,
Illustration.

Impression: Digital, Silk print,
Engraving, Risography.

UX: User research, Usability
testing, Ideation, Information
architecture, Wireframing,
Prototyping.

UI: Sketch, InVision, Marvel, Flinto

Langues

Français: native language.

Anglais: spoken and written
fluently.

Experiences : Paris / Shanghai

Freelance Art Director - Paris

January 2019 - May 2019

Brand design, packaging, illustration, shooting and photo editing.

Popstudio Girlzpop - Paris - Assistant Art Director

November 2018 - December 2018

Girlzpop is an event and art direction studio created by Alice and Anaïs. I helped them for two months on their various event projects, graphic, photographic and especially on two important collaborations «The Cream of the cream» and «Glow Girlz Collection».

Assistant Art Director Nude - Shanghai

October 2017 - July 2018

Nude is a brand design agency based in Paris, Lyon and Shanghai. I spent a year in Shanghai in the creative team where I participated in the creation of packaging, visual identities and logos. This year was very formative for me, I quickly raised in competence on softwares and in the creation.

Paper ! Tiger ! - Paris - Assistant Art Director

July. 2014 & July. 2015

Aurélien Farina has created his graphic design studio Paper! Tiger! in 2012 and was my teacher at HEAD-Geneva. During this month we worked on the catalog of the fashion show of HEAD (High School of Art and Design of Geneva) and other editorial projects involving the layout, printing and binding.

Projects

Diploma - Geneva

2017

Collection of 5 books to help people reduce their stress.

Gamescom - Cologne

August 2016

Presentation of the video game «The Last Road Trip» at Gamescom in Cologne.

Rock this town - Geneva

March 2015

Production of the poster of the band The Sadies for the festival Rock This Town.