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-  sonialahcene.com

# Sonia Lahcene Portfolio

Graphic Designer based in London  
Communications and Marketing background  
Print and Digital



# Hello

I am a Graphic Designer who loves solving problems visually. I have worked for Communications departments in various fields such as Creatives, Luxury and Telecommunications industries. I developed both strategic and graphic skills to create the best online and offline, external or internal communications supports.

My portfolio showcases some of the work I have done for the past 5 years. It includes illustrations, print and digital work.

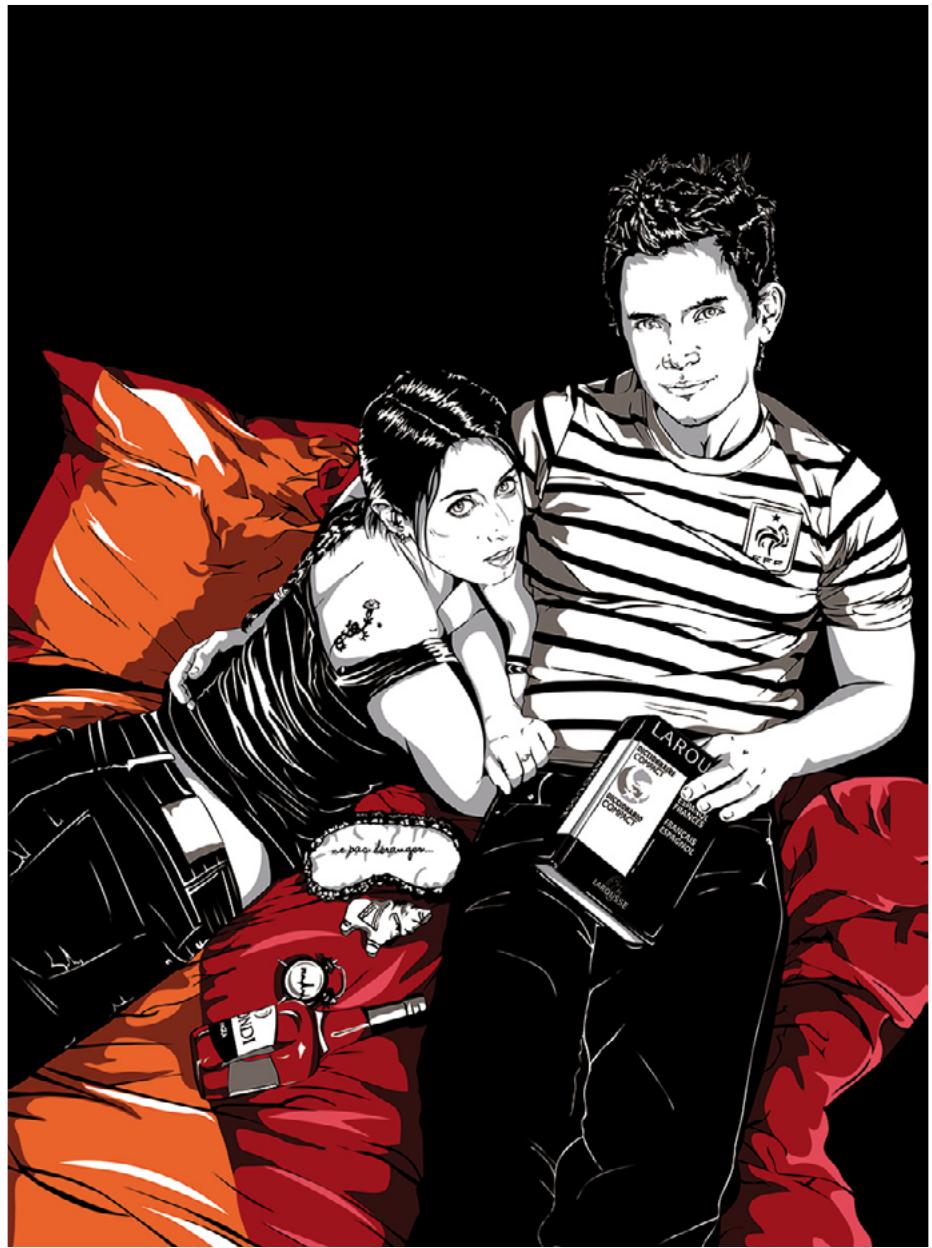
Please do not hesitate to get in touch with me if you are interested in my design. You will find my contact information at the end of this booklet. You can also visit my website: [sonialahcene.com](http://sonialahcene.com)

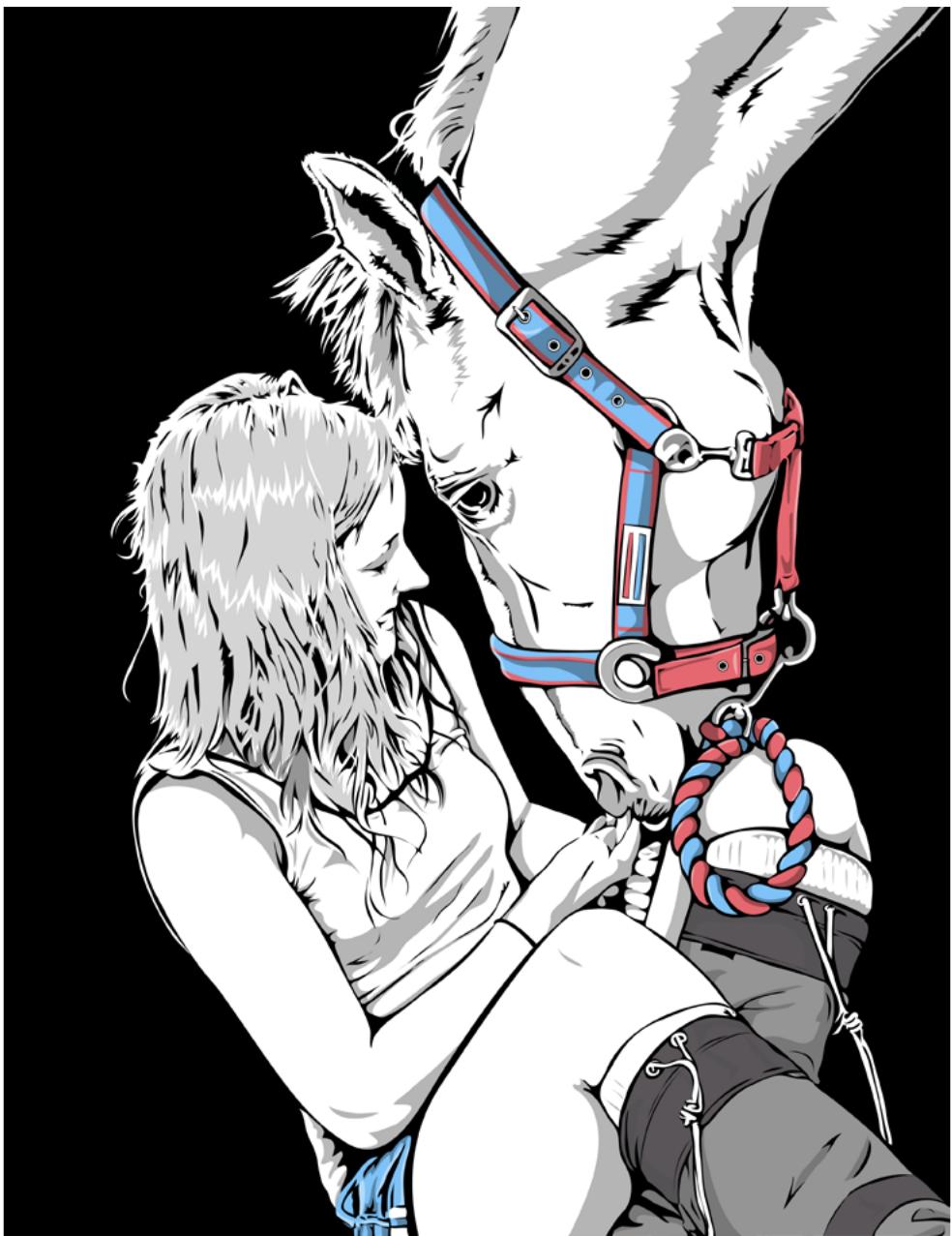
Thanks  
Sonia

## Illustrations

The following illustrations are a mix of personal work and private orders.  
See more on my website [sonialahcene.com](http://sonialahcene.com)







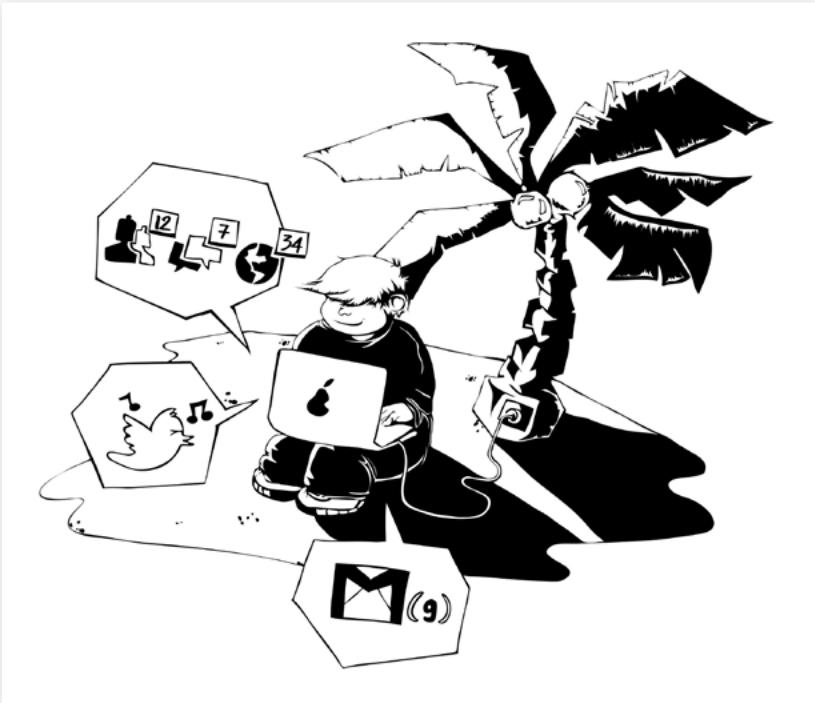






Some of the illustrations made for an exhibition about the relationships between senior and junior populations.





## Branding & Events

I worked on the rebranding of the innovation lab Orange Labs UK (London). This included working on visual assets for the lab for both offline and online communications (internet and intranet sites) and on merchandising for events. Being part of the communications team, I was involved in every step of the rebranding project from conception to design.

Design of a ninja, used on various communication supports



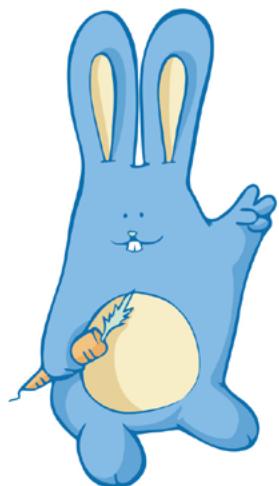
## Company Christmas cards



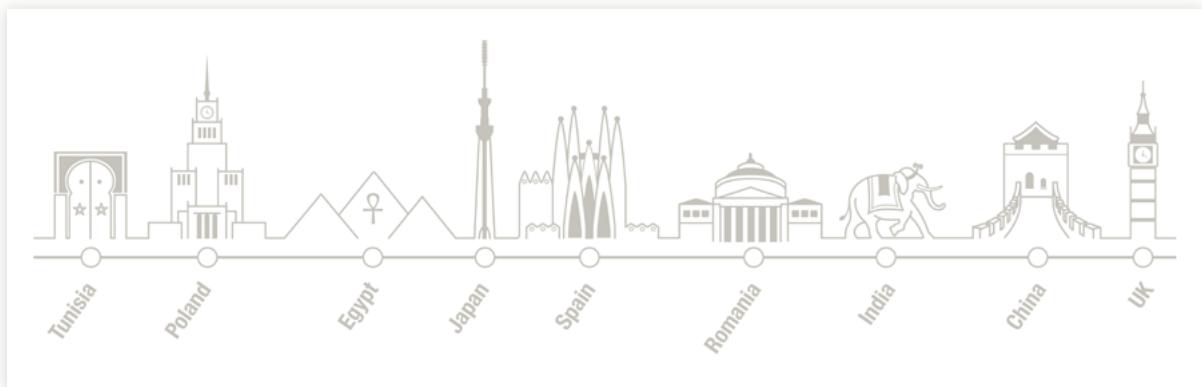
## Welcome Book



## Event merchandising



## Assets for the International Centres (Orange)



Communication material for an event



# Web & Digital Assets

Orange Labs UK Intranet: content - wireframes - assets - Wordpress - CSS

The screenshot shows the homepage of the Orange Labs UK Intranet. At the top, there's a navigation bar with links for home, news, about us, our work, forms & stuff, my development, and pictures. To the right of the navigation is a search bar with a 'go' button. Below the navigation, a section titled 'hot topics' features a graphic of a hat with a small box labeled 'surprise' and the text 'new business phones'. To the right of this graphic is the text 'business mobiles just got better'. A calendar for December 2014 is displayed, showing dates from 1 to 31. Below the calendar is a link to 'full calendar'. Further down the page are three boxes: 'latest posts' (with links to 24/11/2014, 17/11/2014, and 10/11/2014), 'quick access' (with links to book a meeting room, organise a visit, and login to Vibe), and 'top downloads' (with links to book holidays, sickness – absence form, and purchase order (POR)). At the bottom left, there's a copyright notice for © 2014 PULP 2.0, Orange Innovation UK Ltd, Building 10, Chiswick Park, 566 Chiswick High Road, London W4 5XS, +44 (0) 208 987 1900. At the bottom right, there's a link to 'send your feedback'.

Logo



## Icons for Orange Labs UK website



sonialahcene.com: wireframes - HTML - CSS - content - assets

Icon fonts



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# CV in CSS (sonialahcene.com/cv)

SONIA LAHCENE GRAPHIC DESIGN Portfolio About Contact

contact@sonialahcene.com  
 sonialahcene.com  
 sonialahcene.tumblr.com

I am a Graphic Designer who loves solving problems visually. I have worked for Communications departments in various fields such as Creatives, Luxury and Telecommunications industries where I developed both strategic and graphic skills to create the best online and offline, external or internal communications supports.

**Skills & Software**

Graphic Design Illustrator InDesign Photoshop Corporate communications Illustration Mac OS Microsoft Windows CSS HTML Wordpress Wireframes Fireworks Premiere JavaScript

**Work**

**Freelance Graphic Designer** now London UK  
Illustrations, icons, typography, web assets... for print and web-based communications <http://sonialahcene.com>

**Communications Advisor** 2 years Orange Labs UK - London, UK  
• Internal and external communication strategy  
• Orange Labs UK branding: logos, visual assets, communication materials  
• Company website: content, wireframes, visual assets  
• Company intranet: content, Wordpress, assets, CSS  
• Design of merchandising for events

**Corporate Press Officer** 6 months Louis Vuitton - Paris, France  
• Corporate communication strategy  
• Press website: strategy, wireframes  
• Press relation: press kits, press events

**Communications & Event Coordinator** 1 year French Alliance - Washington DC, USA  
• Event management: more than 100 events a year  
• Communication operations: blogging, brochures, posters, flyer, creation of an exhibit and press kits

**Education**

**Bachelor in Visual Arts** 2012 University Panthéon Sorbonne, Paris France  
Visual Art, History of Art, Philosophy of Art

**Master in Management** 2011-2007 EDHEC Business School, Lille France  
Top ranking business school in Europe  
Focus in Marketing and Communications

**Commissioned Work**

2014-2013 • Commercial flyers for a real estate agency (Paris, France)  
• Design of assets for an online video game (SMASH)

2012 • Illustrations/brochure/posters for an exhibition "Voyage Intergénérationnel" (Paris, France)

2008 • 40"x60" poster/ flyers/ banners/ merchandising for a music festival, "Le Père Noël est-il un Rocker?" (Lille, France)

**Language** English French Spanish

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Developed by [Fabien Demangeat](#) and myself

# Let's get in touch



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