

SONIA LAHCENE

INTEGRATED GRAPHIC DESIGNER

SONIALAHCENE.COM
behance.net/sonialahcene
linkedin.com/in/sonialahcene
contact@sonialahcene.com
07977 603 635

I love solving problems visually and I am passionate about creating eye-catching digital and print design. I am a versatile designer with experience working on integrated design projects involving web design, illustrations, branding consultancy, design of promotional material and merchandising items.

SKILLS & SOFTWARE



and also...

Corporate Communications
Animated SVG Web Design/UI
Print Design Wordpress
Sublime Text Google Site

EDUCATION

BACHELOR IN VISUAL ARTS
University Panthéon Sorbonne

Paris, France
Visual Art, History of Art, Philosophy of Art

MASTER IN MANAGEMENT
EDHEC Business School

Lille, France
Top ranking business school in Europe
Focus in Marketing and Communications

LANGUAGE

English French Spanish

INTERESTS

Doing backflips on trampolines
and making my own sourdough bread

RECENT EXPERIENCE

2017

FREELANCE GRAPHIC DESIGNER

Key areas of expertise in graphic design, illustrations, design consulting, print and digital communication materials.

FREELANCE VISUAL DESIGNER

Brands2Life

Completed multiple digital design requests for various clients, including LinkedIn, General Electric, Arup, VMware, Gemalto, Nominet. Deliverables included: visual assets, Gif, mailer, infographics, illustrations, websites mock-ups...

FREELANCE GRAPHIC DESIGNER

The Story Lab

Production of infographics to illustrate DIY instructions for Wickes, a leading UK British home improvement retailer.

FREELANCE GRAPHIC DESIGNER AND ILLUSTRATOR

Mediablaze

Designed infographics and illustrations for Timberland to celebrate Earth Day. This included a mix of graphic design, pictures and illustrations.

Conceived and designed a giant mural illustration for Mediablaze's London offices.

FREELANCE WEB AND GRAPHIC DESIGNER

Ladbrokes

Designed and developed two Google Sites including UI, HTML, CSS, icons, illustrations. Responsible for the development of branding and visual identity.

Developed communications and promotional material: emails, flyers, banner design, newsletter.

FREELANCE GRAPHIC DESIGNER

Hootsuite

Responsible for the design and development of infographics in French and German for Hootsuite to demonstrate the efficiency of Instagram as a social engagement tool.

FREELANCE GRAPHIC DESIGNER

Le Robert

Tasked with the development of print design for flyers and magazine adverts to promote Le Robert software. The role also included the design of E-shop web icons.

2015

FREELANCE GRAPHIC DESIGNER

Kaplan International English

Designed English student books for Kaplan International by creating InDesign layouts and following existing styles. Also responsible for supporting with the development of illustrations for other children's books produced by the organisation.

COMMUNICATIONS ADVISER

Orange Labs UK

Responsible for the development of the internal and external communication strategy.

Developed the Orange Labs branding, including logos, visual assets, communication materials. Designed the merchandising for events.

Designed and managed the company website and intranet including the development of content, wireframes, visual assets.

2014
2012

BRANDS I HAVE WORKED FOR

LinkedIn



mediablaze
GROUP

Timberland



Hootsuite™

Ladbrokes

KAPLAN



leRobert