

*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 office.

#### 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

# SONIA LAHCENE

## INTEGRATED GRAPHIC DESIGNER

**SONIALAHCENE.COM**  
behance.net/sonialahcene  
linkedin.com/in/sonialahcene  
**contact@sonialahcene.com**  
**07977 693 635**

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