

-  contact@sonialahcene.com
-  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.

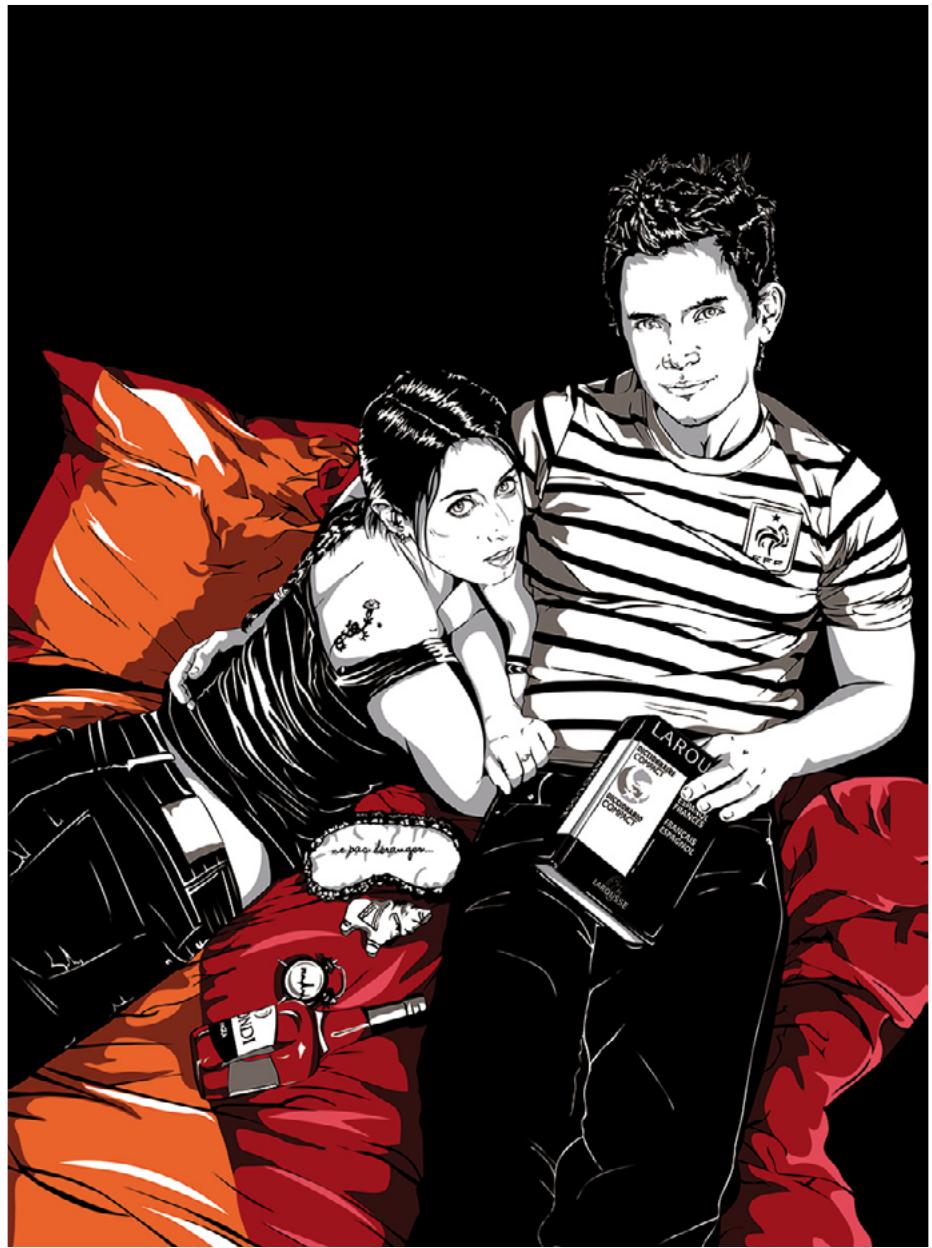
Please do not hesitate to get in touch with me if you are interested in my design. You will find my contact information at the end of this booklet. You can also visit my website: sonialahcene.com

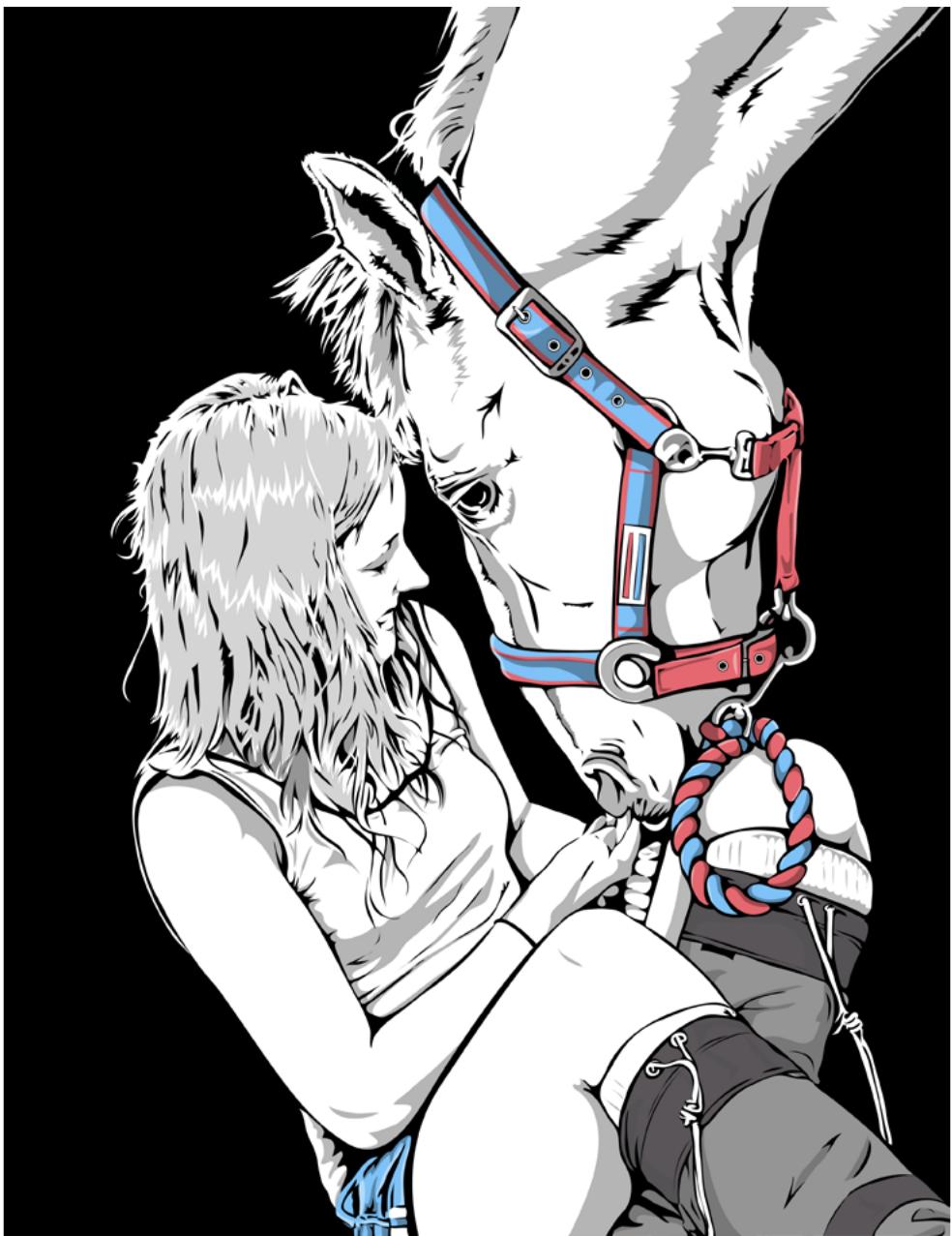
Thanks
Sonia

Illustrations

The following illustrations are a mix of personal work and private orders.
See more on my website sonialahcene.com







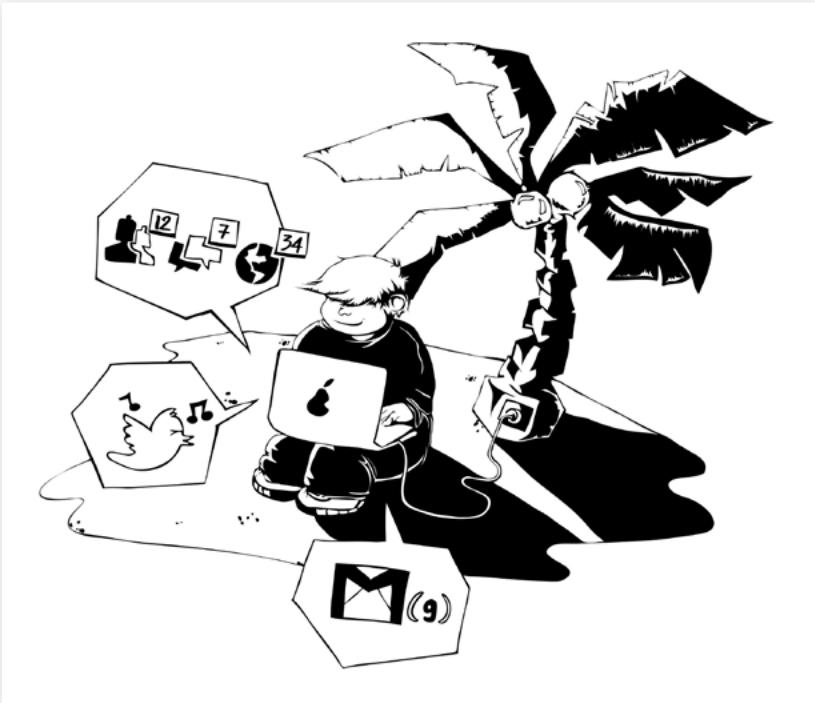






Some of the illustrations made for an exhibition about the relationships between senior and junior populations.





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



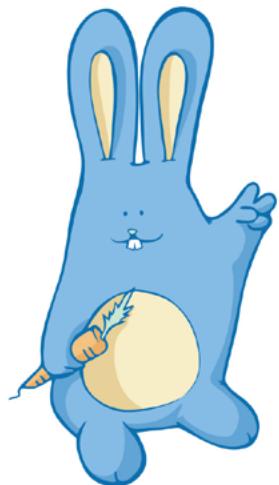
Company Christmas cards



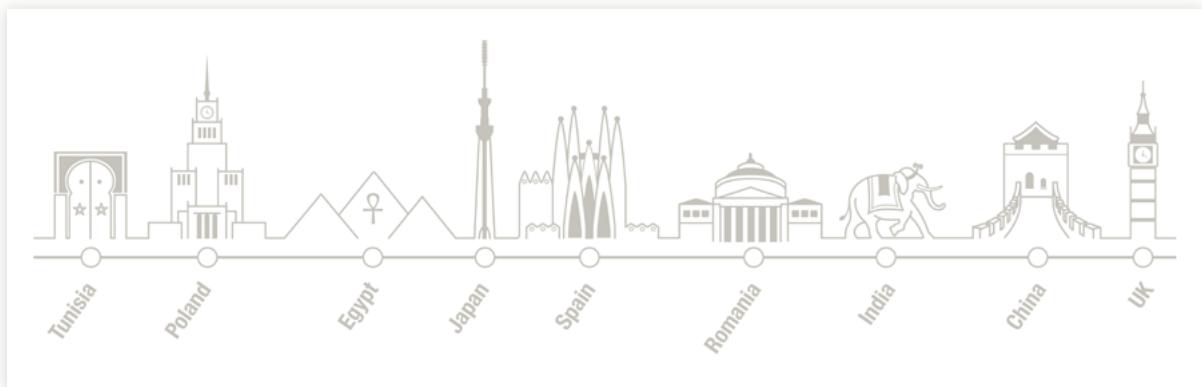
Welcome Book



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 is a yellow header bar with the title "Web & Digital Assets". Below it is a white header bar with the "PULP" logo (an orange smiley face icon followed by the word "PULP" in a stylized font). A navigation menu includes links for "home", "news", "about us", "our work", "forms & stuff", "my development", and "pictures". There is also a search bar with a "go" button.

The main content area features a "hot topics" section with a large image of a jack-in-the-box labeled "surprise a swanky new phone on 4G!". Below it, text reads "new business phones" and "business mobiles just got better". To the right is a calendar for December 2014, showing dates from 1 to 31. A link "full calendar" is provided.

Below the main section are three boxes: "latest posts", "quick access", and "top downloads".

At the bottom left, there is footer text: "© 2014 PULP 2.0", "Orange Innovation UK Ltd, Building 10, Chiswick Park, 566 Chiswick High Road, London W4 5XS", and a phone number "+44 (0) 208 987 1900". At the bottom right is a link "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

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Skills & Software

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

Work		Education	
Freelance Graphic Designer London UK Illustrations, icons, typography, web assets... for print and web-based communications http://sonialahcene.com	now	Bachelor in Visual Arts University Panthéon Sorbonne Paris France Visual Art, History of Art, Philosophy of Art	
Communications Advisor 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	2 years	Master in Management EDHEC Business School, Lille France Top ranking business school in Europe Focus in Marketing and Communications	
Corporate Press Officer Louis Vuitton - Paris, France • Corporate communication strategy • Press website: strategy, wireframes • Press relation: press kits, press events	6 months		
Communications & Event Coordinator French Alliance - Washington DC, USA • Event management: more than 100 events a year • Communication operations: bologing, brochures, posters, flyer, creation of an exhibit and press kits	1 year		

Commissioned Work

2014-2013
2012
2008

- Commercial flyers for a real estate agency (Paris, France)
- Design of assets for an online video game (SMASH)
- Illustrations/brochure/posters for an exhibition "Voyage Intergénérationnel" (Paris, France)
- 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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