# SONIA LAHCENE

## Graphic Designer (London)

Print and Digital with a Communications and Marketing background

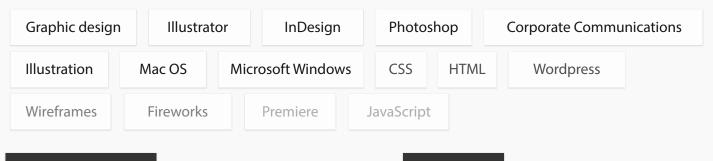
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I am a Graphic Designer who loves solving problems visually. I have worked for Communications departments in various fields such as Creatives, Luxury and Telecommunications industries. I developed both strategic and graphic skills to create the best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

### Skills & Software



### Work Experience

2014

2013

2012

2011

2010

#### 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: bolgging, brochures, posters, flyer, creation of an exhibit and press kits

### **Education**

2012

2011

2010

2007

2014

2013

2012

2008

### 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

### Commissionned Work

- 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)

Languages English

French

Spanish