

I'm a passionate Digital Designer who loves solving problems visually! I have lots of experience leading and delivering complex creative projects from conceptualisation to completion.

Very organised and self-motivated, I can work independently and also succeed in a collaborative and multidisciplinary work environment. I currently manage a team of Designers and Web Publishers looking after an eCommerce platform.



### LONDON, UK

Interested in remote opportunities



### AREAS OF EXPERTISE

Web design



Creative direction



Project management



Team management



eCommerce



Communications



### SKILLS & SOFTWARE

Creative • Self-driven •  
Thorough

UX/UI • Illustration •  
Infographic • Branding •  
Image compositing

Photoshop • Illustrator •  
Adobe XD • Sketch •  
InDesign

HTML • CSS

AEM (Adobe Experience  
Manager) • JIRA • Confluence •  
Visual Studio Code

## WORK EXPERIENCE

### QVC UK, LONDON

In charge of the accurate and timely production of QVC's digital platforms, creating a seamless experience to millions of customers. My role as a Designer at QVC has quickly evolved into a more strategic position with increased responsibilities.

#### Digital Design Manager (2018 - Present)

- Leading the creative direction of digital content for the website and apps. Review and sign-off of all digital assets.
- Managing and developing a team of Digital Designers and Web Publishers. Coordinating and prioritising work. Recruiting and training new team members.
- Oversaw the launch of tablet and mobile apps: liaised with product owner in the US, established roadmap, defined best practices for content production.
- Implemented QVC new branding on digital platforms: created design guidelines and assets to improve user experience and consistency of digital platforms while allowing flexibility for the designers.
- Documenting processes and best practices in the team's wiki (AEM module guide, design workflows, onboarding guides, etc.).
- Helping improve workflow between the eCommerce and Design teams (JIRA training, improved briefs, best practices, etc.).
- Designing content for cross-channel campaigns and high-profile brands.

#### Lead Digital Designer (2017-2018)

- Designed and built major cross-platform digital campaigns (Christmas, Black Friday, Holiday Shop, etc.).
- Created UX documentation, photo briefs and assets used across all platforms and channels.
- Mentored other designers and led creative direction.
- Improved Design team's productivity by creating Photoshop templates.
- Streamlined work processes (new file naming convention, JIRA functionalities, etc.).
- Helped recruit new Designers and Publishers. Trained new team members.
- Deputised for the Design Manager until being promoted Manager.

#### Digital Designer (2017)

- Created high-quality assets for the Home, Garden and Electronics departments
- Designed, built and published web pages in AEM.
- Elaborated conceptual briefs for the in-house photo studio.

## SONIA L CREATION, LTD

### Freelance Graphic Designer (2015-2017)

Offered graphic design and design consulting services for renowned brands and digital agencies.

- Key areas of expertise: graphic and digital design, illustration and design consulting.
- Brands and agencies: Timberland / GE / LinkedIn / Hootsuite / Brands2Life / The Story Lab / Mediablaze Group / Kaplan / Le Robert

**EDUCATION****Bachelor in Visual Arts  
(2012)**

University Panthéon Sorbonne  
Paris, France  
Visual Art, History of Art,  
Philosophy of Art

**Master in Management  
(2007-2011)**

EDHEC Business School  
Lille, France  
Focus in Marketing and  
Communications

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**LANGUAGES**

English ●●●●  
French ●●●●  
Spanish ●●○○

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**INTERESTS**

Baking baguettes  
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Doodling  
•  
Doing backflips  
on trampolines

**LADBROKES, LONDON****Web & Graphic Designer (2015-2016)**

- Designed and built two Google Sites for the Security & Compliance and Enterprise Architecture teams.
- Developed the branding and visual identity of both projects.
- Designed merchandising items and communication materials.

**ORANGE LABS UK, LONDON****Communications Executive (2012-2014)**

- Responsible for the internal and external communication strategy.
- Developed new branding: logos, visual assets, communication materials.
- Designed and built Orange Labs' website (EZ Publish CMS).
- Created and managed Orange Labs' intranet using Wordpress (HTML/CSS).
- Designed merchandising items for events.

**LOUIS VUITTON, PARIS****Corporate Press Officer (2011)**

- Organised a press trip for journalists from Korea, Hong Kong and Taiwan to visit Louis Vuitton's new luxury leather goods workshop in France.
- Supervised press kits production with in-house creatives and design agencies.
- Oversaw two press days and presented Louis Vuitton publications to journalists.
- Edited press reviews, gathered and analysed media alerts.
- Assisted PR officers on various projects and events.

**ALLIANCE FRANÇAISE, WASHINGTON DC****Communication Assistant & Event Coordinator (2009-2010)**

- Coordinated more than a hundred cultural events (screenings, concerts, theatre plays, festivals, etc.).
  - Led a cross-promotion collaboration with the Corcoran Gallery in Washington DC.
  - Maintained the website and designed promotional materials for events.
  - Helped produce events by suggesting artists and negotiating their fees.
  - Negotiated low rates for technical equipment and lodging for groups of artists.
  - Produced reports on the trends and evolution of the cultural department (attendance, visibility, accounting).
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**VISIT MY WEBSITE**

[sonialahcene.com](http://sonialahcene.com)

