

I'm a passionate Web Designer and Design Manager with 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 fully 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

Adobe XD • Sketch •
Photoshop • Illustrator •
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 Digital 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, apps and marketing emails. Design review and sign-off of all digital assets.
- Managing and mentoring 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

**LANGUAGES**

English ●●●●

French ●●●●

Spanish ●●○○

**INTERESTS**

Baking baguettes



T-shirt design



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

