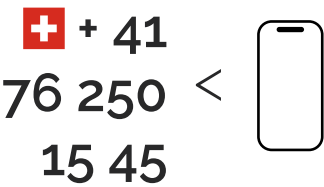


François Minery

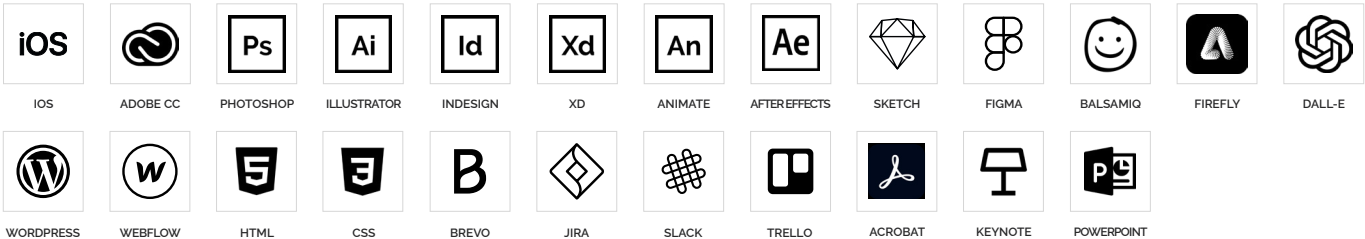


Senior Visual & Brand Designer (AI & Digital Innovation)

As an experienced Graphic Designer specializing in both print and digital media, I create compelling visual solutions that seamlessly integrate design with marketing strategies. My expertise spans branding, UI/UX design, motion graphics, and social media content creation. With a deep understanding of digital and print media, I leverage AI-powered creative tools to enhance design efficiency, generate innovative concepts, and push creative boundaries. Passionate about the evolving intersection of design and artificial intelligence, I continuously explore emerging technologies to elevate visual storytelling and user experiences.



COMPUTER SKILLS



EDUCATION

WEBDESIGN & COMMUNICATION
BACHELOR (LICENCE PRO)
UNIVERSITÉ DE HAUTE-ALSACE
MULHOUSE - FRANCE

DESIGN BACHELOR (DNAP)
ÉCOLE NATIONALE SUPÉRIEURE D'ART
NANCY - FRANCE

LANGUAGES

FRENCH
ENGLISH
GERMAN

HOBBIES & INTERESTS

Creative Pursuits: Photography, drawing, and music.
Wellness & Mindfulness: Meditation and a deep appreciation for nature.
Sports & Outdoor Activities: Running, swimming, cycling, and hiking.

EXPERIENCE

SINCE 2020

VISUAL DESIGNER

FREELANCE

HOTTWIL - SWITZERLAND

Sportswear Design:

Designing outfits for cycling, triathlon, and running, including trend research and model development.

Brochure and Collateral Creation:

Development of printed and digital materials, including brochures, flyers, and posters.

Packaging Design:

Designing visually appealing and functional packaging.

Photo Retouching:

Advanced enhancement and manipulation of images.

Web Animations:

Creating animations to enhance the online user experience.

Social Media:

Developing visuals and content strategies.

Advertising:

Designing advertising campaigns for digital and print media.

Point of Sale (POS) Advertising:

Creating promotional materials to capture attention in-store.

Branding and Visual Identity Creation:

Developing complete visual identities, including logo creation, brand guidelines, and visual standards for brand consistency.

Visual Representation of Case Studies:

A meticulous approach that combines aesthetics and functionality to provide a smooth and engaging user experience across devices.

- Page structure design
- Responsive design
- Selection of visuals and colors
- Typography and readability
- Interactions and animations

REFERENCES

- Aude Biasse
- Pasithea Relaxation
- ZEG
- Northwind Bags
- Apura
- Odlo
- ID-E Crea
- Adikteev

2022 > 2023

COMMUNICATION OFFICER

LÉZARD

ASSOCIATION < 10 EMPLOYEES
COLMAR - FRANCE

Design of printed communication materials (brochures, flyers, posters) and digital media. Updating and maintaining the website, creating and publishing newsletters, and managing editorial and visual content.

REFERENCE

- Association Lézard

2019 > 2020

GRAPHIC DESIGNER

CUORE OF SWITZERLAND

COMPANY < 30 EMPLOYEES
KIRCHZARTEN - GERMANY

Sportswear Design:

Design of functional clothing for cycling, triathlon, and running.

Web Animations:

Creation of interactive content for websites.

Social Media:

Management of accounts, content creation, and community engagement.

Advertising:

Design of advertising campaigns and visual materials.

Point of Sale (POS):

Creation of in-store promotional materials and optimization of product displays.

Project Management:

Coordination of all stages of creation, from design to production.

Collaboration with Suppliers:

Interaction to ensure product quality and compliance.

Brand Strategy:

Product development and contribution to brand strategy.

REFERENCE

- Cuore of Switzerland

2017 > 2018

SR GRAPHIC DESIGNER

SPORTRADAR

MULTINATIONAL > 3500 EMPLOYEES
MUNICH - GERMANY

User Interface (UI) Design:

Design of user-friendly and aesthetically pleasing interfaces for applications and websites.

Web Animations:

Creation of animated visual content to enhance online interaction.

Social Media:

Management and creation of content for social media platforms.

Visual Research for Brand Identity:

Exploration and development of new visual directions to strengthen the brand.

Brochure Creation:

Design of attractive brochures to promote products or services.

Point of Sale (POS) Advertising:

Design of advertising materials and displays for retail locations.

REFERENCES

- sportradar.com
- betradar.com

2015 > 2017

SR WEB DESIGNER

CYBEX

COMPANY > 100 EMPLOYEES
BERLIN - GERMANY

Creation of a Brand Identity for GB Online:

Define the brand guidelines, logo, and tone of voice.

Optimization of Existing Designs:

Enhance UX and modernize visuals.

UI Design for GB Online:

Develop intuitive and accessible interfaces across all devices.

Support for Design and Mockups for Key Projects:

Create mockups and collaborate with product teams.

REFERENCES

- GB-online
- Cybex

EXPERIENCE

2012 > 2015

ART DIRECTOR

-

FREELANCE

STRASBOURG - FRANCE

Work on Printed Communication Materials:

Design of brochures, flyers, and posters, with quality control of printing.

UI Design for Web and Mobile Solutions:

Creation of wireframes, prototypes, and responsive interfaces for an optimized user experience.

Graphic Guidelines and Visual Identities:

Development of graphic guidelines and documentation of best practices for brand consistency.

Event Conceptualization for an Agency in Dubai:

Development and implementation of creative concepts for immersive events.

Trend Boards for Interior Design Projects in Neuchâtel:

Creation of mood boards and selection of materials aligned with current trends.

Communication & Advisory Role for a Protestant Parish in Strasbourg:

Served as a Presbyteral Advisor for seven years, actively contributing to the parish's strategic and community initiatives. Managed social media, newsletters, and the organization of community events to strengthen engagement and outreach. Collaborated on communication strategies, facilitated discussions, and supported decision-making processes to enhance the parish's presence and connection with its members.

REFERENCES

- Assmann Swiss
- Orma
- Gallois-curie - Ateliers de paysage
- Paroisse protestante Saint-Guillaume
- Paroisse protestante Saint-Pierre-Le-Jeune
- GBA laboratoires

2009 > 2012

SR GRAPHIC DESIGNER

-

STEELCASE

MULTINATIONAL > 12000 EMPLOYEES
STRASBOURG - FRANCE

Creation and Management of Visual Identity and Communication Tools for print and web:

- Design of Various Communication Materials (logos, brochures, web banners, infographics) for specific marketing campaigns.
- Collaboration with Internal Teams to ensuring correct application of the visual identity across all communication channels.

Creation and Layout of Product Brochures and Brand Knowledge Materials:

- Designing detailed layouts for product brochures and brand guides, completing approximately 20 projects per year.
- Close Collaboration with Content Teams to ensure clarity and relevance of the presented information.
- Coordination with Printers to ensure quality standards and production deadlines.

Art Direction & Project Management:

- Lead art direction for photoshoots and videos, ensuring alignment with brand identity.
- Oversee location selection, production teams, and storyboard approval to meet marketing objectives.

Brand Signage Design & Implementation:

- Design signage for Steelcase offices globally, ensuring consistency with brand identity.
- Develop best practices for signage usage by employees and resellers.
- Monitor and evaluate signage implementation to maintain global brand standards.

2007 > 2009

YEAR OF STUDIES

WEB DESIGN INTERNSHIP

FREELANCE AND AGENCY WORK

2003 > 2006

JUNIOR GRAPHIC DESIGNER

-

UBI

EVENTS AGENCY < 50 EMPLOYEES
PARIS - FRANCE

Advertising:

Creation of impactful advertising campaigns for various channels.

Publishing:

Design and layout of editorial materials, from the creative phase to printing, ensuring quality and consistency.

Event setups:

Design and execution of immersive events, including logistical management and the creation of interactive scenographies.

Logo creation:

Development of custom logos tailored to client needs and adapted for various formats.

Brainstorming and concepts:

Participation in brainstorming sessions, development of creative concepts, and presentation of ideas to clients.

REFERENCES

- | | |
|----------|--------------|
| ▸ Nike | ▸ ING Direct |
| ▸ Ikea | ▸ Diesel |
| ▸ Levi's | ▸ H&M |
| ▸ Sony | ▸ Samsung |



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[pxdesign.ch](https://www.pxdesign.ch)