

François Minery

Creative Lead & Brand Strategist (AI & Digital Innovation)

Strategic Senior Visual & Brand Designer with over 20 years of experience leading global brand identities (e.g., Steelcase, Sportradar). Expert at bridging traditional design craftsmanship with cutting-edge AI innovation (Generative Design) to accelerate creative workflows and drive brand value. A solution-oriented creative leader with an international background, ready to take on new challenges within a dynamic Swiss environment.

PROJECT REFERENCES & BRAND EXPERIENCE

Successful collaboration and visual strategy for global brands

- ▷ Steelcase
- ▷ Cuore
- ▷ Sportradar
- ▷ Nike
- ▷ Cybex
- ▷ Ikea

PROFESSIONAL EXPERIENCE

Since 2020 | **VISUAL DESIGNER** (freelance)
Hottwil (AG) & Remote (International)

Brand & Identity Design: Development of comprehensive visual identities, brand guidelines, and high-end print materials (brochures, POS) for international clients.
Digital & UI/UX Innovation: Conception of user interfaces, web animations, and social media content leveraging cutting-edge AI tools (Midjourney, Adobe Firefly) to drive efficiency.
Creative Direction: Strategic consulting and execution of advertising campaigns, technical sportswear design, and high-end photo retouching.

2022 > 2023 | **COMMUNICATIONS OFFICER**
LÉZARD (Cultural Center) – Colmar, France

Conception and implementation of the annual visual identity for the cultural program.
Design of print media (posters, brochures) and digital campaigns to enhance event visibility.

2019 > 2020 | **SENIOR VISUAL DESIGNER**
CUORE OF SWITZERLAND
Switzerland / Germany & International

Sportswear Design: Design of high-end technical functional apparel (cycling, triathlon, running) for the global market.
Digital Content Strategy: Creation of interactive web content and animations, along with strategic management of social media presence.
Brand Strategy & POS: Design of global advertising campaigns and optimization of product presentation at the Point of Sale.



+ 41 76
250
15 45

5277 Hottwil (AG)
Switzerland

NATIONALITY

French (EU Citizen)
Residence Permit B
(Family Reunification)
Currently in process

LANGUAGES

French:
Native
English: B2
German: A2

TECHNICAL SKILLS

Creative Suite:
Photoshop, Illustrator,
InDesign, After Effects,
Premiere

Productivity & UI/UX:
Figma, Sketch, Webflow,
Jira, Trello, Slack

Generative AI Innovation:
Firefly, Midjourney,
DALL-E, Runway ML

2017 > 2018 | SR. VISUAL & BRAND DESIGNER

SPORTRADAR – Munich, Germany (Multinational > 3,500 employees)

UI/UX Design: Designing user-friendly interfaces for data-intensive applications and complex web platforms.

Brand Evolution: Strategic visual research and development of new identity guidelines to strengthen global branding.

Multichannel Marketing: Creation of high-end marketing assets (print & digital) for international campaigns and retail locations.

2015 > 2017 | SR. WEB DESIGNER

CYBEX – Berlin, Germany

Brand Building: Definition of brand guidelines, logos, and tone of voice for the "GB Online" division.

UI/UX Optimization: Development of intuitive, responsive user interfaces to modernize the digital user experience.

Cross-functional Collaboration: Creation of mockups and close collaboration with product teams on major strategic projects.

2012 > 2015 | ART DIRECTOR & VISUAL DESIGNER (freelance)

Strasbourg, France & International

Corporate & Brand Identity: Design of visual identities and communication assets for SMEs and international agencies.

UI/UX Design: Conception and design of responsive websites and digital user interfaces.

Event & Concept Design: Creation of immersive event concepts and trendboards, including high-end projects in Dubai.

2009 > 2012 | SR. GRAPHIC DESIGNER

STEELCASE – Strasbourg, France (Multinational > 12,000 employees)

Global Brand Identity: Leading and ensuring visual brand consistency across all global communication channels.

High-Volume Art Direction: Annual execution of approximately 20 complex publication projects and artistic direction for photo and video shoots.

Global Signage Design: Design and implementation of signage systems for Steelcase offices worldwide, adhering to global standards.

2003 > 2006 | JUNIOR GRAPHIC DESIGNER

UBI (Event Agency) – Paris, France

High-End Advertising: Conception and execution of immersive advertising campaigns and scenography for prestige clients.

Key Accounts: Visual execution of projects for Nike, Ikea, Sony, Samsung, ING Direct, Diesel, and Levi's.

Creative Concept: Active participation in brainstorming sessions and development of innovative design concepts.

BILDUNG

BACHELOR IN WEB DESIGN & COMMUNICATION (LICENCE PRO)

University of Haute-Alsace / Mulhouse – France

BACHELOR IN DESIGN (DNAP)

National School of Art and Design Nancy – France

HOBBIES & INTERESTS

Creative Pursuits: Photography, drawing, painting, and music

Wellness & Mindfulness: Meditation and a deep appreciation for nature

Sports & Outdoor Activities: Running, swimming, cycling, and hiking



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