

# François Minery



## SENIOR BRAND & VISUAL DESIGNER

Strategic Senior Visual & Brand Designer with 20+ years shaping global brands like Steelcase and Sportradar. Blending timeless design craft with AI-driven innovation to create bold identities, accelerate creativity, and drive brand impact. Internationally experienced, solution-oriented, and ready to bring visionary thinking to Switzerland's dynamic creative landscape.

+ 41  
76 250  
15 45

Location: Aargau (CH)

francois@pxdesign.ch  
pxdesign.ch

## PROFESSIONAL EXPERIENCE

2020 / 2026

### SENIOR BRAND & 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.

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.

## NATIONALITY

French (EU Citizen)

## LANGUAGES

French: Native  
English: B2  
German: A2

Portfolio /  
Selected work

pxdesign.ch



## PROFESSIONAL EXPERIENCE

2017 / 2018

### SR. VISUAL & BRAND DESIGNER

#### SPORTRADAR – Munich, Germany

**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

**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 – 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.

## CORE COMPETENCIES

Holistic Brand & Corporate  
Identity Design

Packaging Design & POS  
Communication

Campaign & 360° Brand  
Experiences

Visual Systems, Typography  
& Color

Concept Development &  
Creative Direction

Workshops & Photoshoot  
Organization

Cross-Media Design (Print,  
Digital, Social)

## 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

## STUDIES

### BACHELOR IN WEB DESIGN & COMMUNICATION

University of Haute-Alsace  
Mulhouse – France

### MASTER LEVEL & BACHELOR IN DESIGN

Superior National School of Art  
Nancy – France