



Jérôme Benoit

ARTISTIC DIRECTOR
& PRODUCT DESIGNER

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About

Jérôme Benoit

Designer based in Paris

Hi, I'm a full-stack self-made designer. After studying accounting and working in health insurances, I've totally changed my career journey to something that suits me better: design. I've worked almost 8 years in communication agencies, and currently working as in-house Artistic Director and UX/UI Designer at Brand and Celebrities, a Paris-based start-up.

I'm currently working on the product, the branding, and ensuring the consistency of all visual elements that are created at B&C.

Skills

UI/UX Sketch / Figma / Invision

Branding Photoshop / Illustrator

Print Indesign

Video Premiere / After Effects / Principle

CMS Wordpress / Prestashop

Integration HTML / CSS / Responsive

Dev Basic PHP

Tools Git / Pardot / Phraseapp

Education

2008 - 2009

BTS Multimedia - Honors with congratulation of the jury
Marcorel (Paris 15)

2004 - 2005

Professional Licence - Management
Université Jean Moulin (Lyon 3)

2003 - 2004

DEUG - Anglais
Université du Maine (72)

2001- 2003

DUT - Gestion des Entreprises et Administrations
Université du Maine (72)

Languages

French
Mothers tongue

English
Fluent

Experience

05.2018 - now

Artistic Director & Product Designer Brand and Celebrities (Paris)

- Handling the product design (SaaS), and the branding of the brands B&C and Kolsquare.

07.2016 - 05.2018

Visual Designer SlimPay (Paris)

- In charge of the consistency of all brands elements, and the good use among teams
- Brand awareness and best practices & evangelism of the design within teams
- Contact point of internal teams for every graphic needs
- Regular updates of all reference documentation
- Daily management of all brand assets of the company (print, web, videos, internal tools...)

2015 - 2016

Creative Director ChoYou Agency (Paris)

- Supervision of the entire production of the studio
- Representative of the studio towards customers & team
- Daily management of the team (5 members): planning, project flow, tools...
- Deployment of multiple processes between the design studio & the project managers, and in the studio itself

2012 - 2015

Artistic Director ChoYou Agency (Paris)

- Creation of brand identities and guidelines
- Creation of event pack: website, emailings, site covering, dedicated print elements (Conception & Execution)

2009 - 2012

Designer Aressy Agency (Suresnes)

- Print & Web designer (execution)
- Daily contact with the printer

2008 - 2009

Portfolio Manager Mutualité Sociale Agricole (Le Mans)

- Manager of a portfolio of 150 insured people
- Handling every activities concerning healthcare