

# MY NAME IS ANAIS

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**PACKAGING**  
**MOTION**  
**DIGITAL**  
**PRINT**  
**EXECUTIVE**

**ILLUSTRATOR**  
**AFTER EFFECT**  
**PHOTOSHOP**  
**INDESIGN**

**POSITIVE**  
**CURIOS**  
**DISRUPTOR**

## EXPERIENCE

### JUL 2023/OCT 2023 GRAPHIC DESIGNER - UNDER THE INFLUENCE LONDON (FREELANCE)

Rebranding for INFORM (formerly known as UnderThe Influence London), a talent/PR/Social agency. This includes tasks such as designing the logo, developing the brand's visual identity, establishing brand guidelines, creating business cards, and developing the website.

### NOV 2022/JUN 2023 GRAPHIC DESIGNER - DOSE LABS & OTO WELLBEING (FREELANCE)

**dose labs:** Created the brand identity for dose labs vitamin supplements, including logo, brand identity, brand guidelines, packaging, POS and FSU, Sales collateral, website, B2C assets including emails and banners, social assets and videos for launch, press material and influencer assets

**OTO Wellbeing:** Artwork for product design.

Social asset creation, eventing assets, invitations, banners for partner websites and email assets, Website pop-ups  
Video creation for OTO Instagram account

### DEC 2019/DEC 2022 PACKAGING DESIGNER - REVOLUTION BEAUTY (PERMANENT)

Product design from concept to delivery, working on high-value categories such as gifting and advent calendars  
Led on many licence collaborations projects such as Beetlejuice, Powerpuff, Dr Seuss and Looney Tunes

Designed Gym collection, Haircare, Skincare and Revolution Pro eg. Blur Stick Mini

I collaborated directly with the Influencer Team, including Bethany Fosberry, Nikki Lily and Sali Hughes.

Artwork: worked with the Compliance Team independently to achieve sign-off.

Led design of the must-share Revolution mailer boxes. Creating highly Instagrammed influencer boxes, including Clueless Collaboration box, Candy Haze X Boots and the Pride box.

Created event collateral for the brand and press materials.

### SEPT 2017/APR 2019 DIGITAL/MOTION DESIGNER - SEPHORA COLLECTION (PERMANENT)

Motion designing digital content for internal communication according to in-house Sephora Collection guidelines.

Created digital graphic and animated content, both with creative input and aligned with the digital and creative studio guidelines, contributing to all social media support.

Designed Influencer packaging for special events.

Developed creative briefs and set up photoshoots including managing a team of photographers.

### SEPT 2016/SEPT 2017 PRINT DESIGNER - SEPHORA EMEA (INTERNSHIP)

Produced communication designs to meet the print needs of in-house Sephora Retail, as well as for special events, ensuring consistency with the brand's visual identity.

Designed Snapchat geofilters tailored for Sephora stores, enhancing the brand's presence on social media.

Developed new signage for the Headquarter in line with the brand's visual identity, creating a cohesive appearance.

Contributed to worldwide scenography specifications for retail window displays, ensuring a consistent and appealing presentation across all locations.

Demonstrated proficiency in graphic design by creating logotypes for various in-house and retail purposes.

Assumed responsibility for developing creative briefs for photo agencies and conducted digital/print retouching post photoshoots, ensuring high-quality visuals for various projects.

### APR/AUG 2015 MULTIMEDIA DESIGNER - PARISHANGHAI (INTERNSHIP)

UX & UI design for all support: desktop, pad, mobile, intranet, extranet

Motion design storyboards, graphic design of logotypes for video games & social network contents.

## EDUCATION

**2017** Diploma in Multimedia Artistic Direction at L'École Multimédia, Paris, France

**2013** Diploma of Accounting and Finance at i-management University: ITESCIA

