

# MY NAME IS ANAIS LEFEVRE

## GRAPHIC, MOTION DESIGNER AND OTHERS SPECIALTIES...

MOTION	ILLUSTRATOR	ARTIST	POSITIVE
DIGITAL	AFTER EFFECT	PAINTING	CURIOUS
WEB	PHOTOSHOP	POSCA	
PRINT	INDESIGN		
EXECUTIVE			

## INFORMATION

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language: Fluent french, intermediate english & beginner spanish

# EXPERIENCE

## 2019 MYNAMEISANAIS FREELANCE MOTION/GRAPHIC/EXE DESIGN

Motion designing content and video edition for intern communication  
Creative artworking (packs and adaptations)  
Creating digital graphic and animated content.

## 2018 SEPHORA COLLECTION GRAPHIC/PACKAGING DESIGN

Creative artworking for Sephora Collection Studio (all packs and adaptations)  
Creating designs and layout from concept to completion within the style guidelines  
Color expertise with frequent travel worldwide (france, Italy, UK, South of Korea,...) for validation of color packaging decor, guaranteeing the «Ready for Printing» of the brand.

## 2017 SEPHORA COLLECTION GRAPHIC DIGITAL/MOTION DESIGN

Creating digital graphic and animated content both with creative input and according to guideline from the digital and creative studios, contributing to all social media supports.  
Designing influencers packaging set for special event.  
Developing creative briefs and setting up photoshoots including managing a team of photographers  
Motion designing digital content for intern communication for in-house Sephora Collection guidelines.

## 2016 SEPHORA EMEA INTERNSHIP GRAPHIC PRINT DESIGN

Producing communication design for in-house Sephora needs, Retail, as well as for special events  
Creating Snapchat geofilters for Sephora stores.  
Developing the new headquarter's signage in accordance with the brand's visual identity  
Designing worldwide scenography specifications for Retail window display  
Graphic designing logotypes for in-house and retail needs.  
Developing creative briefs to photo agencies and digital/print retouching post shoots.

## 2015 PARISHANGHAI INTERNSHIP GRAPHIC MULTIMEDIA DESIGN

UX & UI designing for all supports : desktop, pad, mobile, intranet, extranet  
Motion designing storyboards, Graphic designing logotypes for video games and social network contents.

# EDUCATION

**2017** Diploma in Multimedia Artistic Directing at L'École Multimédia, Paris, France  
**2016** Prep year in Multimedia Graphic Designer at L'École Multimédia, Paris, France  
**2013** Diploma of Accounting and Finance at i-management University: ITESCIA