

Camille Poyer

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Portfolio

Art Director, Creative specialist in Branding

Over 9 years of experiences, establishing and designing brand guidelines and visual systems for B2C and B2B. I believe that creative play a key role in shaping brand moments, through 360 brand experiences. This is a challenge whose strengths I aim to integrate into my professional projects, contributing to both creative originality and strategic impact.

Education

MASTER 5 IN GRAPHIC DESIGN & COMMUNICATION²⁰¹⁴

DNSEP, with distinction
Fine Art School, ESADHaR
LE HAVRE, FRANCE

Created Amibe editions an independent publishing house which explores organic forms and produced a dissertation about biomorphism and vegetal forms.

UNIVERSITY DEGREE IN MEDIATION OF CONTEMPORARY ART²⁰¹³

University of Le Havre
LE HAVRE, FRANCE

MASTER 3 IN GRAPHIC DESIGN²⁰¹²

DNAP, with distinction
Fine Art School, ESADHaR
LE HAVRE, FRANCE

Designed a collection of editions which presents the biomorphic forms, illustrations, poetry and the paradox between multiple and unique editions.

DEGREE IN LITERATURE BACCALAUREAT OPTION ENGLISH & ART²⁰⁰⁹

High School Raymond Queneau
YVETOT, FRANCE

Work Experience

BRAND & PRODUCT DESIGN LEAD^{March 2026 - Today}

SENIOR BRAND DESIGNER^{August 2022 - March 2026}

Stuart - group GeoPost, Delivery european leader

PARIS, FRANCE

- Art direction of new campaigns, coordinated photo and video shoots.
- Keep updated the brand guidelines and spearheaded templates used by cross-functional teams and external agencies.
- Created web marketing materials as CRM newsletters, landing pages, Meta ads. Experiences with AI, creating visuals and videos, also building design system and automatisisation process.
- Lead product design projects for new features in the courier app. Participate in the UX process by leading user interviews in collaboration with the product managers.
- Led weekly design reviews with junior designers. Participate to the organisation and define design team goals from the company main priorities.

MIDWEIGHT DESIGNER^{April 2020 - June 2022}

Bibendum - Wine supplier for UK Restaurants and Pubs

LONDON, UK

- Worked in the design customer studio, adapted creatives to various clients: pubs, restaurants, luxury hotels and supermarkets.
- Print designed for various supports (menus, booklets, wine labels, pos...)
From the brief to direct collaboration with the printers and budget management.
- Web support for newsletter and website assets.
- Collaboration with marketing and commercial teams to reach new clients.

FREELANCE BRAND DESIGNER^{January 2020 - April 2020}

Bellápierre - Cosmetic brand

LONDON, UK

- Gather content and defined company brand guidelines.
- Designed packagings, managed visuals for e.commerce, website and social medias.

GRAPHIC DESIGNER^{February 2017 - January 2020}

Natoora - Premium Fruit & Vegetables supplier for Wholesale & Retail

LONDON, UK

- Reported directly to the head of brand, regularly collaborated with sales and marketing teams.
- Implemented visual identity guidelines across UK, US and France markets.
- Redesigned the brand visual identity: logo, brand book.
- Developed brand awareness and led consistent visuals assets on website, UI app, social medias, event prints, new store concept and brand campaigns.
- Shooting during events and in restaurants, also edited the products images.
Organised and food stylish for brand photoshoots.

FREELANCE GRAPHIC DESIGNER - ILLUSTRATOR^{August 2015 - September 2016}

ELUXE Magazine - Dedicated to sustainable luxurys

LONDON, UK

- Designed visuals for website, social events and layouts for the print magazine.

Emilio de la Morena - Fashion Designer

LONDON, UK

- Designed the invitation for the fashion show winter 16.
- Created different supports for concept presentations and mock-ups.

DelaVie! - Luxury branding and holding company

LONDON, UK

- Benchmark for a new homeware brand. Created botanical illustrations for packagings.

VISUAL IDENTITY MANAGER^{June - December 2014}

Comptoir des Cotonniers - Fashion brand

PARIS, FRANCE

- Designed the book collection: oversee all aspects of the graphic design process from planning to final execution (led content, created layout, organisation of the shooting photos, managed print production and external agencies for the translations).
- Initiated and collected informations for all marketing supports destined to the stores.
- Contribution to creative concepts for launch of new Collections.

Skills

French native language
English full professional proficiency
Spanish beginner (learning)

Indesign	Editorial
Illustrator	Team management
Photoshop	Creative strategy
AI tools	Art direction
After Effects	Design System
Figma	Illustration
UX	UI
Photography	Food styling