



LÉA MORALES-CHANARD

360° CREATIVE

EXPERIENCE

2023- | CREATIVE DESIGNER at 2bTanned, Beauty Brand (remote - freelance)

Working across a variety of projects for the brand: primarily packaging (products components design, dielines artwork to final proof, events activation), email design (Klaviyo), web-design, paid social and product imagery alongside e-commerce, social media and design teams.

2024- | DESIGNER at RENAISSANCE SPIRITS, Gin Brand (remote - freelance)

Webdesign, email flows creation and design, Amazon assets design, digital assets and print assets including packaging, events assets and more.

2023- | DESIGNER at CVH SPIRITS, Multi-brands Distillery (remote - freelance)

Creating email flows, campaigns and newsletters for the company's brands, as well as packaging, festival posters and assets (merchandise, signage), affiliate banners and more.

2019-2023 | CREATIVE DESIGNER at Adélye, Digital Agency (remote - freelance)

Working on a variety of projects for the London digital agency, from Powerpoint courses, UX/UI design, social media marketing design, video editing and webdesign for clients across different industries.

2022 | CREATIVE MARKETING DESIGNER at Anna Lou of London, Jewelry Brand (remote - freelance)

3 months freelance project consisting of strategising and planning a new frame of social media marketing for the brand. From ideation to planning and creation.

2020-2021 | TEAM LEAD at Amazowl, Digital Agency (remote - contract)

Managing and organising tasks for the creative team of 4 designers working for clients such as PepsiCo, MGA and Britvic for their Amazon stores. This work included copywriting, design, task management and liaising with clients and team.

2018-2020 | CREATIVE LEAD at AlienMood & Kismet Collections, pure player fashion brands (remote - contract)

I handled all creative aspects of the two brands, from digital strategy to managing the Shopify stores and creating campaigns from ideation to performance analytics. Working with the close-knit team, I used analytics to improve customer journeys, engagement and loyalty through a mixture of social media marketing, UX/UI and innovative cross-channel campaigns.

2018-2019 | MOTION DESIGNER, PRODUCTION DESIGNER, SET DESIGNER & PHOTO SHOOT ASSISTANT at Frames Up Ltd., Production Company (London - freelance)

I worked on a variety of projects with the production company Frames Up, mostly within the beauty industry, for the likes of FeelUnique, Trestique, Redken and more. I created set-designs, assisted on video and photo-shoots (prep and on-set), and worked on video-editing and motion design.

2018-2023 | ART DIRECTOR, DESIGNER at Beanie Tapes (Oxford - freelance)

Creating and directing artwork for the different artists and events of the Independent music label.

2018 | ART DIRECTOR, DESIGNER at Oxjam Festival (Oxford - freelance)

Creating the identity and communication assets for the Oxjam music festival.

Multi-disciplinary & versatile visual designer and creative lead within e-commerce, including branding, project management, packaging design, Email, website, social content, paid social, video content, events activation and more.

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EDUCATION

2013-17 Bachelor's and Master's Degree in Multimedia Graphic Design | ÉSA des Pyrénées, France

2017 Master's Degree in Visual Design | Uniwersytet Pedagogiczny w Krakowie, Krakow, Poland

TOOL KIT

Design programs

Adobe Creative Suite (Photoshop, After Effects, Indesign, XD, Illustrator, Premiere), Figma, Canva, Powerpoint, Figma

E-Commerce, Marketing

Shopify, Wix, Magento, Wordpress, Etsy, Meta Business Suite, Klaviyo, Mailchimp, Google Ads, Google Search Console, Analytics, HTML+CSS

Team Work

Google Suite (Sheets, Drive, Slides), Asana, Trello, Slack, Monday, Miro

Content

Instagram, Facebook, TikTok, LinkedIn, Later, Hopper HQ, Paid Social

EXTRAS

Bilingual French + English
I love writing and research
Passionate about branding
Fast learner and curious

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