



Maxime Lucet

Portfolio

maximelucet.fr

Reach me at

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maxime

digital designer /

art director

Professional Experiences

DIGITAL DESIGNER, [HAYGARTH](#), LONDON, UK

- Responsive web design, interactive experiential events, game interfaces, immersive interactive experiences, social media assets, digital signage, mobile apps, interactive kiosks, online advertising, email CRM campaigns, video content, Digital PR
- Responsive page layouts to support multiple devices, resolutions & orientations
- Flexible structures to support multiple content media types
- Conceptualizes & designs User Interface elements, components & Digital UI Kits
- Design concept, keyframes and lock-ups for animated content
- Design immersive experiences for enhancing interactive storytelling & creating engaging content
- Storyboards, mood-boards design
- Integrates into a production workflow, set of tools and guidelines; follows established best practices
- Involved across a wide variety of high profile consumer brands & clients, as well as internal promotional and R&D initiatives
- Involved with emerging technologies: Virtual Reality, Projection Mapping, Holograms, 3D Printing, Drones, Gesture Tracking Interfaces
- Brainstorming & concept development sessions as well as internal creative critiques.
- Work closely with other disciplines: Creative Directors, Art Directors, Strategists & Developers

March 2016 - Today

VISUAL DESIGNER CONTRACTOR, [CYBER-DUCK](#), LONDON, UK

- UX, market research and reporting
- Information architecture and mapping user journey
- Wireframing and prototyping interfaces
- Art direction and design concepts
- Website design
- Branding and logo design concepts
- Briefing developers and designers
- Video editing and design storyboarding
- Supporting project management of work and clients

November 2015 - December 2015

WEB DESIGNER, [CLIQUE STUDIOS](#), CHICAGO, ILLINOIS

- Customer management: brief, mission statement, milestones and feedback
- Tasks and deadline management
- Collaboration with senior web designers and web developers
- Tree mapping and wireframe
- User experience Initiation and implementation
- Homepage design, up to four templates by project
- Secondary web pages design
- Visual identities: logo and baseline
- Magazine, flyers and poster layout, content management
- Illustrator icons bank design
- Illustration and storyboard for promotional Videos

November 2012 - April 2013

Skills

ART DIRECTION

Communication strategy,
brief with clients
& teamwork

SUPPORTS

Web design, edition,
photo, video
& illustration

SOFTWARES

Photoshop, InDesign,
Illustrator, Premiere, After
Effect CC, Adobe XD,
Clip studio Paint

LANGUAGES

French Native,
fluent in English &
notion of German

Diplomas & Studies

MASTER IN STRATEGY OF COMMUNICATION THROUGH IMAGES, ÉCOLE DE CONDÉ, PARIS, FRANCE

- Mastering art direction on a strategic and creative level
- Graduation project: creation of interactive tools to engage teenagers into reading
- Mastering media : edition, web, video, packaging and illustration
- Team project development
- Visual identities
- Collaboration with Action Against Hunger
- Poster, flyer, magazine and business card
- Web and application design
- Food packaging
- Video workshops: filming and montage
- Video contest: Tim Burton, Film Festival for a Day
- Graphic Design trend conferences

November 2011

ASSOCIATE DEGREE IN VISUAL COMMUNICATION WITH A FOCUS IN WEB, ST GÉRAUD, AURILLAC, FRANCE

- Art direction introduction
- Website design
- Video workshops on premiere
- After Effect introduction
- Illustration, stop motion workshops
- Spatial, fashion, and product design
- Art history, English and French

June 2010

References

MATT GIBSON, CYBER-DUK, LONDON

matt@cyber-duck.co.uk

TED NOVAK, PARTNER CLIQUE STUDIOS, CHICAGO

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Hobbies & Interests

- Interactive Experience • Digital, strategy and graphic design reading • [Embroidery](#)
- Filming and montage • [Character design, storyboard and sculpture](#) •