

# JAOUEN HERVÉ DIGITAL DESIGNER

"THE BEST IDEAS WERE BORN SOMEWHERE BUT GREW UP ELSEWHERE"

## YOU ONLY HAVE 20 SECONDS ?

### 11 years skills (2006 > 2017)

- 1 company (Luxury sector): **Nuxe (Paris - France)**
- 2 Webagency (Corporate): **Publicis consultants + Carré Noir (Paris - France)**
- 1 Promotional products agency (Promotional products & e-store): **Rhinoféroce (Montréal - Canada)**
- 1 Digital agency (Live event, video & rich medias): **ViewOn (Paris - France)**
- 1 Webagency "Microsoft friendly" (Collaborative tools): **Plaza-Design / MCNEXT (Paris - France)**
- 1 entreprise digitale (Communication interne) : **UC Hroup (Paris - France)**
- 1,5 Year as a freelancer: **France & International**
- 7 Awards, 3 languages & 5 Countries with a business activity: **France, Canada, USA, Australia & Argentina**

## JOBS

### UC GROUP

3 MONTHS (FRANCE)

#### UI/UX DIGITAL DESIGNER (CDI)



UC Group is a digital company in full expansion.

I join it at the beginning of that expansion, i made the global branding identity (all logotypes design and graphical charter) of the company ; global art direction on the news website (UX, UI & Design) ; and also various stuff like documents, business cards, totems, resumé, papers, motion design...

I join it on the end of june 2016, but I decide to leave it 3 month later, because:

The company digital vision was thousands of light years away from mine, Blank process & work methods, Big gaps on global web knowledge with others, I learned nothing, only used skills I knew > Boring!

#### • No Clients: Intern !

#### • Main project:

Creative direction of the new indentity and website

Creative direction Design Branding Corporate B2B

Web Print Motion design

### FREELANCER

15 MONTHS (INTERNATIONAL)

#### WEBDESIGNER / GRAPHIC DESIGNER



Since years, I frequently have the opportunity to work as freelancer or volunteer missions everywhere in the world ! I take this position when I'm «off» regular jobs or when I travel.

But I only do that in casual situation, it's not my call.

#### • Some Clients:

MBTA, Bank of America, FMB, Telio, Pause fest, Astral Media, Procar, MCM, Fincafé, Magna.

#### • Main project:

French Made Baking : Creative branding for a high class bakery in Vancouver.

Creative direction Design Branding Corporate Illustration B2B B2C Customer service

Photo Web Print HTML Javascript AS 2&3

### PLAZA-DESIGN / MCNEXT

30 MONTHS (FRANCE)

#### UX/UI & DIGITAL DESIGNER



PLAZA DESIGN is a webagency part of a Software firm (MCNEXT) - Microsoft Gold Partnership.

The agency focuses on collaborative medias:

Portals, Social Networking, work tools et mobiles apps.

It was a good position with great autonomy. Restricted by a CMS (SharePoint), i needed everyday to find some tricks and skills to make a creative concept the most advanced, intuitive and elegant as possible.

The main goal was to focus on user experience and ergonomoy !

I was "creative leader" on 2 main international project, full english and all the consequences that entails.

#### • Some Clients:

Airbus, IATA, Aéroports de Paris, Paris Match, Carglass, BNP, Scamark, Brenntag, SFIL, Ministère de la Santé, Sanofi, EDF, Safran, Microsoft.

#### • Main project:

Connect@AIRBUS: Creative direction on Social Network of Airbus Group (worldwide).

Creative direction Branding UX/UI International projects Responsive Corporate B2B H2H Customer service

Intranet, Extranet, Social Networks Windows Phone & Tablet DOTNET SharePoint 2010 & 2013 Sitrion Axure HTML5

## ABOUT

### AGE

34 1982 - 2017

### LOCALISATION

PARIS  
FRANCE

### CONTACT



+33

07 81 48 26 82

YANAKIDESIGN@GMAIL.COM

FOLIO : WWW.YANAKI.NET

>> SHOWREEL (CLICK HERE)

### LANGUAGES

FRANÇAIS : NATIVE

ENGLISH : FLUENT

ESPAÑOL : MEDIO

### AWARDS



### DESIGN AND DESIGN



### NETWORKS



### SKILLS / TOOLS

#### EXPERT



#### MEDIUM



#### BASIC



### TECHNICAL KNOWLEDGE

JQUERY CSS HTML5

SVG PHP JAVASCRIPT

SHAREPOINT XML CMS

VISUALSTUDIO .NET

WEBGL AS 2&3 ...

# VIEWON

## DIGITAL CREATIVE DIRECTOR

20 MONTHS (FRANCE)



### ViewOn is a digital agency part of the ComClever Group

The agency focus on Video productions, Rich media and Live events:

WebTV, Live Event, Streaming, Iframes on social networks (Facebook, Youtube, Dailymotion), Advergames...

I was the main creative director of the agency, so i had an eye on every creative project, including motion and web design. I had lot of exchanges with project managers, development, but also straight with CEO. A big teamwork!

#### • Some Clients:

Salon baby, Etablissement Français du Sang, Air France KLM, OCDE, Cewe Colors, MSF, TV5 Monde, Grand Paris.

#### • Main project:

Sauvez des Vies (Save lifes) : Creative direction on an advergame for blood donation.

Creative direction Branding Audiovisuel Motion Design 3D Illustration Corporate Events B2B B2C

Video Rich media WebTV Web Social networks PHP Javascript AS 2&3

# RHINOFÉROCE

## WEBDESIGNER / PRODUCT DESIGNER

18 MONTHS (CANADA)



### Rhinoféroce is a promotional product agency in Montréal (Canada - QC)

This position opened me the gates of north american corporate vision, brand knowledge and their issues.

I made V2 of the agency website (Now V4), kept it aware for more than a year, I participated to lot of communication tools to increase the agency visibility and I made lot of product design (from drawing to the finished product). It was a versatile position.

#### • Some Clients:

Arctic Gardens, Premières moissons, Astral médias, Radio Canada, Loto Québec, Radio Energie, Air Liquide.

#### • Main project:

Creation of an interactive video presentation for the agency website.

Creative direction Branding Corporate B2B Illustration Animation 2D & 3D Rough Product design Packaging

Web E-Store Promotional products Print PHP Javascript AS 2&3 + FLV

# PUBLICIS CONSULTANTS

## WEBDESIGNER (CDD)

9 MONTHS (FRANCE)



### Publicis Consultants Net Intelligenz (PCNI) was the strategic digital agency of the MSLGROUP

The agency focused on in brand interactivity.

Supervised by a creative director, the main goal in my position was to design websites for major corporate clients. In that time, Flash was not dead yet and lot of projects I made incorporated this technology.

#### • Some Clients:

Jaboulet, Geodis, Banette, APRR, Tunnels IDF, GDF Suez, SNCF, ONF.

#### • Main project:

Geodis : Design and concept of the website.

Design Corporate Illustration B2C Events Animation 2D

Web Intranet PHP Javascript AS 2 Spip Joomla

# CARRÉ NOIR

## WEBDESIGNER (INTERNSHIP)

7 MONTHS (FRANCE)



### Carré noir is the strategic branding agency of Publicis Consultants.

This is by this door I entered in webdesign! This internship trained me on corporate vision and skills.

That was a productive position, supervised by Senior webdesigner and a creative director.

Design Corporate Illustration B2C Events Animation 2D

Web Intranet PHP Javascript AS 2

# NUXE

## CREATIVE ASSISTANT (MASTER DEGREE PROGRAM)

11 MONTHS (FRANCE)



### NUXE is a worldwide leader in luxury and cosmetics.

Master degree program: 3 days a week in the company / 2 days a week at school (ESAM DESIGN).

Design Illustration B2C Branding Animation 2D Packaging

Print AS 2

# SHORT INTERNSHIPS 5 MONTHS TOTAL (FRANCE)

## EURODOC PROXIMITY BBDO TIMART DESIGN



### School internship... long time ago !

90% Print / 10% Web

## GUIDELINES

IOS

MICROSOFT

ANDROID

## INTERNATIONAL PROFILE

38 VISITED COUNTRIES

4 YEARS OUT OF HOME

## FOREIGN BUSINESS

CANADA : 2,5 YEARS

USA : 3 MONTHS

AUSTRALIA : 2 MONTHS

ARGENTINA : 1 MONTH

## EDUCATION

ESAM DESIGN

2004 > 2006

GRAPHIC DESIGN (DG4-DG5)

EQUIVALENCE LEVEL :

MASTER DEGREE

LP CORVISART

1999 > 2001

ART SCHOOL

EQUIVALENCE LEVEL :

BACHELOR'S DEGREE

## HOBBIES



## PHILOSOPHY

I have e an **unusual career** and lifestyle. I've not taken the traditional path of education either.

So far I can remember, I always wanted to discover, change and evolve ; **it means taking risks, jumping frequently into the unknown and learn everything i can.**

When I have learned enough, I jump again into the unknow:

This is my cycle!

**On career path** I try to diversify myself. So far i've been into: *Luxury, Branding, Promotional products, E-Store, Web Corporate, Advergame, RichMedia, Live Events, Collaborative Medias, Mobile and Business Tools.* If Design was an atom, I will be an electron!

**On personal path**, I travel a lot and most of time outside the «comfort zone», i like to met new people, learn new ways of thinking and discover new things: That's good for creativity!

### My main goal ?

I try to find the great balance between a creative career and an adventurous life, for now it works not that bad...