

SENIOR FREELANCE BRAND DESIGNER & ILLUSTRATOR



CREATIVE DESIGNER

MÉLANIE BERGEON

CALLED NANI

NANI
GRAPHI

Hello 😊

Brand designer and illustrator with a decade of experience shaping visual identities for clients across fashion, beauty, food, and lifestyle. I blend bold illustration with thoughtful brand strategy to bring cohesive ideas to life across every touchpoint.

• Mail • Website • Instagram • LinkedIn

HARD SKILLS

Design & Branding

- Brand identity development
- Packaging
- Illustration
- Visual systems
- Creative direction

Software

- Adobe Illustrator (expert)
- Adobe Photoshop (advanced)
- Adobe InDesign (advanced)
- Figma (intermediate)
- After Effects (basic)

Digital & Web

- UI design
- Website assets
- UX principles
- Responsive design

SOFT SKILLS

- Art direction
- Storytelling
- Art direction & visual storytelling
- Client management
- Problem-solving

DESIGN EXPERIENCE

⚡ Freelancer Brand Designer & Illustrator

2021-Present

Stoney Clover Lane USA

- Long-term retainer collaboration with a leading US lifestyle brand (3 days/week over 3 years).
- Designed illustrated patch collections with theme-based variations and brand-aligned iconography.
- Produced visual identity assets for seasonal and limited-edition collections, including Holiday and special capsule drops.
- Developed graphic concepts that translated into event structures and physical installations.

Élan Beauté & Rumi USA

- Two-year freelance collaboration with a US beauty brand (1 day/week).
- Designed packaging across multiple product lines with strong market positioning.
- Developed store visual identities including signage, environmental branding, and colour systems.
- Delivered digital assets and website pages aligned with brand expression across touchpoints.

Various clients worldwide

- Directed full brand development projects in food, beauty, stationery, and lifestyle sectors.
- Delivered logos, typography systems, colour frameworks, and packaging concepts for international markets.
- Advised clients on brand differentiation, cohesion strategy, and visual storytelling.

⚡ Web Designer at Mamasam, Paris

2019-2021

- Designed digital interfaces for major cultural institutions (Centre Pompidou, Musée d'Orsay) and public-sector clients.
- Created responsive UI layouts and assets aligned with each institution's identity.
- Collaborated with developers and art directors to deliver functional, accessible digital experiences.



⚡ Web Designer at Astral Kreativ, Munich

- Designed responsive websites for clients in food, fragrance, and tech.
- Created animated brand elements and micro-interactions for enhanced digital experiences.
- Collaborated closely with development teams for faithful, high-quality implementation.

EDUCATION

⚡ 2017-2019

Master's Degree, Design Innovation

L'école de Design Nantes Atlantique
France, Nantes

⚡ 2016-2017

Bachelor, Brand design

L'école de Design Nantes Atlantique
France, Nantes

⚡ 2013-2016

Design Foundations

École de Condé
France, Nice

WHY WORK WITH ME

- 10+ years of international experience, reliable and autonomous
- Creative problem-solver with a strategic and aesthetic mindset
- Experienced in managing multiple simultaneous client projects
- Fluent in cross-functional collaboration (designers, developers, marketing teams)
- Available for long-term retainers, project-based work, or creative consulting

ONLINE PRESENCE

- Website
- Instagram
- LinkedIn



HAPPY BRANDS

