

PAULINE PÉROL

Art director & Visual Designer

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www.paulineperol.com
Hong Kong



Experience

Black Sheep Restaurants | Present
Hong Kong
Art Director

Responsible of the creation and development of the different visual assets for all restaurants' communication, from ideation through final production.

Carrefour | 2016-2020
Hong Kong
Visual Designer

Develop the brands and the products. Deliver marketing and communication assets, from print and branding to digital, and across multiple channels.

Mazarine | 2015-2016
Shanghai
Art director Junior

Fred & Farid | 2014-2015
Shanghai
Art director Junior

Education

L'Ecole De Design | China Campus
Shanghai, China | 2013-2015
Master Degree
Transcultural design for a human-centred design
www.lecolededesign.com

L'Ecole De Design
Nantes, France | 2010-2013
Bachelor
Visual communication
& Graphic Design
www.lecolededesign.com

Languages

French | Native
English | Proficient
Spanish | Basic

Skills

Creative tools

Graphic Design
Motion Design
Photography
Video Making
Storytelling
Web Design
Print & Editorial Design

Areas of expertise

Art direction
Visual Design
Brand content, identity
& strategy
Digital Activation

Softwares

Photoshop
After Effect
Premiere Pro
Indesign
Illustrator
Lightroom

Referees

Arthur Senant
Former Product, Pack and Innovation
Director - Carrefour Global Sourcing HK
arthursenant@gmail.com

Edouard Guesne
Lead Product Design
Carrefour Global Sourcing HK
edouard_guesne@carrefour.com

Yulien Foo
Former Creative Director
Mazarine Shanghai
y.fools@gmail.com

Linh Vu
Former Senior Art Director
Fred&Farid Shanghai
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