

# Edouard Bastide

art director



## Hello,

**I am Edouard, and I have a few minutes to convince you I'm the guy you need. I'm 24 years old. I'm looking for a creative job in New York. In the next lines I am going to tell you everything about me, where I am from, who I am and why I would love to walk a part of my path with you. Does the following reading sound presumptuous? Wait... we are going to get to know each other better.**

What my career path won't tell you is that I come from Sète. Sète is in France. Sète is just a small chunk of land in the Southern part of a country which is not very big either. Anyway, to us, French people, Sète is a core of culture which gave birth to people everyone knows: famous writers, acknowledged singers, painters who left a mark on their time... Sète is a melting pot of traditions and know-how, which keeps a thousand eyes permanently open to the world. Am I trying to compare myself to this little town I come from? I guess I am.

My passion for design and the digital were born with me on this peninsula of culture. But, if a man, a French man, wants to succeed, he has no other choice but to take a one way ticket to the capital. Paris revealed something that had always been hidden deep inside me, something waiting to be awakened : Its pace and profusion matched with my thirst for knowledge. From the Eiffel tower to « La Concorde », walking along the quays of the Seine, I learnt. I learnt with a deep-rooted desire for improvement and the typical Parisian insolence, the challenge seemed so easy ! After a complete web training at the EEMI - founded by Xavier Niel - I dedicated four years of my life to digital art creation: web design, graphics, digital products design... That is how I added concrete operational design skills to my marketing and development knowledge.

I could continue enumerating my skills in terms of brand image sensitivity or the accuracy I have always dedicated to my team and clients in different fields... But none of these things will ever describe my strong desire to fly from the City of Light to the Big Apple. A new city, a new life, new objectives and one final goal: living a new experience and learning from the best. With my passion for learning rooted in my bones, on the one hand and my will to challenge and outdo myself on the other, let me be a part of it.

Thank you for spending a few minutes of your valuable time reading about my past wanderings. I underline my strong motivation by inviting you to contact me for an interview by phone, skype, or any other means you'll choose, at any time that suits you, regardless of the time difference...

« Fitting in » is my motto: if New York never sleeps, I will not sleep either.

@edouardbas



# Edouard Bastide

art director

## Profil

425 W 23rd St

10011, New York, NY

+1 (347) 443 4473

bastide.edouard@gmail.com

## Education

2016 — 2017

### École Mumtimédia — Paris

Sandwich courses Bachelor

Multimédia Artistic Director

2013 — 2016

### EEMI — Paris

Bachelor

Webdesign

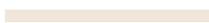
2012 — 2013

### High School Saint Joseph — Sète

High school diploma in literature

## Skills

### Languages

Fr 

En 

### Adobe Creative Suite CC



### Office



### Web languages



## Work Experience

### Casa Dragones Tequila / Mouth NY, New York, NY — January 2018 - July 2018

Art Director / Webdesigner

#### Luxury Tequila Brand

- Worked closely with Creative Director, Art Director, and Project managers to generate innovative and creative ideas to fulfill the creative brief
- Production in designing marketing, trade, and sales collateral for the brand
- Helped with the social media assets for all social channels
- Designed newsletters, infographics, social media assets and logos
- Creation of a wireframes and webdesign for a seasonal campaign website
- Brand and lifestyle photography + retouching

### VO2 Group Paris — September 2016 - September 2017

Digital transformation consultancy agency which accompanies major clients and innovative start-ups.

Sandwich courses as Artistic Director Jr

#### Louis Vuitton - Application « Make it yours »

- Revision of an existing application for salesmen
- Creation of tablet templates
- User experience optimization

#### INSERM French Medical Board - Application « Stopblues »

- Audit of client needs
- Creation of Web, mobile, and tablet templates
- Redaction of the design specifications

#### VO2 Group - Global revision of the website

- Audit of client needs
- Creation of web and responsive templates
- Redaction of the design specifications
- Developpement supervision, front and back (*desktop and mobile*)

#### Start-up Feminalink

- Provide maintenance of the existant (*intership below*)
- Front web developpement supervision
- Creation of communication supports (*business card, kakemono, tote bag...*)
- Design of the first dynamic web templates
- Elaboration of the project planning developpement
- Layout and settings a Wordpress blog

### VO2 Group (Start-up Feminalink) Paris — March 2016 - September 2016

Feminalink is a professional social media application allowing women to share their ambitions and vision of success while valuing their digital image.

Intern as Graphic designer / Webdesigner

- Benchmark and audit of the market
- Creation of the brand identity from scratch
- Elaboration of landing page and application templates (*iOS / Android*)
- Redaction of the design specifications
- Front app developpement supervision
- In charge of Instagram community management
- Creation of design communication supports (*social networks, newsletters, events...*)