

Edouard Bastide

Art Director

Profil

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Education

2019
École Intuit.lab – Paris
Master's Degree Art Director
UX / UI (Level I)

- Brand Design
- UX / UI Design
- Design Thinking

2016 - 2017
École Multimedia – Paris
Multimedia Art Director (Niveau II)

2013 - 2016
EEMI – Paris
Bachelor Webdesign

Skills

French : Mother tongue

English : Fluent

Adobe Creative suite



Office



Web languages



@edouardbas  

Hello,

I am Edouard, I dedicated 5 years of my life to digital art creation: Webdesign, UX and brand design. As an Art Director I have always dedicated my brand image sensitivity and accuracy to my team and clients in different fields. That is how I developed a concrete vision and strong set of design skills added to my marketing and development experience. After a year spent in New York, living an incredibly rewarding experience, I know that I want more. This is why, with this passion for learning rooted in my bones and my will to challenge and outdo myself, I want this to become my life.

If New York never sleeps, I will not sleep either

Work Experience

Art Director / UX Designer

Tequila Casa Dragones, New York, NY – Jan to July 2018
Luxury Tequila Brand

- Design for marketing, trade and sales collateral
- Helped with social media assets for all social channels
- Design of newsletter, infographics, social media assets and logos
- UX and UI design for seasonal campaign website
- Brand and lifestyle photography + retouching

Art Director JR / UX UI Designer

V02 Group, Paris, France – March 2016 to Sept 2017
Digital transformation consultancy agency

Louis Vuitton – App « Make it Yours »

- Revision of an existing app for salesman
- UX and UI Design
- Creation of prototypes
- Writing of all design specifications for programmers

INSERM French Medical Board – App « Stopblues »

- UX and UI Design for Web, Mobile and Tablet devices
- Writing of all design specifications for programmers

Start Up Feminalink – App, Website, Branding

- Production of the project planning development
- Creation of brand identity from scratch
- UX and UI Design for Web and Mobile
- Front development supervising (Web and Mobile)
- Layout and setting a WordPress blog
- Design of newsletter, infographics, social media assets and logos