

LAURA M.

Freelance graphic designer specialised in crafting authentic brands through print, packaging and digital mediums. On a mission to use design to make the world a better place.

Laura Marqueyssat

Graphic designer & Illustrator
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SKILLS

Branding & Visual Identity

Illustration

Packaging

Art Direction

Layout design

Photo manipulation

Artworking

Typography

Pattern design

Photoshop

Illustrator

InDesign

Lightroom

Procreate

English > Fluent

French > Mother tongue

INTERESTS

Sustainability

Mental health

Human rights & Feminism

Beat Generation & Rock history

Food, eating & cooking

Talking about food, eating & cooking

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EDUCATION

- 2010 -2013: MA Degree - Graphic Design & Illustration
ECV, School of Visual Communication - Bordeaux, France
- 2007-2010: BA Degree - Graphic Design & Advertising
ESTEI, School of Computer Graphics - Bordeaux, France

EXPERIENCE

MAY 2022 - TODAY // FREELANCE GRAPHIC DESIGNER

London, UK

Providing valuable visual solutions and project management across a spectrum of projects, including visual identity, packaging, digital branding, and branded environments.

Food & beverage, retail & consumer goods, sustainability, mental health...

APRIL 2021 - MAY 2022 // GRAPHIC DESIGNER & ILLUSTRATOR

Meller Design - London, UK

> Creating innovative product and packaging designs for main range and seasonal gift & home accessory collections

> Ensuring creation of accurate, production ready packaging artwork files and high quality mock-ups for client presentations

Clients include: Marks & Spencer, Boots, Tesco...

2018 - 2020 // IN HOUSE SENIOR GRAPHIC DESIGNER

Benugo - London, UK

> Responding to briefs for marketing campaigns, on-going development of in-store materials, visual merchandising and retail design, business tenders, packaging designs, digital and social media strategy

> Producing print and online campaigns from initial concept to completion

> Enriching and developing branding guidelines across all channels

> Organising and directing photoshoots to ensure consistency in the imagery

> Working closely with various teams within and outside the company to develop all brands and maximise sales across the business

> Establishing strong connections with clients, suppliers and freelancers

> Managing/mentoring junior designers

2014 - 2018 // FREELANCE GRAPHIC DESIGNER

Bordeaux and Paris, France

> Turning strategic briefs into visual concepts and identities, logos, signage, print and digital medium for several communication agencies, studios and events (*Publicis, Yes Yes Festival, Paris International Agriculture Fair...*)

> Understanding and defining objectives and needs

> Adapting and implementing tactical directions and graphic solutions in a timely manner

Health, Sports, Real Estate, Wine, Retail, Stationery

2012 // FREELANCE JUNIOR GRAPHIC DESIGNER

Curious D - Packaging Agency - Bordeaux, France

2010 // FREELANCE JUNIOR GRAPHIC DESIGNER

Citron Pressé - Communication Agency - Bordeaux, France

2009 // JUNIOR GRAPHIC DESIGNER - INTERNSHIP

Publicis Activ - Advertising Agency - Bordeaux, France