



Y O A N N S I R V I N

CREATIVE DIRECTOR
IN VISUAL
COMMUNICATION
AND MULTIMEDIA

Senior graphic and web designer with more than 10 years of experience in the management of the complete design process, from conceptualization to delivery. Proven experience in marketing, multimedia and print design, while working across a wide range of industries. Enjoys working with clients to develop creative concepts, deliver original artwork and inspire a broad audience.

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LOCATION Manila (PHL)
PORTFOLIO www.yoannsirvin.com
LANGUAGES French, English

CREATIVE SKILLS

- ART DIRECTION
 - Development and execution of effective internal or external **communication strategies** and creative projects;
 - Multi-channel **media plan** creation;
 - **Budget planning**, management and project monitoring;
 - **Editing content** for print, virtual and broadcast media;
 - Produce and managing strategies material for **social networking**.
- BRANDING
 - Creative research and information gathering to create **mood boards**;
 - **Design thinking**, brand creation and **naming**;
 - Creation of **visual identity** including logo and graphic chart;
 - Space design, set design, **scenography**.
- WEB & MULTIMEDIA
 - **Global website management**, development (responsive, e-commerce, dynamic) and web design;
 - **UX/UI design**;
 - **Digital products creation** including interactive applications and newsletters;
 - Storyboard creation and **video editing**;
 - **Social media** content development.
- PRINT
 - Good knowledge of print standards;
 - Experience in producing a range of printed materials including **catalogs, brochures**, publications, stationery, business cards, textile prints, **and magazine** designs.



WORK EXPERIENCE

	Company	Position	Responsibilities
2015 - 2021+	NARO STUDIO <i>Communication and multimedia agency</i> www.naro.studio PARIS ^(FR)	CEO & Creative Director	<ul style="list-style-type: none"> Develop project proposals; set project direction for clients to develop an artistic approach and style; Take work from concept to final execution within deadlines; develop budgets and timelines; Develop creative concepts, overall look and style of publications, websites, multimedia, scenography and interior design; Collaborated with creatives team to design, produce and deliver artwork for clients' projects and material.
2020	DIGITAL CAMPUS PARIS ^(FR)	Teacher	<ul style="list-style-type: none"> Provide training and guidance in art direction and multimedia project management to Master's class students.
2013 - 2015	CHIPO Y JUAN <i>Communication and scenography agency</i> PARIS ^(FR)	Art Director & Space Designer	<ul style="list-style-type: none"> Lead the creation of visual identity, design, development and implementation of the graphic, layout and production of communication materials including web and print design; Scenography and set design for the Abri Cro-Magnon Museum, Les Eyzies-de-Tayac, France.
2010 - 2015	LE CODE A CHANGÉ <i>Communication agency</i> PARIS ^(FR)	Graphic & Web Designer	<ul style="list-style-type: none"> Develop creative concepts and design based on client information and materials; Provide visual identity, communication and marketing support to clients;
2010	FACE TV <i>WebTV</i> BORDEAUX ^(FR)	Communication Manager	<ul style="list-style-type: none"> Develop, implement, monitor and evaluate digital communication plans and campaigns, products and content; Provide advice on branding and visual identity of FACE TV; Produce, edit and publish digital content.
2008 - 2009	NETCELL <i>Digital communication agency</i> PARIS ^(FR)	Multimedia Project Manager	<ul style="list-style-type: none"> Project manage the production of digital products such as websites, digital press kits and marketing products; Develop digital content; video editing.

EDUCATION

2018 - 2020	Master - Art direction in visual communication and multimedia design <i>EPSAA - École d'arts graphique de la ville de paris, Paris ^(FR)</i>	2005 / 2007	National Diploma of Higher Education in Business - Communication <i>ISCG Paris - Institut Supérieur de Commerce et Gestion, Paris ^(FR)</i>
2009 - 2010	Master 1 - Information and Communication Studies <i>Bordeaux III University, Bordeaux ^(FR)</i>	2002 / 2004	DEUG - General University Studies Diploma <i>Sociology, law, economy Paris 7 University, Paris ^(FR)</i>
2007 / 2008	European Diploma of Higher education Communication Bachelor, ISCG, Paris ^(FR)		