

Manon Calvet

Directrice artistique & designer

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I bridge the gap between art direction and email marketing to serve performance and create innovative and impactful digital experiences for e-commerce brands, collaborating closely with agencies.

Experiences

MARCH 2023 - PRESENT

Freelance Designer in Email Marketing

I combine branding and performance to increase the turnover of e-commerce brands: beauty, lifestyle, nutrition.

- Optimize designs and copywriting
- Creation of tools for creative teams (ui kit)
- Production of newsletters
- Creation of automated emails (email automation)
- Integration into your CRM software (Klaviyo./Brevo/MailChimp)

2017- JAN.2023

Art Director

COMMUNICATION CONSULTING AGENCY
COM UNE EXCEPTION

- Visual identities
- Motion Design
- Web projects
- Response to Calls for Tenders
- Awarded in 2018 for a public campaign

2016-2017

Motion Designer

TRAINING CENTER

- 2d illustrations
- Animation After Effects
- Graphic design

SEPTEMBER 2016

Graphic designer

COMMUNICATION AGENCY

- Logos
- Graphic design
- Events

Langues

French

NATIVE

English

PROFESSIONAL LEVEL

Education

JUIN 2023

UX Design Training

2015-2016

Bachelor Graphic Design & Digital Strategy

ESMA Montpellier, FRANCE

Promotion major and special prize from the professional jury

2014-2015

Bachelor degree in communication

Strasbourg, FRANCE

2011-2013

Two-year technical degree in Graphic Design

2009-2011

BTEC National Diploma

2009-2007

Certificate of Professional Aptitude in Graphic Communication Execution

Tools

ADOBE SUIT

Indesign, Photoshop, Illustrator, AfterEffects, Premiere Pro, Adobe XD, Procreate

IA

Midjourney, ChatGPT

NO CODE

Figma, Wordpress, Webflow, HTML/CSS (basics)

EMAIL MARKETING

Klaviyo, Brevo, Mailchimp, Shopify

MANAGEMENT

Asana, Notion, Microsoft Suite, Slack

Interests

