

J. Laurençon

GRAPHIC DESIGNER - ILLUSTRATOR

Johanalaurcon.com

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[LinkedIn](#)

514 585 0709

As a designer and illustrator with 15 years of experience, I translate brand identities into meaningful visual strategies. A comprehensive expertise combining active listening, creative solutions and unique illustrations to amplify your impact.

SKILLS

Graphic design
Video editing
Planning and strategy
Leadership
Illustrations
Project management
Video editing
AI design

REFERENCES

THOMAS DESHAIES

Founder of l'Esprit libre
redaction@lespritlibre.org

MAUD CANET ROY

Designer graphique
maudcanetroy@gmail.com

LANGUAGES

French / English
Written and spoken

HOBBIES

Dance
Pilates
Art Battle
Biscuit maker

PROFESSIONAL EXPERIENCE

FREELANCER - Montreal | 2019-2026

- Affaires QC: Website
- TFO - Boukili: cover and illustrations for a collection of children's books
- Confiserie Dijonnaise: logo, packaging, shopfront design
- AFEAS: Corporate and promotional communications materials, presentations
- Madero by Maryline: Website (one pager)
- Kanope: Posters for luxury perfumes
- Boucherie Al Khair: Window coverings
- Apollo Pasta: Food packaging design

GRAPHIC DESIGNER - L'Esprit libre | 2023-2024

- Design of editorial templates, artistic direction of the website and magazine
- Creation of promotional visuals and strategy for book releases

LEAD CREATIVE - Braindate / e180 | 2020-2023

- Redesign of visual identity and website
- Creation of vector illustrations and digital marketing materials

WEBDESIGNER MARKETING - Lightspeed POS | 2018 - 2019

- Design of advertising visuals, banners and promotional materials

WEBDESIGNER - Deux par Deux | 2017-2018

- Newsletters, content management on WordPress, creation of a playful visual universe.

FORMATIONS

AEC Business Creation

2019/2020 - CEGEP DU VIEUX MONTRÉAL - QC
Training in business creation in the arts and crafts sectors

University Degree

2007/2008 - RENNES UNIVERSITY - FR
Programming, typography, history and analysis

Professional Multimedia Degree

2008/2009 - LA ROCHELLE UNIVERSITY - FR
Programming, law, management, 3D video/audio editing, sound work

BTS Visual Communication

2005/2007 - LYCÉE LÉONARD DE VINCI - FR
Two-year training programme in graphic design, specialising in advertising and publishing