






OLIVIER LAFFON

HEAD DESIGNER

CONTACT

-  Barcelona
-  olivier.laffon@gmail.com
-  www.designme.fr
-  @olivierlaffon

SKILLS

- Adobe Suite & Creative tools
- Digital & Web development
- Print & Graphic Design
- Frontend HTML5 - CSS3
- Wordpress and CMS

PROFESSIONAL

- Creativity and Communication
- Art Direction and Marketing
- Design team Management

LANGUAGES

- EN Professional Working
- FR Native
- ES Bilingual

SUMMARY

Senior Designer with more than 15 years of experience in graphic and digital sectors. Ability to manage and lead a design team with creative concepts and a marketing eye. Website development with a strong frontend background.

WORK EXPERIENCE

Head of Design

Reflex Affiliates | March 2018 - Present

- Providing a creative vision for the design team and the whole organisation.
- Leading role in managing the projects design guidelines.
- Recruiting and managing an international design team.
- Point of contact with external partners and clients.
- Websites, landing pages, email marketing, A/B testing, Front-end programming
- Overall art direction for the company events including original ideas, booths, photo and video shooting, business cards, ads on social network and websites.

Co-founder, Art direction & Coach

Kolossal Training | Jan 2016 - Present

- Brand creation, naming, logotype, slogans, websites, merchandising including shirts, caps, shakers.
- External communication with flyers, photos and videos shooting. Post-production with personalized videos and promotional events trailers on social medias.
- Coach, group training preparations, events creation and organisation, negotiation with external partners and direct contact with sponsors.

Freelance

Designme | Jul 2016 - Present

- Graphic and Webdesign for clients worldwide.
- All supports as websites, logos creation, landings for all industries: sports, jewelry, telecommunications...

Head Designer

CMP Group | Jan 2013 - Aug 2016

- Internal and external communication.
- Print and digital.
- Managing an international graphic freelancer team.
- Websites, print advertising, landing pages, email marketing, A/B testing, Front-end programming.
- Providing quality control over design outputs and production.
- Maintain the corporate brand and design guidelines.
- Communication with external printing companies to deliver high quality final products.

Art director

Campings Online | Jan 2009 - Dec 2012

- Global communication, creative concepts, direct contact with clients.
- Websites development, video editing, print and development.

Webdesigner

Impresiones Web | Jan 2008 - Jan 2009

- Advertising campaigns, websites, CMS, Wordpress.

Webdesigner

Otidea | Feb 2006 - Jan 2007

- Creation of custom graphics websites for clients. Banners in gifs and flash.
- Prints work including business cards, restaurant menu, flyers for nightclubs and local business.

EDUCATION BACKGROUND

Bachelor of web and graphic design with mention.

Université Cergy Saint Christophe, Paris | 2006

- Visual design, typography, webdesign, video editing, animation.

BTEC Higher National Diploma of services and networks communications.

Université Paul Sabatier (Toulouse III) | 2004 - 2005

- Graphic and visual communication, audio-visual production, web development, networks, programmation frontend and backend, databases, project management.

A levels in Literature with mention.

Lycée Théophile Gautier, Tarbes | 2002 - 2003