

**Vanessa Mathias**

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**MATHIAS.VANESSA.PRO@GMAIL.COM**



# About

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## **As a full time Creative UX/UI Designer and a freelance Art Director, I worked on various Print & digital projects.**

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Since few years I'm focusing on Art direction and Design with a real interest in digital solutions and innovative concept to follow our new technologies.

The different areas of my work include branding identity, print media, web design, interface design, UX/UI design and SEO.

I bring artistic and technical understanding to meet the demands of each project and hope to be considered for an opportunity to work with a talented team in innovative projects.

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# INTRODUCTION

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My experience was initially involved with photography that led into design production which focused on Print & UX/UI Web design. The diverse experience I can draw upon allows me to have a broad artistic and technical understanding that can meet the client's brief.

My training as artistic director and the work I have done in the last 5 years, in collaboration with web developers, allows me to be aware and understand the technical constraints related to the web and talk the same language.

This experience has allowed me to deliver high quality work for projects with quick turnarounds, such as 'Scolinfo' (web application), 'Osteopata Tarifa' (branding identity), 'Emile Léon' (E-commerce website) and most recently, 'Freeride Tarifa' (branding identity, wordpress website and marketing strategy).

The 'Scolinfo' web application project was created in collaboration with the project manager to build an application that linked the school, the students and their parents.

The education process was digitised to better enable a dynamic use of students time. More than 30 screens were realised for desktop and 10 for smartphone. The exchange of ideas on functionality and ergonomics with the project leader, realised over several stages, has allowed us to confirm our choices through the end user experience.

My design proposal was approved by 10 users clients. This was a very rewarding project that allowed me to gain confidence in art direction and assert my skills in UX/UI design.

I have a good understanding of what it takes to set up and project manage e-commerce websites, such as the work I have completed with 'Emile Léon'. It was important to approach my work for Emile Léon with an openness to their needs as it related to digital implementation.

My experience in print design especially at Ynov has given me a keen eye for detail, which has helped me throughout my career as a Creative Designer and Digital Designer.

I am on point with current styles and I am able to respond to any brand, bringing forward the best approach to give them what they need. I dedicate my energy and knowledge to bring more to the client, always practicing, learning and challenging my personal approach.

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## Branding Identity

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## UX Design

### No 09

#### Émile Léon

Responsive  
E-commerce  
Website

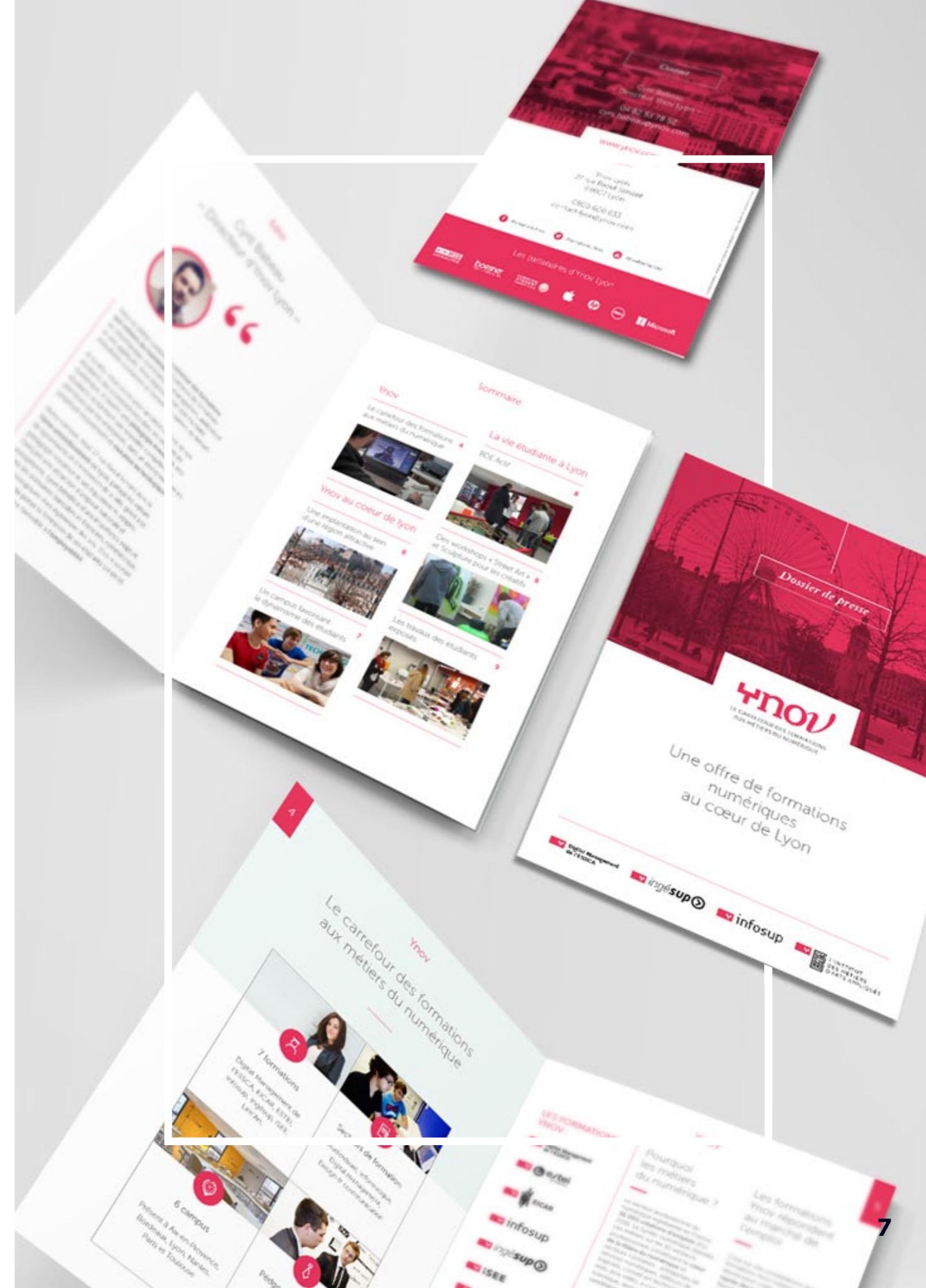
p. 64

# YNOV

## No 01

**Design of all communication media; internal and external, print & web.**

- Promotional documents: flyers, leaflet, press kit
- Corporate documents: Business card, paper-head, note card, E-mail signature, stationery
- Advertising on magazine
- Signage, pictograms



Evolution  
Guidelines



Campus  
signage



Design,  
Iconography



Multi Device  
Print mediums

# No 01

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## Advertising

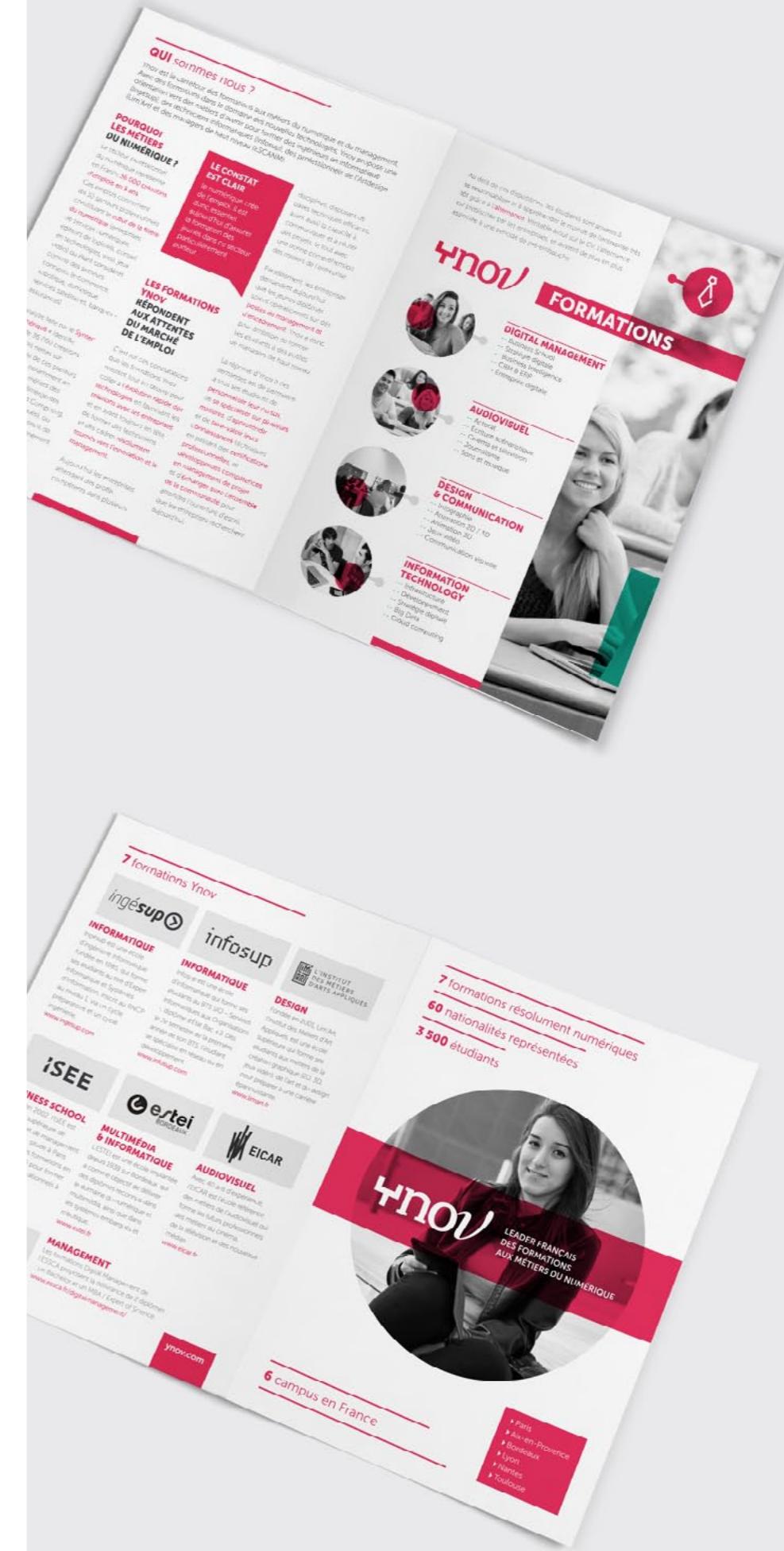
## Leaflet

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## Flyers

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# N° 01

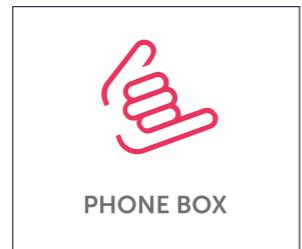
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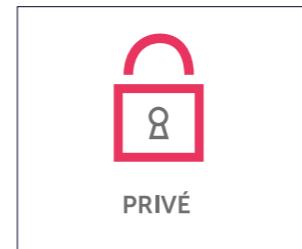
ENTREPRISE



ESPACE CRÉA



PHONE BOX



PRIVÉ



ESPACE DE VIE



INFOTECH



LOCAL MÉNAGE



VIRTUALISATION



TOILETTES



TOILETTES



TOILETTES



ESPACE RÉSERVÉ



LABO GAME



LOCAL SERVEURS



SALLE D'ATTENTE



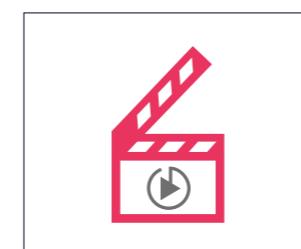
APPLE LAB



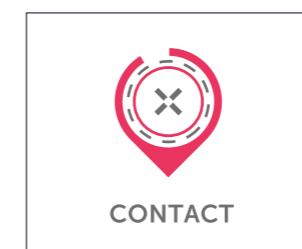
BDE

SALLE DE PROFS  
MANAACENTRE  
DE CERTIFICATION

LABO



CONTACT



NOS BROCHURES



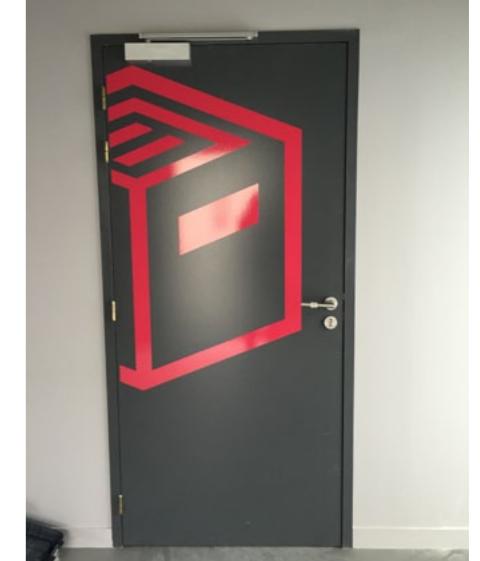
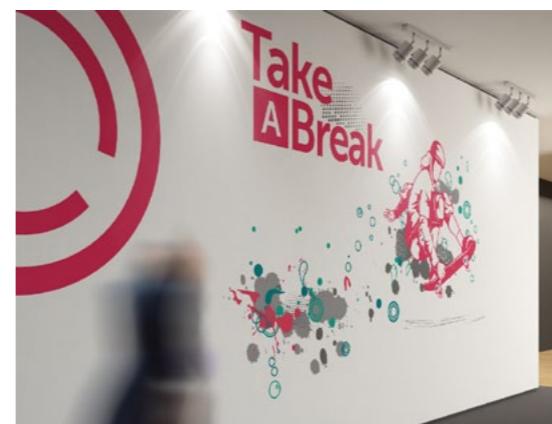
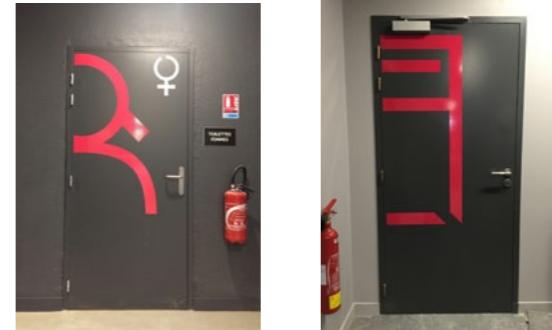
DÉPOSEZ UNE OFFRE

## Pictograms

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# No 01

## Signage



# iNOW FORMATIONS

## No 02

**INOW expanding its field of activity by providing training in company.**

INOW has had a complete makeover, furthered by taking some new artistic direction including the new logo, by the addition of the word «Formations» and using flat design.

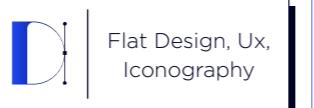
- The logo was refreshed, and the brand symbol was re-created to look more modern and more stylized
- Corporate identity guidelines
- Website functionality and ergonomics
- Iconographic personality



Re-Branding  
Guideline



Wireframe



Flat Design, Ux,  
Iconography

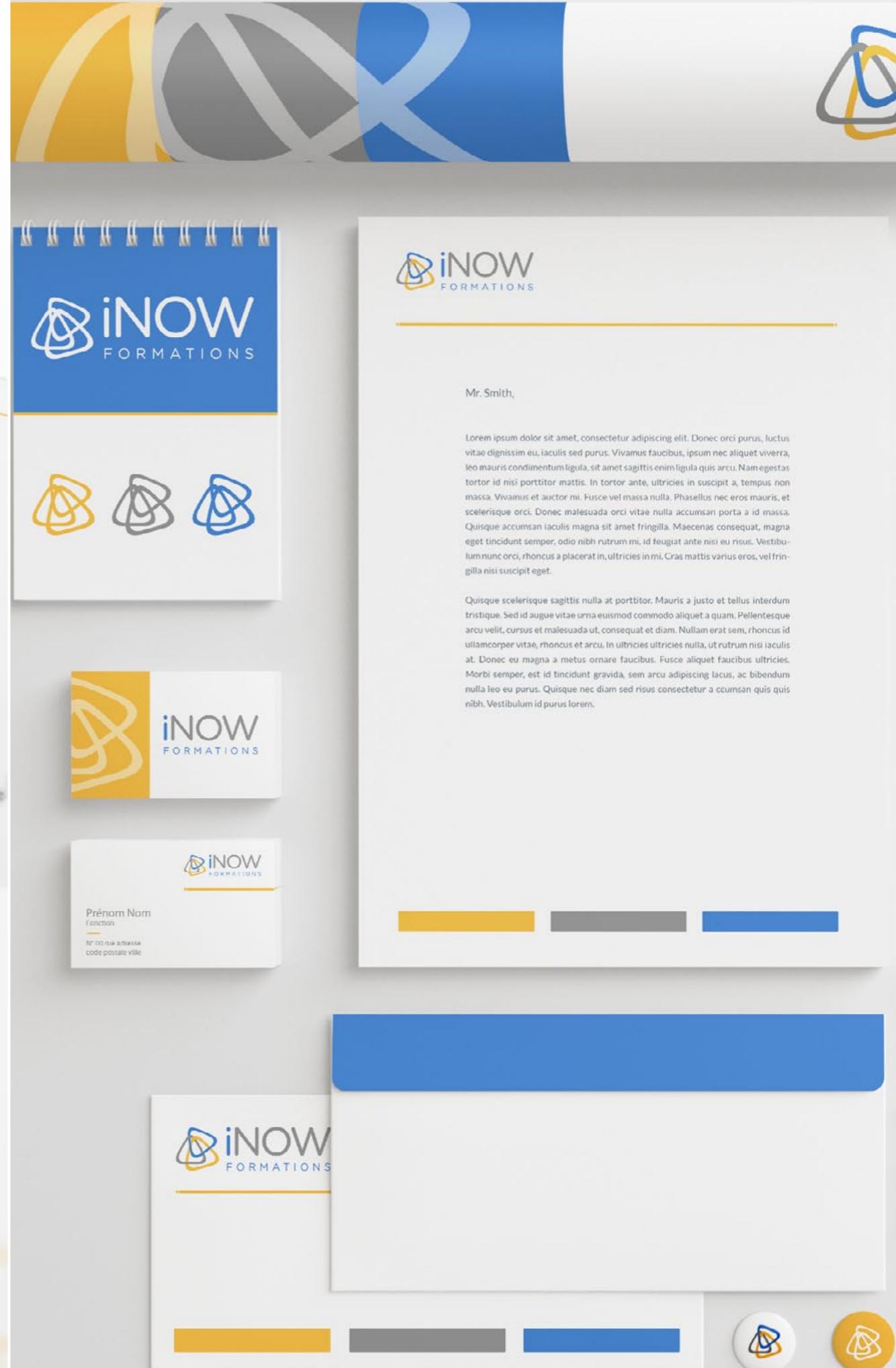


Multi Device



## No 02

### Branding Identity



## No. 02



# OSTEOPATA TARIFA

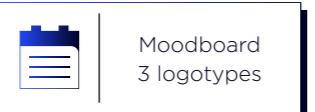
No 03

**Logo, brand and corporate identity for an Spanish osteopath to Tarifa.**

- Client pitch
- Benchmark / Moodboard / Logotype / Colour trend
- Create the graphic charter and use it on all communication supports
- Conception of the visual identity that globalises the brand and that makes it easily recognizable
- Iconographic trend
- Realization of communication supports
- Web site : using wordpress theme, in progress



Benchmark  
Key Insights



Moodboard  
3 logotypes

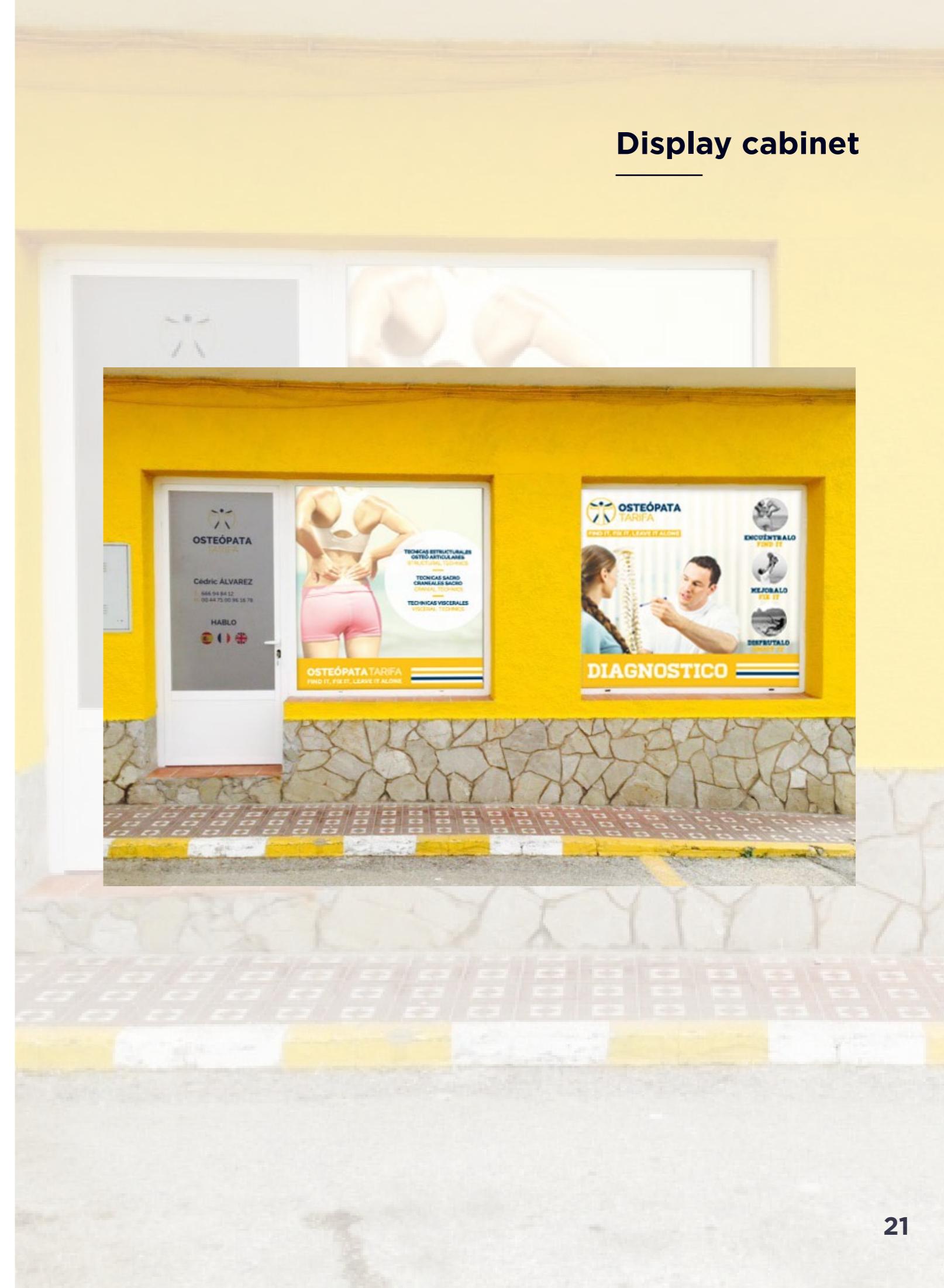


Design  
Iconography



Multi Device  
Print mediums

Display cabinet



## No 03



# INGÉSUP

BEFORE RE-BRANDING SEPT 2014

No 04

**Ingésup,Ynov's brand.  
I realise all supports  
for communication  
media.**

- Art Direction of the photo-shoot
- The grip design
- Trade Show booth
- Brochure
- Flyers
- Website,
- Emailing etc.



## Brochure



# INGÉSUP

AFTER RE-BRANDING AUGUST 2015

## No 04.1

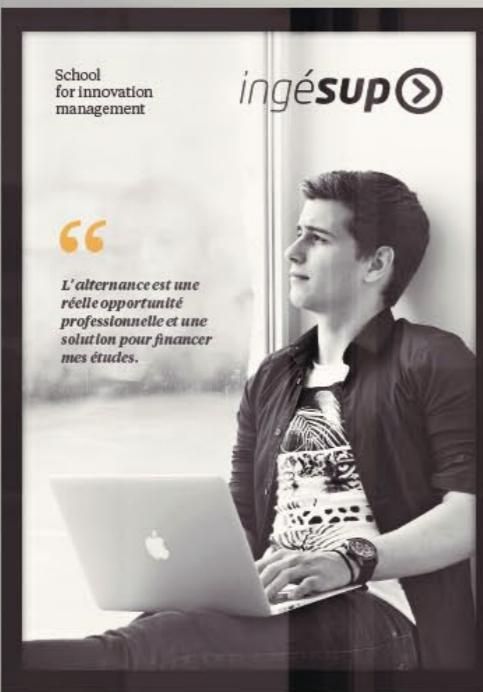
**Re-branding; to have a brand more consistent with the geek world of computer training.**

- Trade show booth for the new commercial period with the new charter
- Flyers
- Marketing campaign desktop and mobile
- Art Director on the Photo Shoot



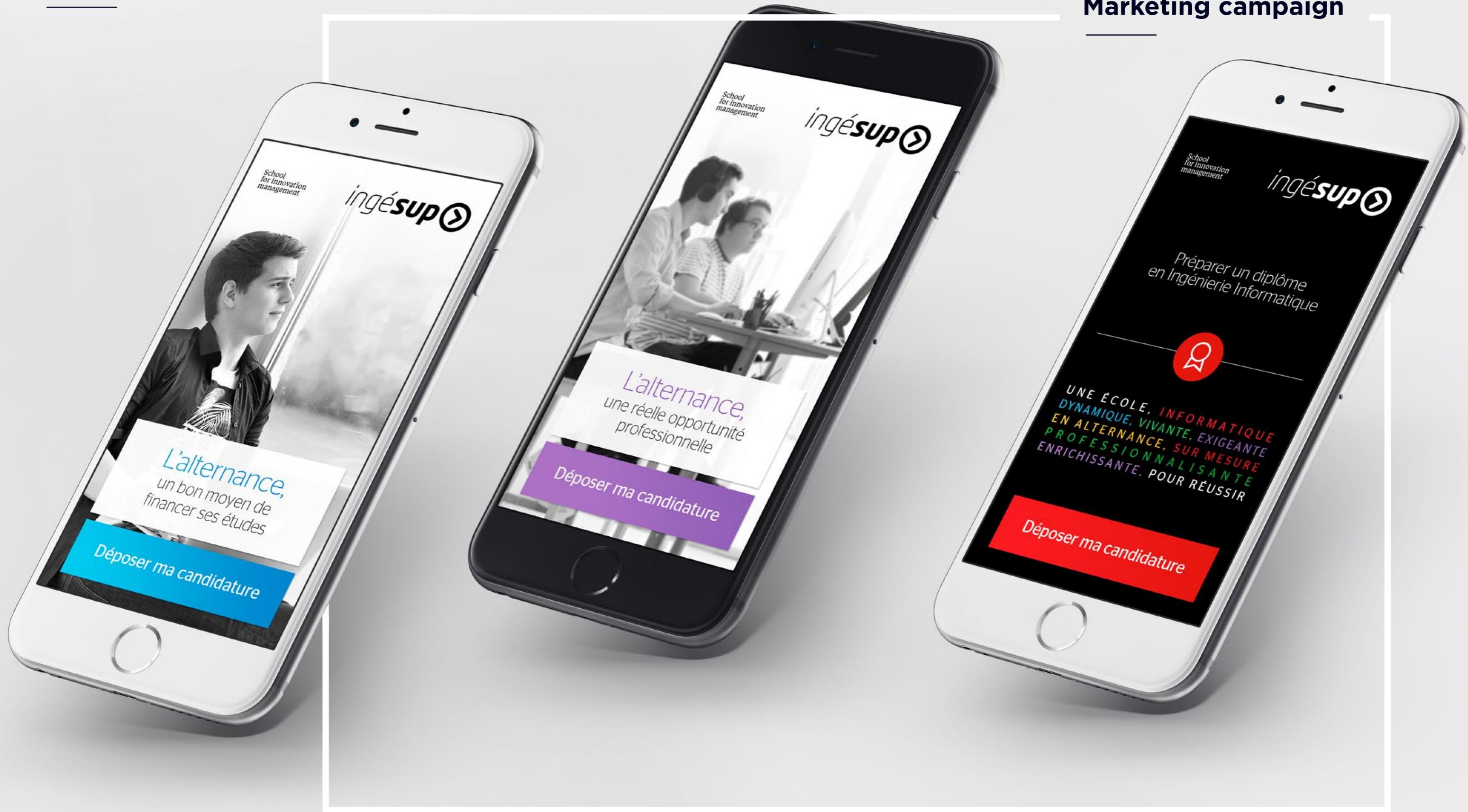
**Trade show booth**

**Brochure**

**No 04.1****Web Interstitiel**

## No 04.1

### Marketing campaign



# CFA DU NUMÉRIQUE

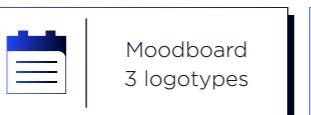
## No 05

### Logotype design and realisation of guideline identity.

- Logotype
- Business card
- Corporate identity guidelines
- Stationery
- Leaflet



Benchmark  
Key Insights



Moodboard  
3 logotypes



Design  
Guidelines



Multi Device  
Print mediums



## No 05

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### Logotype

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CFA *du numérique*

### Building

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### Color

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## Nº 05

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# LIM'ART



## No 06

**Lim'Ar, Ynov's brand.  
I realised all mediums.**

- Graphic visual for paper advertising
- Trade show booth
- Flyers
- Digital marketing campaign
- Art Director on the Photo Shoot



**Paper advertising**



## Nº 06

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Flyers

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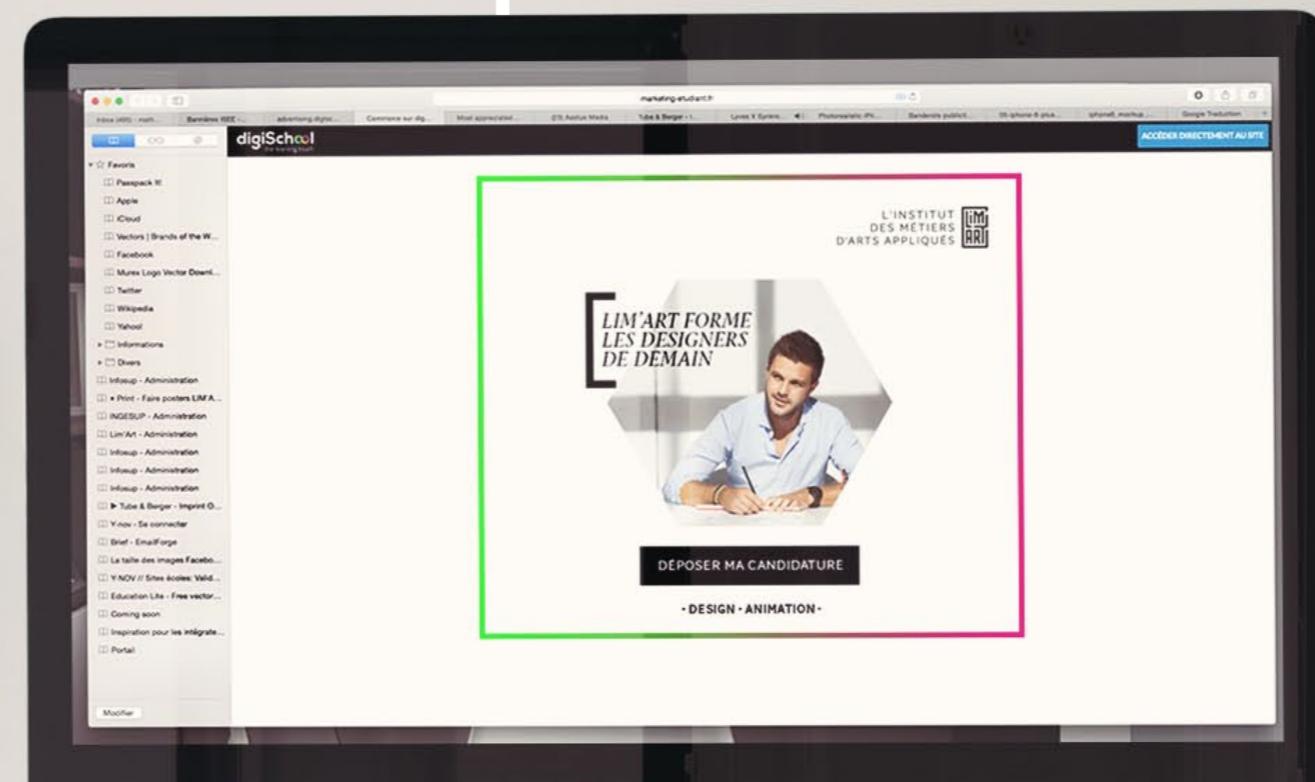
Brochures

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# No. 06

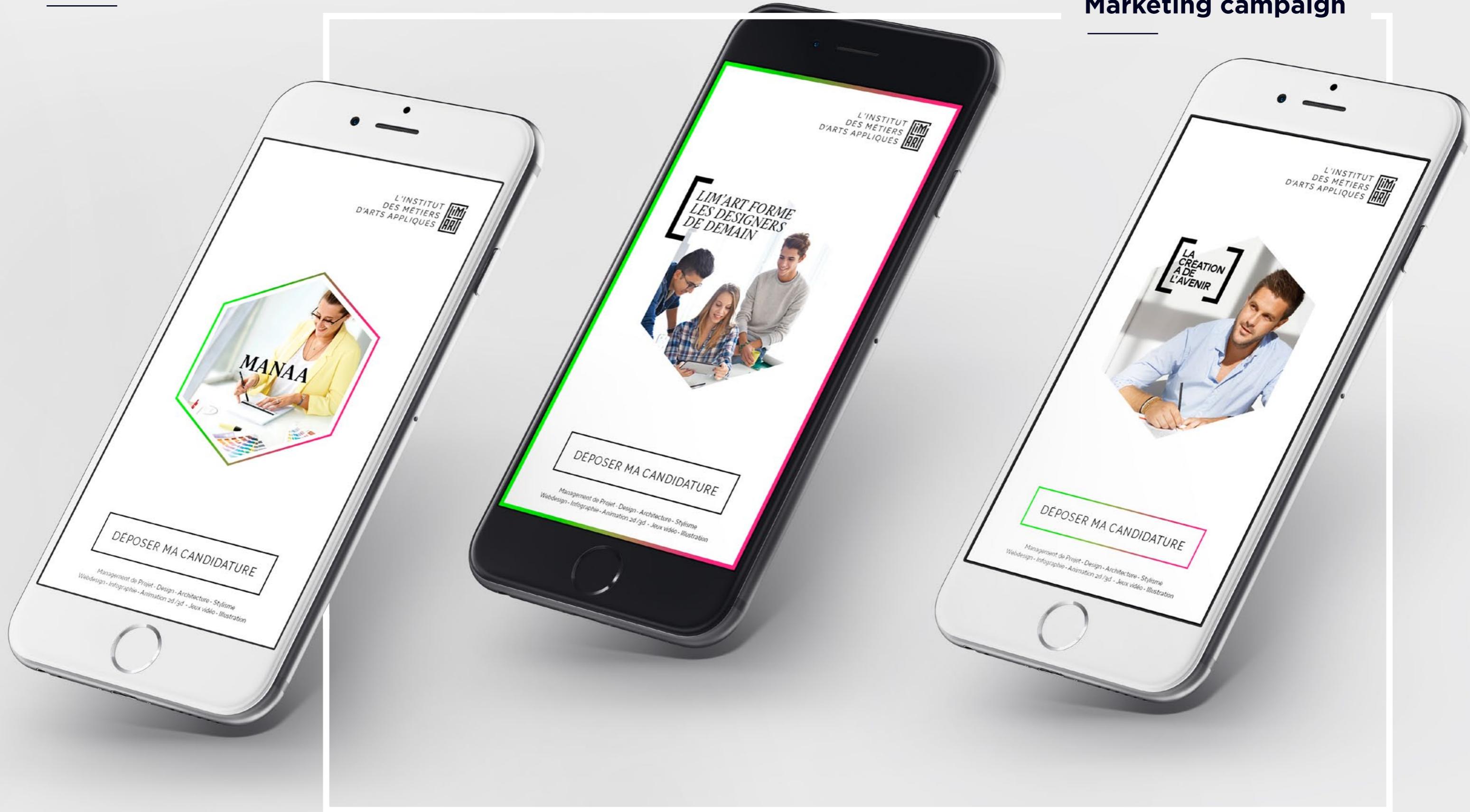


# Trade show booth

**No 06****Web Interstitiel**

## Nº 06

### Marketing campaign

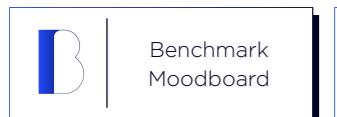


# SCOLINFO WEB APP

No 07

**Realisation of a web application for managing the exchanges between Parent-Teacher.**

- Client pitch
- A user-friendly proposition and the creation of the graphical requirements
- Functionality & Ergonomics adapted to smartphones
- Specific illustration by pictogram



Benchmark  
Moodboard



Wireframing  
Pictograms



3 proposals  
UX Design



Multi Device  
Web App



Desktop

No 07

## No 07



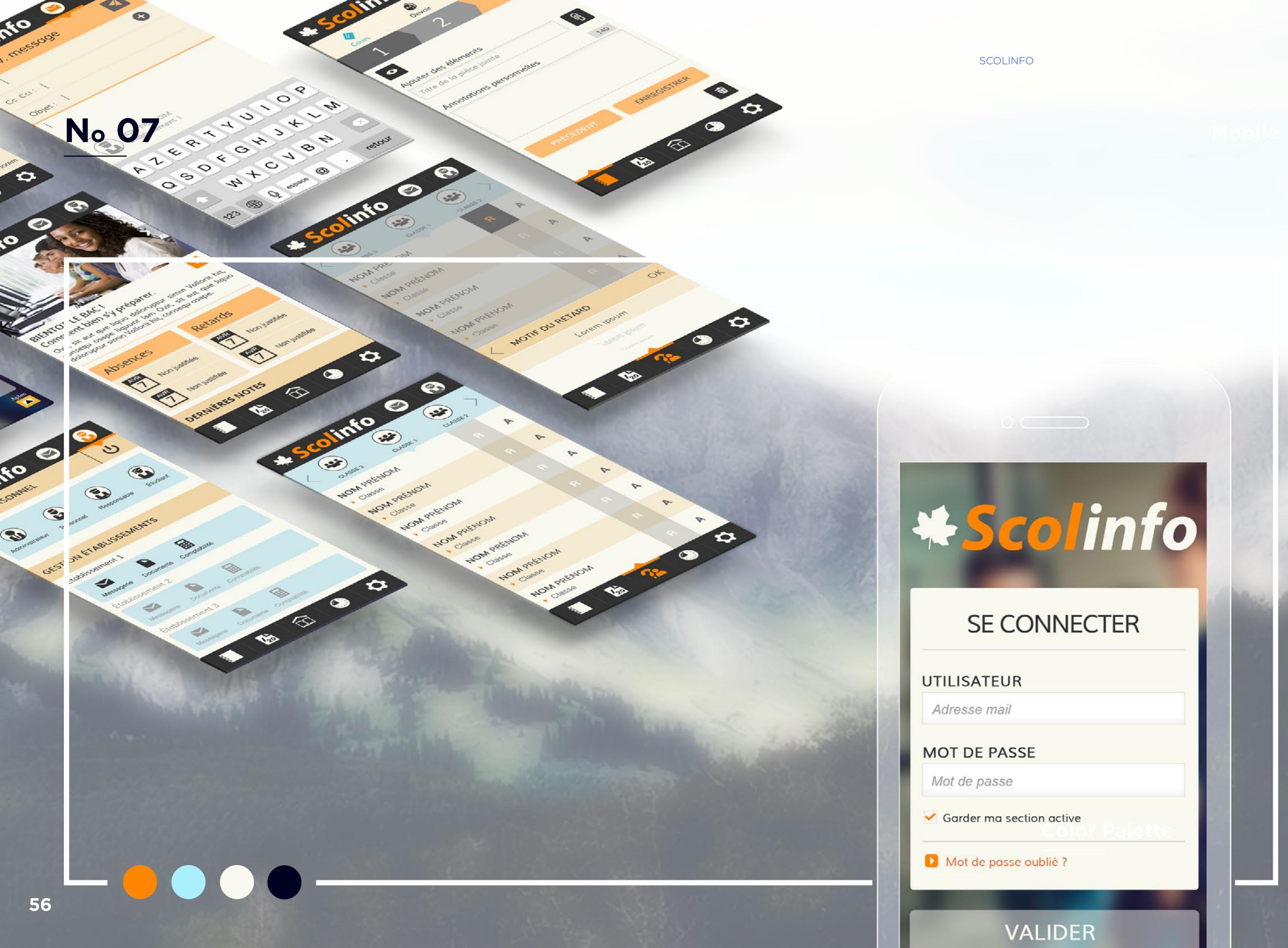
I-Pad



**Nº 07**

# WIRE FRAME

## Mobile



**Scolinfo**

**SE CONNECTER**

**UTILISATEUR**

*Adresse mail*

**MOT DE PASSE**

*Mot de passe*

Garder ma section active

**Color Palette**

**Mot de passe oublié ?**

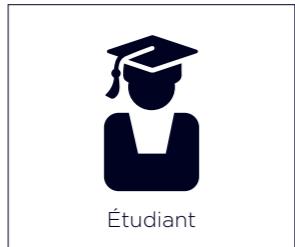
**VALIDER**

## No 07

### Category



Professeur



Étudiant



Personnel



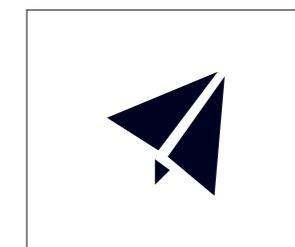
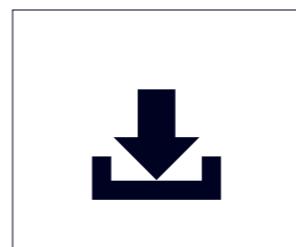
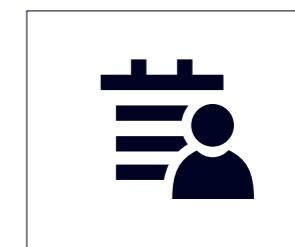
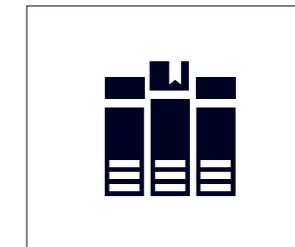
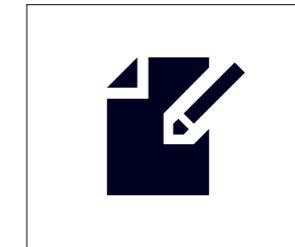
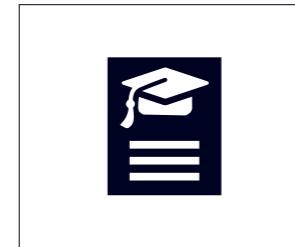
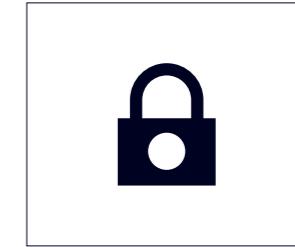
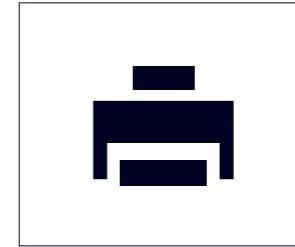
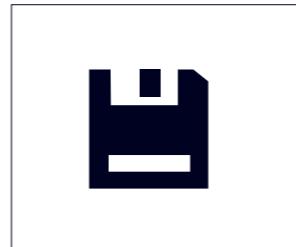
Administrateur



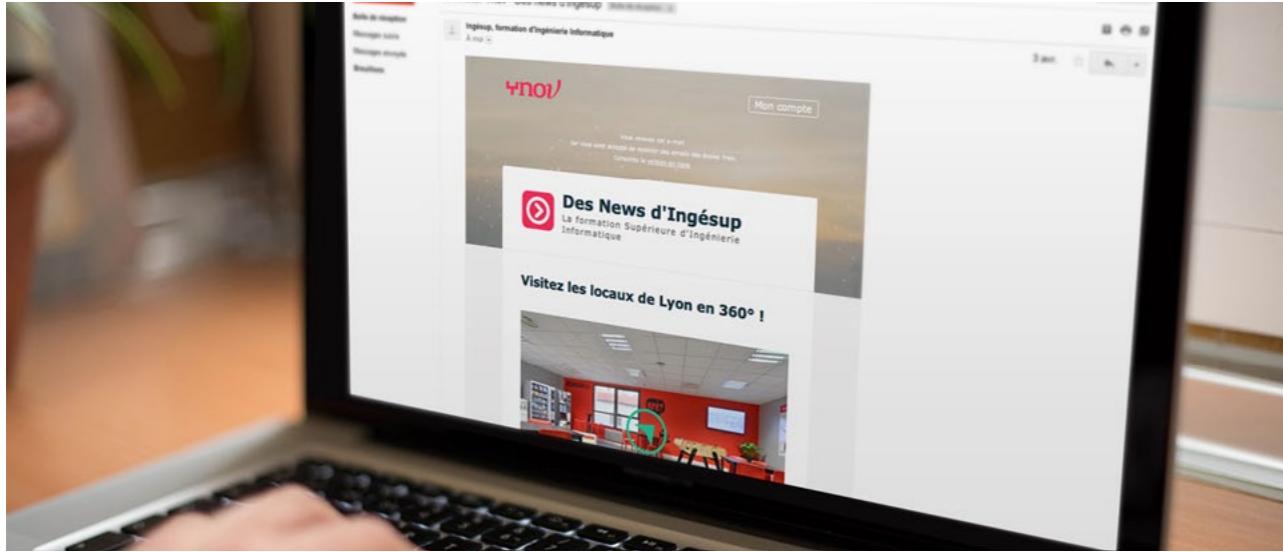
Parent



Surveillant



# MARKETING CAMPAIGN



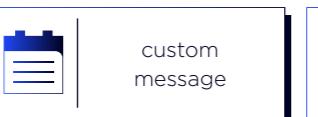
## No 08

### Building, design of responsive emailing.

- Tested and validated on key messaging software, webmail and smartphones (Outlook, Gmail, Yahoo, hotmail etc. Mac and PC )
- One-to-One Targeting
- Personification of the message
- Think mobile first
- Technology HTML5 / CSS3, Media Queries



Target  
Analytics



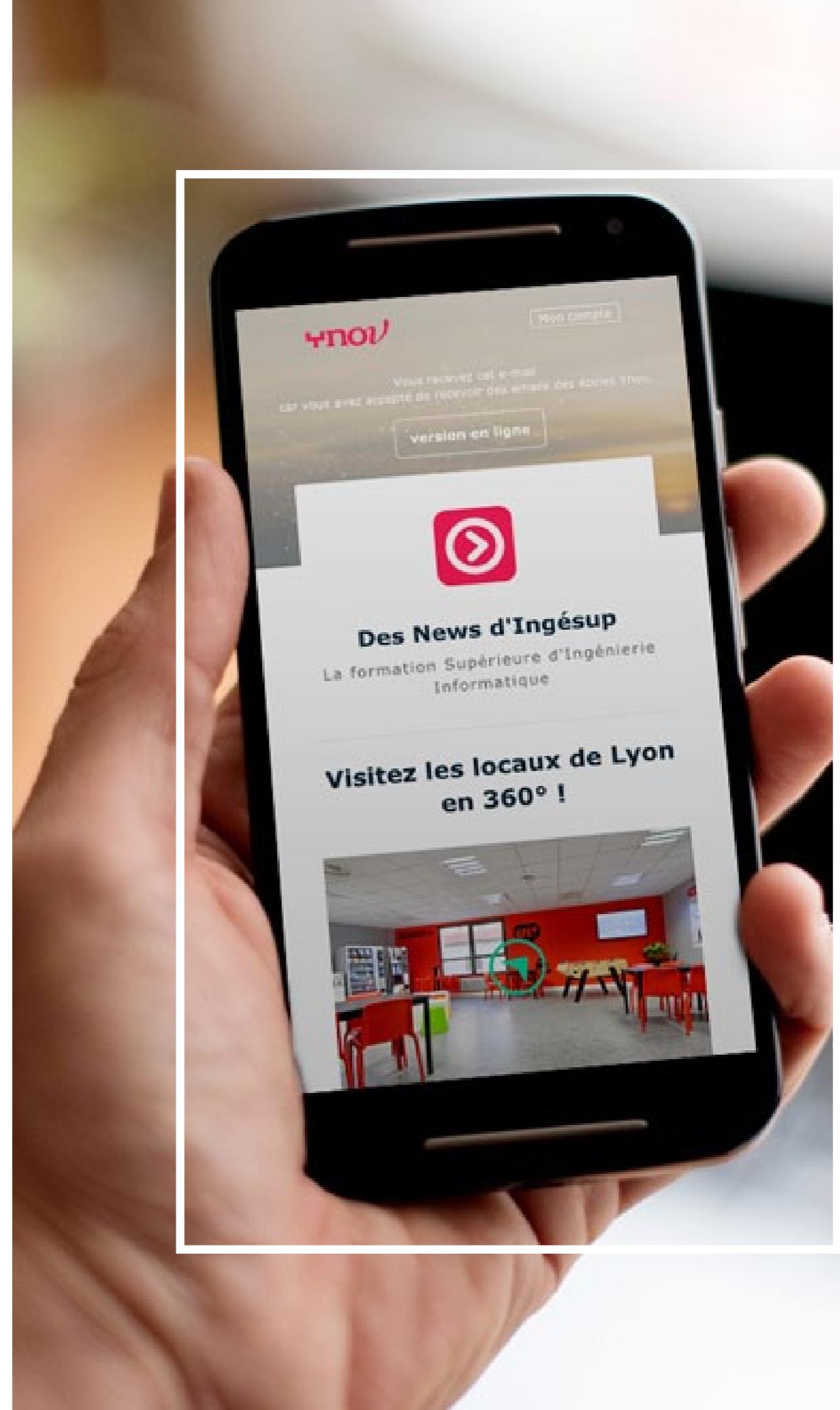
custom  
message



UX Design



Multi Device  
Mobile first



# N° 08

**VOTRE ENTRETIEN D'ADMISSION**

Stéphane, contactez votre référent

01 24 60 70 60

**DETAIL DU COURRIEL**

Bonjour {!Account.Salutation} {!Account.LastName},

Principium autem unde latius se funditabat, emersit ex negotio tali. Chilo ex vicario et coniux eius Maxima nomine, questi apud Olybrium ea tempestate urbi praefectum, vitamque suam venenis petitam adseverantes inpetravit ut hi, quos suspectati sunt, illico rapti conpingentur in vincula, organarius Sericus et Asbolius palaestrita et aruspex Campensis.

Principium autem unde latius se funditabat, emersit ex negotio tali. Chilo ex vicario et coniux eius Maxima nomine, questi apud Olybrium ea tempestate urbi praefectum, vitamque suam venenis petitam adseverantes inpetravit ut hi, quos suspectati sunt, illico rapti conpingentur in vincula, organarius Sericus et Asbolius palaestrita et aruspex Campensis.

/ {!User.Phone}



# ÉMILE LÉON

No 09

**Luxury E-Commerce  
responsive website,  
& communication  
strategy.**

- Client pitch
- Benchmark, wireframe and website design (structure and user functionality of the website, usability, Web Design)
- Web guideline (color, typography, iconographic trend)
- Some suggestions to have a better Website SEO



Analytics  
E-Commerce  
Web site



Benchmark  
Moodboard



Wireframe  
UX Design



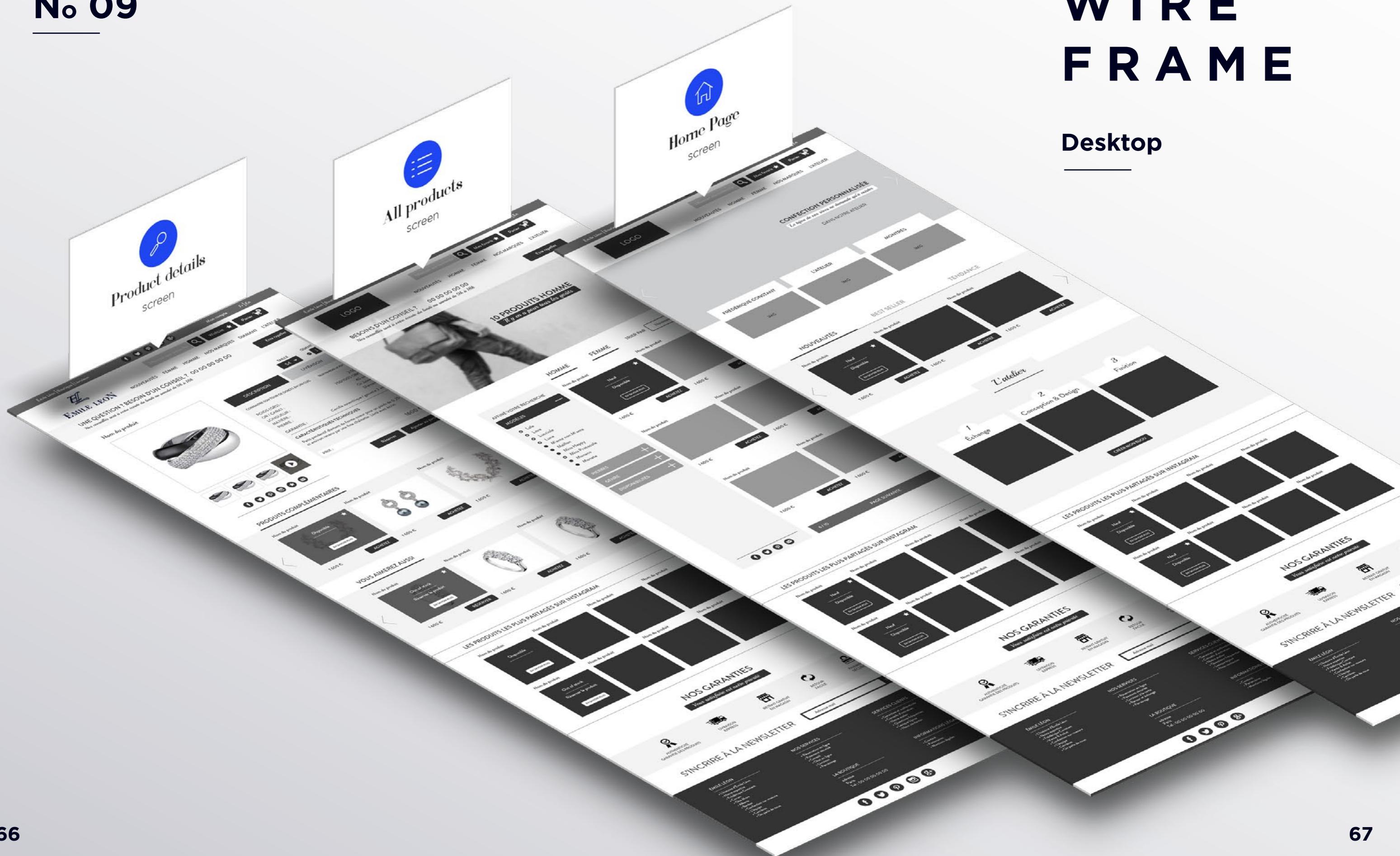
Multi Device  
SEO content

The screenshot shows the Emile Leon website's homepage. At the top, the brand name "EMILE LEON" is displayed in large, bold, black letters, with the tagline "l'Authenticité de la Joaillerie Française" in a smaller, italicized font below it. A red banner at the bottom of the header area reads "ARTISAN JOAILLIER". The main content area features a large, close-up photograph of a person's hands using a tool to work on a piece of jewelry. Below this, the website's layout includes a navigation bar with links like "Accueil", "Nos collections", "Joaillier", "Nos boutiques", "Contact", and "Suivez-nous". The central part of the page has sections for "NOUVEAUTÉS", "BEST SELLER", and "TENDANCE", each displaying images of different jewelry pieces. A sidebar on the left contains a "LOGO" section and a "Nouvelles constantes" section. The overall design is sophisticated and professional, reflecting the luxury nature of the brand.

**COLOR PALETTE**

- #33363d
- #da231d
- #f9f7f4

No 09



# WIRE FRAME

Desktop

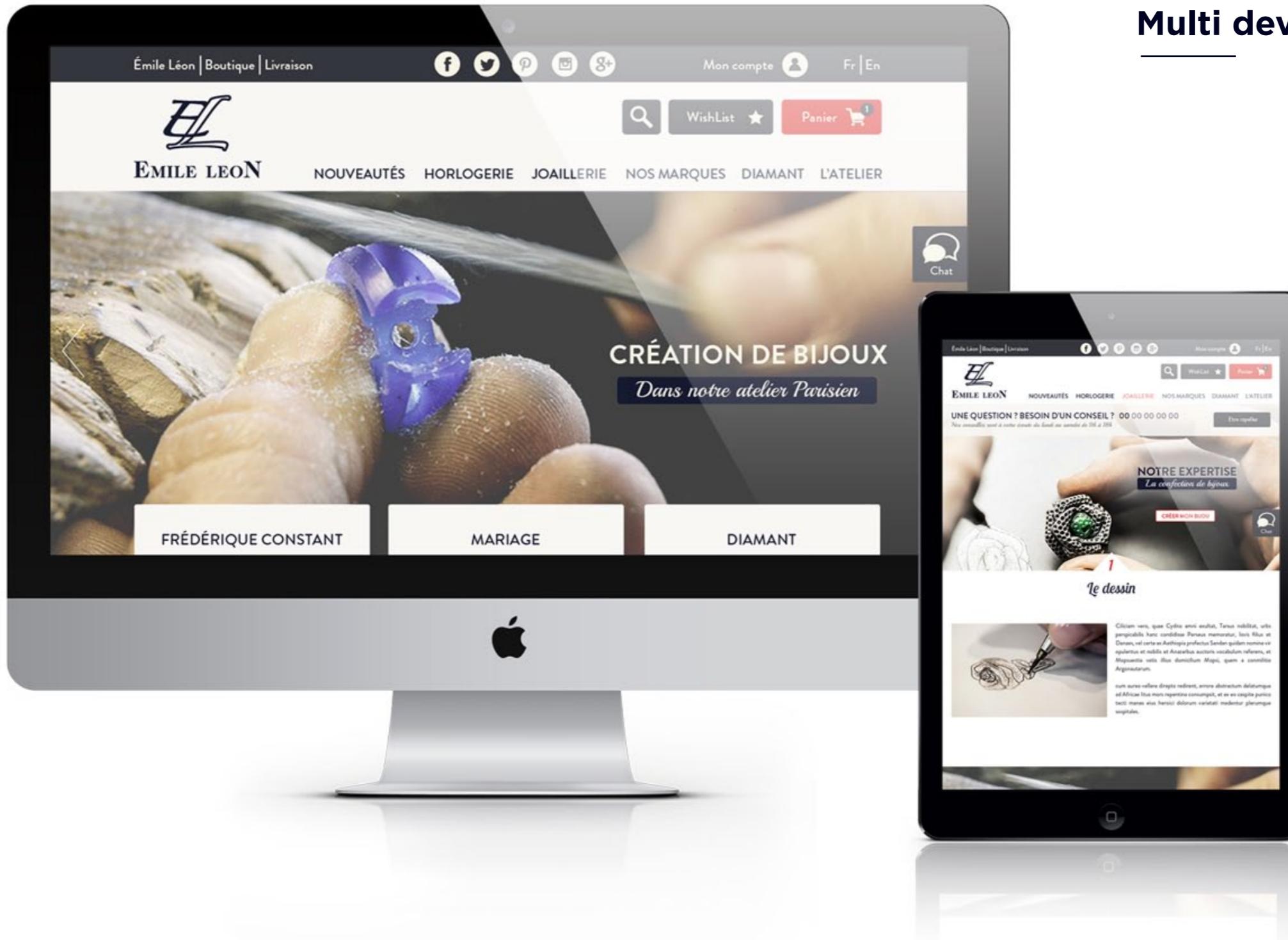
No 09

# WIRE FRAME

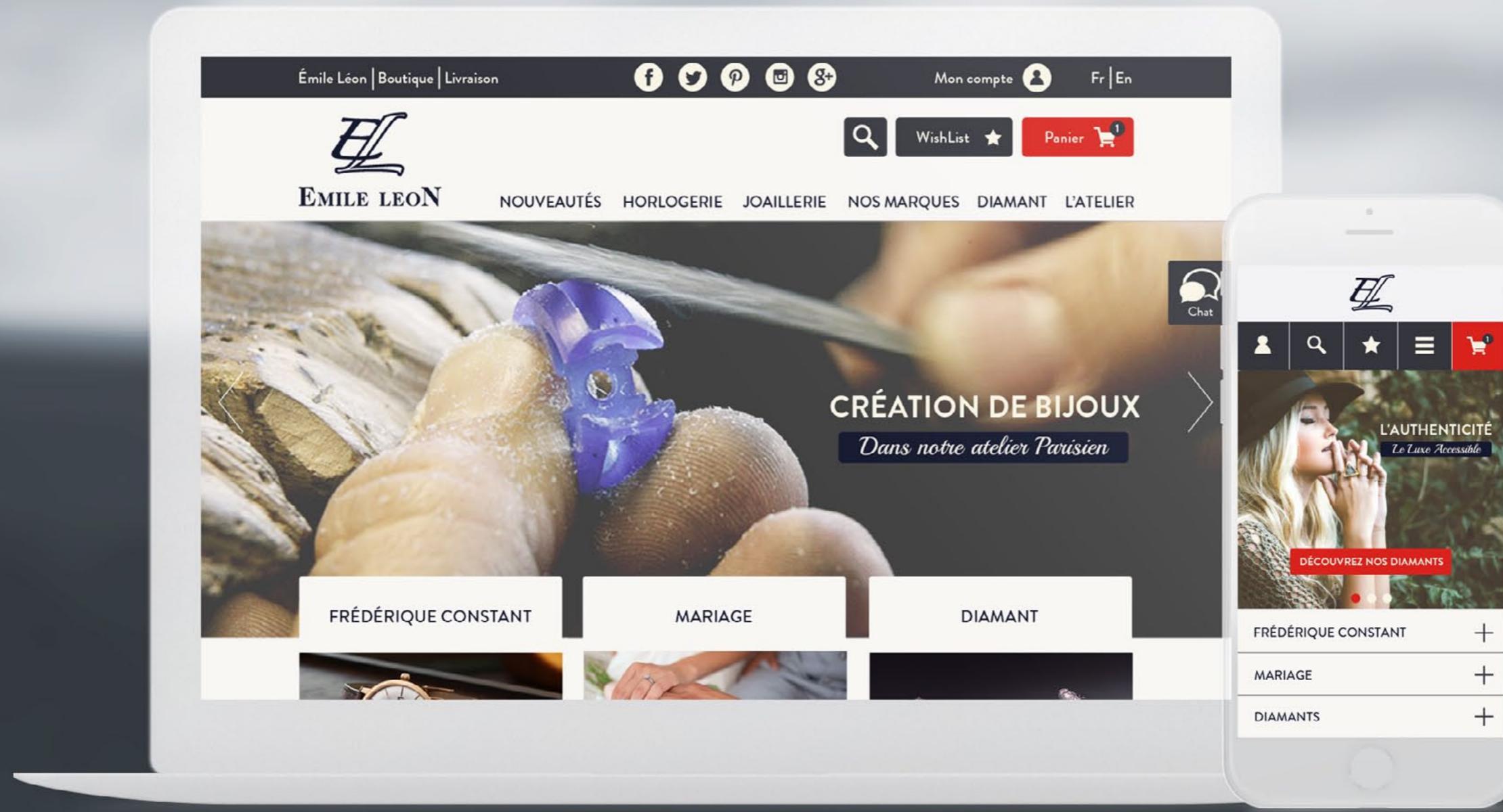


Desktop purshase

No 09

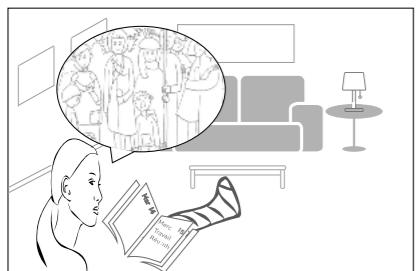


Nº 09

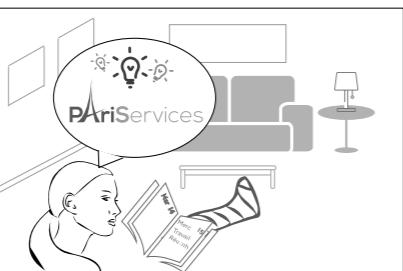


# STORYBOARD

## Service Design



Charlotte s'est cassé la jambe aux sport d'hiver... Elle travaille de chez elle, mais Mercredi elle a une réunion de travail très importante. Elle se demande comment y aller pour éviter le métro trop rempli.



Charlotte s'est rappelé qu'un service d'entraide avait été mis en place par la Ville de Paris...



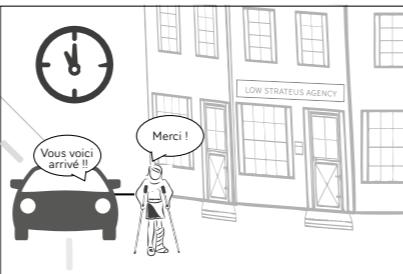
Elle se rend donc sur internet pour voir comment cela fonctionne et si une personne fait le même trajet qu'elle pour qu'on puisse l'emmener.



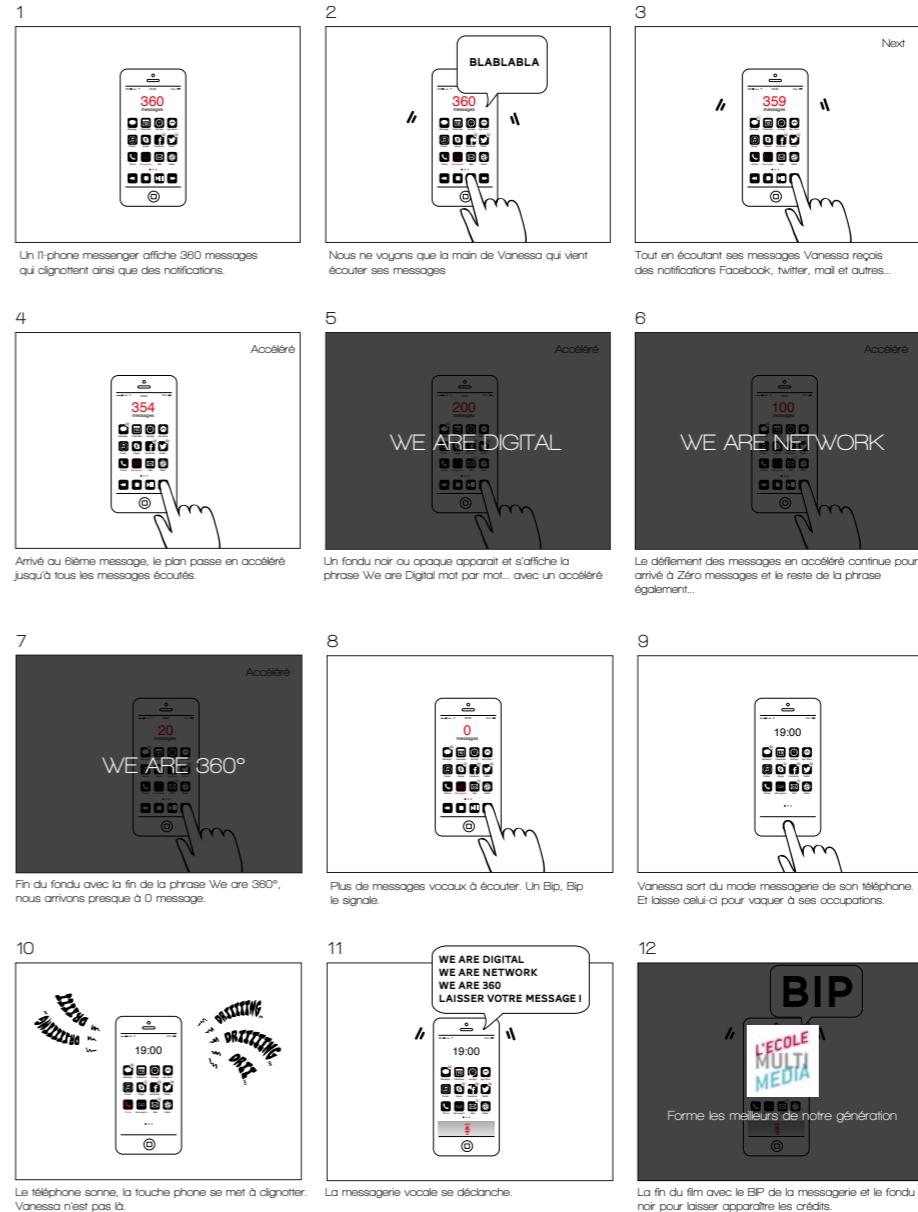
Bernard faisant ce trajet tous les jours et ayant un bon profil était ravie de pouvoir rendre service à Charlotte.



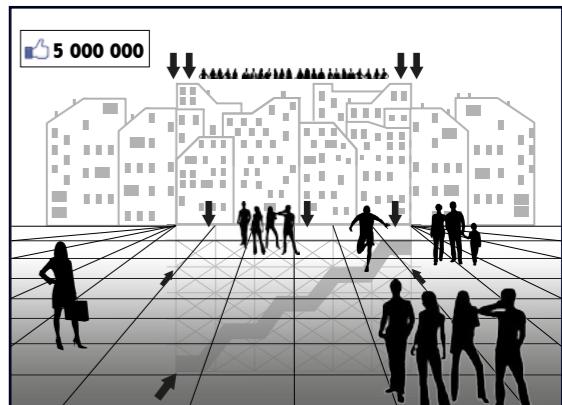
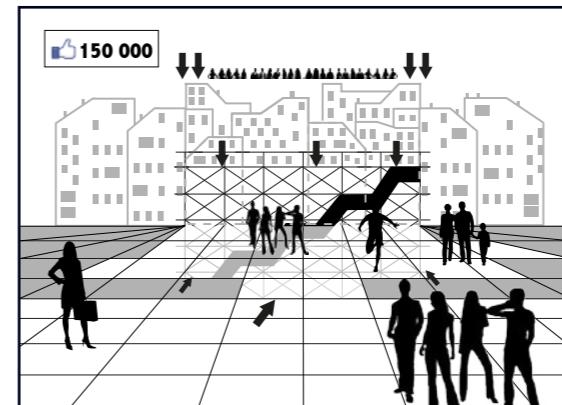
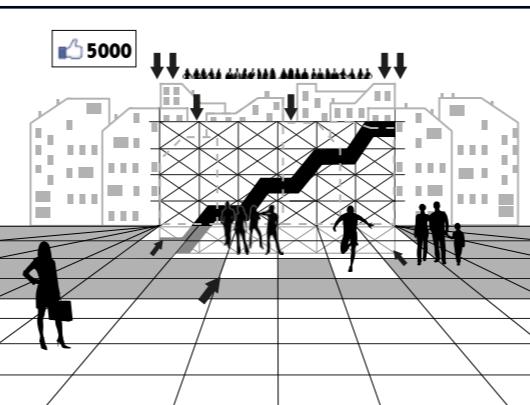
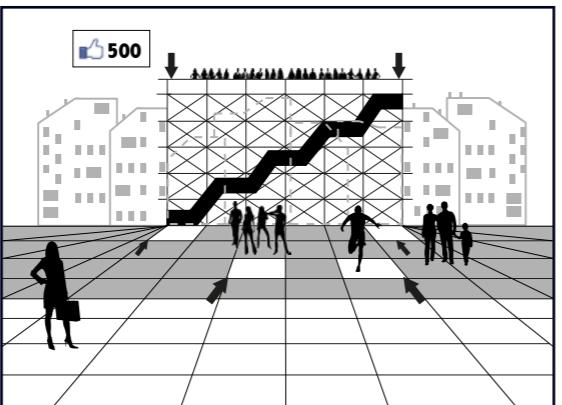
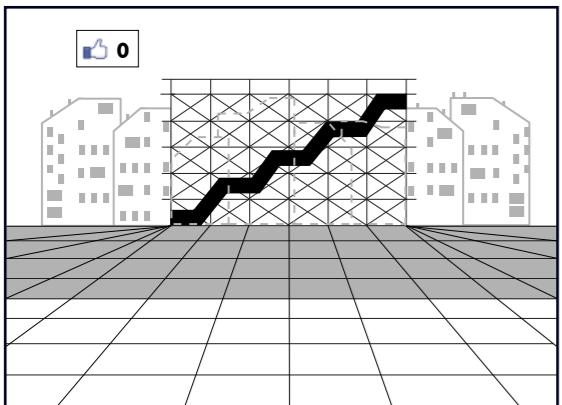
Le trajet se passe très bien et Bernard n'hésite pas à dire à Charlotte ses disponibilités pour une prochaine fois.



Un trajet sans embûche où elle est à l'heure pour son rendez-vous de travail !



## Interaction, the digital in the urban space



MERCI



# Art Director

VANESSA MATHIAS

[vanessa-mathias.com](http://vanessa-mathias.com)