

CLAUDINE

ismyentwin

Claudine
Lydie Greco
Graphic design,
illustration
& live drawing

+44 (0)741 101 1828
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www.lydiegreco.com



Reliable, ideas-driven graphic designer, art director and illustrator, with a passion for branding & live drawing, delivering high-quality designs even under pressure.

- **10 years of international experience bringing ideas to life**, in agencies and in-house, for print & web design and illustration, with award-winning work in London and New York.
- Able to **manage projects from concepts to completion**, lead a team of designers, **and work seamlessly across teams**.
- Hardworking, versatile and passionate: I just love what I do.

Experience

2009 - present:

Freelance Graphic Designer & Illustrator

I help brands become more than a logo by building **strong, sustainable visual identities**. I do that by listening to requirements, researching the industry, and creating strong visual assets and templates to be used throughout any channel, digital or print.

I also help summarizing complex ideas into **efficient presentations and relatable illustrations**. I can handle projects from brainstorm to production. Through my illustrations and live drawings, I always try to make people smile.

Past work includes:

Graphic Design

- Execution of the brand identity of a Fintech start-up, working from an ad agency's recommendation and being the go-to person to design **new visual assets cross-channel** (above the line, print brochures, social media campaigns, Google ads, emails) – 1 year contract
- **Rehaul of the visual identity** of a FinTech personal loans company, harmonisation of their branding on their digital and print presence (**UI toolkit & Brand Guidelines**, mobile app, website, emails, retail store windows, posters, internal comms templates) – 3 years contract
- **UX/UI work** for a money management mobile app – 1 year contract
- Design of **presentations for Investors pitch** (Powerpoint and pdf) for mortgage brokers
- Packaging design & illustration for ice cream tubs of Greedy Goat
- **Branding & Consulting** on furnishing fabrics patterns for textile house Décors Barbares
- Creation of **annual market reports** for an international recruitment agency

Illustration

- **Live scribing** for conferences and product ideation sessions
- Illustrations for lifestyle & travel magazines
- **Storyboards** for ads

June 2014 - present:

Founder & main illustrator of the Magic Depictor

The Magic Depictor might seem like a regular photobooth, but instead of a boring passport photo, you get a **3-min tailored experience** where you get to play games with a magic mirror and leave with your very own handdrawn portrait. Available for event hire (weddings, staff parties, festivals). See more here: <https://vimeo.com/276936878>

October 2015 - January 2016:

Scene leader and production assistant at You Me Bum Bum Train

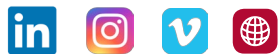
immersive theater production in London (UK), where each audience member goes through a succession of scenes as an active part of the action. I helped with casting, volunteer management, set build, costumes and props set up, scene timing, and performers' training.

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January 2011 - January 2015:

Lead Designer at FiveTen Group, recruitment agency in London

In charge of the **art direction of 7 brands** of recruitment agencies located in 23 cities in 13 countries, working with the EMEA and Americas marketing team.

Leading two other designers in every visual project of the company globally, ensuring the design team always produces high-quality work while hitting tight deadlines. In charge of **planning and liaising with clients** and stakeholders for every design project.

Created many different **B2B and B2C projects for web and print** (market reports, client events, client pitches, web campaigns, printed ads). Took over the creation of **mobile sites** for 7 brands and of templates for email marketing, social media presence and other web content.

Set up new processes to work in a more efficient way in a fast-paced environment: introduced a new briefing document system, created an organised work environment and provided templates and training to other members of the team.

2008:

Junior Artistic Director at Concept Factory, ad agency in Luxembourg

Worked in team for **brainstormings and copywriting**, designed brand guidelines, logos and posters for national advertising campaigns (3 months internship).

Technical Skills

Sketch, Adobe Creative Suite (Mac and PC environment), Microsoft Office Suite (Powerpoint, Excel, Word). Basic knowledge of Premiere Pro and After Effects.

Education

2008:

Bachelor in Marketing, Advertising and Graphic Design

head of promotion | University of Nancy II, France

Test Of English for International Communication (TOEIC), 975/990

2007:

Undergraduate Degree in Visual Communication

specialised in Graphic Design, Edition and Advertising | Lycée La Martinière Diderot, Lyon, France

Awards & Competitions

Grand Prize of the Strand Tote Bag Contest 2014, New York

for an illustration to be printed on the famous tote bags sold in the New York bookstore

Best Marketing Campaign 2013, Recruiter Magazine Awards, London

for my work on the EMR Salary Survey 2012/13

Best Marketing Team 2013, Global Recruiter Awards, London

for the in-house marketing team I work within at the FiveTen Group

Languages

| | | | |
|---------|----------------|------------------|---------------|
| French | native speaker | German | written, read |
| English | fluent | Korean, Japanese | beginner |

Interests

Comics and graphic novels, immersive theater, street performance, frame-by-frame animation, Afro dances, learning languages, immersive travels, roadtrips.