

# CLAUDINE ismyentwin

Claudine  
Lydie Greco  
Visual design  
& illustration

lydie.greco@gmail.com  
www.lydiegreco.com



A reliable, ideas-driven visual designer, art director and illustrator, delivering high-quality designs even under pressure.

- 5 years of international experience 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, handle team planning and schedules, and communicate with stakeholders and clients.
- Hardworking, bilingual, passionate and nice to work with: I just love my job.

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## Experience

2009 - present:

### Freelance Visual Designer & Illustrator

Participated in **ideation workshops** for future products, generating and drawing ideas from consumer insights for big consumer brands for Brand Development agency, London

Visual design of **iPhone and iPad apps** for Katie Parla, american food writer based in Rome

**Illustrations of children book** for L'Harmattan, publishing house in France

**Illustrations and Flash animations** for an educational website for France Nature Environnement

**Catalogue design** and illustrations for Reymann, ad agency in Strasbourg, France

Became a regular full-time freelance after a week of working for them, thanks to commitment and productivity. Helped the permanent creative team working on weekly brochures and catalogues for international supermarkets Leclerc and Cora. Gained flexibility and eye for details by successfully transitioning from one project to another and delivering projects on tight deadlines. Worked on roughs and illustrations for a national ad campaign.

January 2011 - present:

### 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.

January 2010 - April 2010:

### Junior Designer at PS NY, design studio (web & print), New York

Designed **brochures and invitations** for clients such as artist Julia Mandel, New York Arts Programs and the Museum of the City of New York (2 months internship).

Worked on an **alphabet poster** with Annica Lydenberg for **Dirty Bandits**, graphic design & illustration studio, Brooklyn, New York.

Attended the **Bill Plympton School of Animation** and worked on a **30 seconds short movie** (3 months class).

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## Experience (continued)

2008:

### Junior Artistic Director at Concept Factory, communication agency in Luxembourg

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

2006:

### Junior Graphic Designer at Publicis Koufra, advertising agency in Strasbourg, France.

Worked on national advertising campaigns, logo designs, catalogues, copywriting and storyboards for a TV commercial for Stoeffler, national food brand. Got offered a contractor role at Publicis at the end of my placement. (2 months internship).

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## Education

2013:

### Designing for Multiple Devices

3 sessions course on UX design  
provided by General Assembly, London, UK

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

2008:

### Bachelor in Marketing, Advertising and Graphic Design

head of promotion,  
University of Nancy II, France

2007:

### Undergraduate Degree in Visual Communication

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

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## 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

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## Languages

French native speaker  
English fluent

German written, read  
Japanese beginner

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## Technical Skills

Adobe Creative Suite 5.5 (Mac and PC environment).  
Working knowledge of After Effects and OmniGraffle Pro.  
Able to code in HTML, ActionScript 2.0 and CSS.

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## Interests

Comics and graphic novels, animation, African dance, travels, roadtrips, cycling.