

Johana Laurençon

DESIGNER - ILLUSTRATOR



After working in the corporate and institutional fields, I decided to boost my creativity by moving into something that resonated more with me, the craft edition and events sectors. Creative in all media, a true graphic and visual explorer, I'm known as a structured person, strategic and never short of ideas!

CONTACT

 JOHANA LAURENÇON

 LAURENCON.JOHANA@GMAIL.COM

 POMMEJM.COM

 514 585 0709

SKILLS

Art Direction
Graphic design
Consulting
Publishing
Illustration
Advertising
Packaging
Webdesign
Visual identity
Graphic identity
Ethics
Video editing
Project coordination
Organizational skills

Are you more visual?
Here's my online portfolio:

Pommejm.com

EXPERIENCE

E180 - LEAD CREATIVE/ WEBDESIGNER ————— 2020/2023 - MONTREAL

- Redesign of brand identity,
- Website design (accessibility, animations, lottie),
- Customer presentation/sales document (template, powerpoint)
- Newsletters + advertising banners,
- Vector illustrations for product promotions.

FREELANCE ————— 2019 /2022 - MONTREAL

- Digital and print graphics (restaurant menus, murals, textiles, flyers, posters, corporate identity, store signs),
- Illustrations

LIGHTSPEED / WEBDESIGNER ————— 2018 /2019 - MONTREAL

- Creation of marketing materials, roll-ups, stands, banners, textiles, content illustrations, weekly article layouts, coordination,
- Advertising campaigns to support the IPO launch.

DEUX PAR DEUX / WEBDESIGNER ————— 2017 - MONTREAL

- Weekly newsletter, design and programming,
- Updating visuals on Wordpress and Magento,
- Partnership management, red carpet wardrobe selection,
- Photography assistance for photoshoots and fashion books.

OBOXMEDIA / WEBDESIGNER ————— 2014/2017 - MONTREAL

- Project coordination and web design,
- Advertising and editorial design for clients such as L'Oréal, Volkswagen, TPL, 3 fois par jour, Nightlife, Ton Barbier, Giovanni Apollo.

ÉQUATION HUMAINE / WEBDESIGNER ————— 2013 / 2014 - MONTREAL

- Web standards guardian for BNC and Telus, advertising campaign for brands such as Adidas, Footlocker, Game One, Telus, BNC.

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DESIGN EXAMPLES

- Posters
- Roll-up banner, stands
- Textile
- Webdesign
- Newsletter
- Packaging design
- Promotional material
- Editorial Illustrations
- Illustration for a perfume brand
- Corporate illustrations
- Proposals
- Visuals for socials
- Powerpoint template
- Canva Template
- Content page layout
- Video editing

**All designs are optimized for marketing purposes, but also, and above all, to meet accessibility requirements and needs, in order to best reach your audience using the most appropriate medium.*

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EDUCATION

IDEO - U - IMPACTFUL PRESENTATIONS

2022 - MONTREAL

- Sequencing information,
- Engage the audience in reflection and analysis,
- Capture attention and create a relationship of trust,
- Design an "experience" rather than a presentation.

AEC - ENTREPRENEURSHIP

2019/2020 - MONTREAL

- Business creation in arts and crafts at CEGEP of the Old Port,
- Courses in law, accounting,
- From the business plan, to the validation of the concept, to marketing.

LICENCE PROFESSIONNELLE MULTIMÉDIA

2008 /2009 - FRANCE

- Video/audio editing,
- PHP, HTML/ CSS, Javascript, JQuery courses,
- Law, management,
- Webdesign, graphic design.

UNIVERSITY DEGREE

2007/2008 - RENNES - FRANCE

- Typography,
- Creative workshops,
- Film analysis,
- History of Art and study of international art markets.

BTS IN VISUAL COMMUNICATION

2005 /2007 - MONTAIGU - FRANCE

- Training to graphic designer job, marketing and advertising specialty
- Editing and photography courses
- Management, law

VOLUNTEERING

- Polliflora (2023)
- Pandemonium Space Maker (2022)
- Green Team + Culture Club at e180
- Mère avec pouvoir (2021 - 2022)
- Première Moisson (2021)
- Startupfest (2019)
- C2 Monvin'on (2019)
- Refuge pour animaux (2017)