



# Johana Laurençon

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## STRATEGIC DESIGNER - ILLUSTRATOR

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As a holistic creative, I believe in collaboration to bring authentic, impactful designs to life. My goal: to transform your projects into visuals that reflect you, with relevance and efficiency.

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## Contact

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Johanal Laurençon.com

514 585 0709

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## Skills

- Strategic design
- Art direction
- Illustration
- Consulting
- Publishing
- Advertising
- Product packaging
- Web graphics
- Visual identity
- Flexibility
- Pedagogy
- Respect for deadlines
- Project coordination
- Technical skills: Adobe Suite, Mailchimp, Figma, video editing, social network management, Wix, Shopify, Wordpress, Procreate, black pen/paper.

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## Language

- French: mother tongue
- English: written and spoken

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## Experiences

### Pommejm - Freelance 2019/2024 - Montreal

- TFO - Boukili: 24 illustrations - 5 covers
- Madéro by Maryline: showcase site presenting services on Wix
- Braindate: illustration for mobile platform during client events
- Les Délices d'Al Manar: photo shooting, website design for their suppliers
- Otaku Manga Lounge: design of large menus behind the counter, illustrations
- Boucherie Al Khair: window design with mosaic-effect vinyl stickers, and entrance signage
- Giovanni Apollo: Apollo Pasta creation of product packaging (in collaboration with Italtasta).

### L'Esprit libre - strategic designer 2020/2023 - Montreal

- Design of a collaborative and inclusive visual identity
- Artistic direction of the website, the challenge was to represent the different poles that make up the organization, highlighting their values, their challenges and their objectives as an NGO.
- Finding support and training to sustain the various structures
- Ensure communication on the various social platforms
- Project management and coordination
- Event photography
- Strategic support for the release of various books, as well as for the celebration of their ten-year anniversary and the implementation of their new visual identity and website.

### e180 - Lead creative - webdesigner 2020/2023 - Montreal

- Redesign of visual identity to meet market needs and accessibility requirements
- Website design, highlighting the product through a carefully designed user path
- Customer presentation/sales document (template, PowerPoint)
- Newsletters and advertising banners
- Vector illustrations of the product in action, in context, or to explain how it works (Lotti software)

### Lightspeed POS - webdesigner 2018 /2019 - Montreal

- Creation of marketing materials, retractable banners, promotional products, etc.
- Advertising campaign to support IPO launch

### Deux par Deux - webdesigner marketing 2017 - Montreal

- Design and programming of the weekly newsletter
- Update visuals on WordPress and Magento to increase sales
- Manage collaborations and partnerships
- Selection of wardrobe for stars and red carpet outfits
- Advice and photo direction for photo shoots of new collections



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## Ouvrages

- Poster
- Flyer
- Magazine
- Retractable banner
- Sign
- Billboard
- Garment and bag
- Sticker, label
- Ink pad
- Website  
(Wordpress, Wix, Shopify)
- Newsletter
- Social network visual
- Logo and graphic charter
- Product packaging
- Promotional support
- Illustration  
(vector or traditional)
- PowerPoint presentation
- Photo retouching
- Mural
- Video editing
- Branding advice
- Training

## Références

E-mails/phone numbers available on request.

## Formations

- IQ - Illustration Québec (registered member)** 2024 - Montreal
  - Master class in comic books (2 days)
  - Master class in editorial illustration (2 days)
  - Master class in graphic animation (2 days)
  - Master class in contract negotiation and drafting (2 days)
- IDEO.U - Impactful presentations** 2022 - Montreal
  - Sequencing information
  - Triggering reflection and analysis in the audience
  - Capturing attention and creating a relationship of trust
  - Designing an experience rather than a presentation
- AEC - Starting a business** 2019/2020 - Montreal
  - Training in creating an arts and crafts business at CEGEP du Vieux Montréal (8 months)
  - Legal and accounting class
  - Acquire the expertise needed to draw up a business plan
  - Setting up a new business: from validating the concept in the real market, to launching the product, creating a sales process and a sustainable financial plan
- Professional multimedia degree** 2008/2009 - La Rochelle - France
  - Rights classes, management
  - Training in video/audio editing
  - PHP, HTML/ CSS, Javascript, JQuery programming languages,
  - Workshop in customer relations training
  - Five-month internship ( clients: Stade Rochelais, Clinique Cosmetique)
- Licence universitaire** 2007/2008 - Rennes II - France
  - Classes in typography, film analysis, visual composition and structure, art history
- BTS en communication visuelle** 2005/2007 - Montaigu - France
  - Two years' training to become a graphic designer, with a specialization in marketing and advertising (drawing, photo, typo, art history, strategy classes)
  - 4-month work placement (creation of flyers, music albums, posters)

## Activities

There's a time for silence, a time for noise, and I swing between calm and activity. You can either find me observing life with my sketchbook in a café, or trying out new activities such as goat yoga, floating barbecues, dance classes of all kinds, cycling, seeing shows ... all with the ultimate aim of giving me a good reason to «cat» on my sofa equipped with tasty things to enjoy guilt-free!