



Clarisse Grosset

Multimedia designer & Social media coordinator at Lendahand & Fondator of the brand "l'effronté.e" - clarissegrosset.com

Paris, France

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

French (Native)

English (Work Proficiency)

About

As a Multimedia Designer & Social Media Coordinator, I thrive on exploring new approaches and expanding my horizons. I have a real thing for social media, brand experiences, and photography. When these worlds collide, it creates a dynamic blend of creativity and storytelling that I truly enjoy.

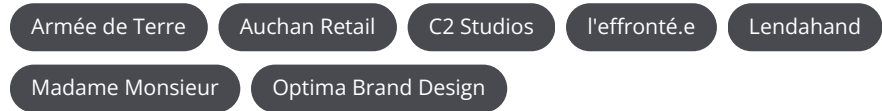
Working across various fields on diverse projects, resonates deeply with my personal interests and way of thinking.

I'm also quite intrigued by cultural nuances, and the international possibilities complement this fascination.

Over time, I've gained a diverse set of skills. From building concepts, managing projects and highlighting brands to web design and digital marketing. My responsibilities and polyvalence have enriched my ability to produce original designs that are both eye-catching and adaptable.

Being a hybrid designer is an exciting journey. It requires adaptability, a grasp of multiple disciplines, and a continuous drive to learn and improve. This mindset offers me a fresh perspective on every project I tackle.

BRANDS WORKED WITH



Experience



Multimedia designer & Social media coordinator

Lendahand | Sep 2020 - Now

Brand Development

* Creation and development brand guidelines

Print & Digital Content creation

* Development of creative concepts

* Work on a wide range of marketing materials & mediums

* Knowledge of different softwares including Adobe Suite, Figma, and Canva

* Deliver content in multiple languages.

Social media Management

* Enhance online presence and brand awareness

* Elaborate and design social media content and strategy

* Monitor and analyze marketing metrics

Professional skills

* Adaptability & Flexibility

* Projects management

* Team work agility

Founder

l'effronté.e | Jul 2020 - Jul 2023

l'effronté.e, a non-conformist and free spirit retail brand, since 2020

Brand Development

- Creation and development brand guidelines

- Product creation

- Development of creative concepts

Media Management

- Building of the digital world

- Communication and advertising on the social media, Newsletter

Professional skills

- Entrepreneurial

- Commercial

- Organisation and planification

Artistic Director freelance

Madame Monsieur | Jan 2019 - Sep 2020



Creator of a freelance design studio.
Branding, Photography and Experiments

- Work for Vonroll hydro France : Illustrations for a technical folder.
- Work for the bakery named "Aux Saveurs Amandinoises" : Visual identity, stationery and brochures.



● Retail

Auchan Retail | Feb 2020 - Mar 2020

- Set up new collections
- Visual merchandising, POS
- Restock and management
- Client service and counseling

● Graphic designer Internship

C2 Studios | May 2016 - Jul 2016

- SP Medica Conseil : Creation of a visual identity and a stationery
- Atout Frais: Creation of a graphic identity, logotype and mascots
- Bouquey-Rivallon : Research and creative proposals for wine labels
- Luness : Creation of a cosmetic range
- Nadalie tonnellerie : Web design research for the redesign of their website
- Track of Wellness partners, Data dance, Darwin projects



● Graphic designer Internship

Optima Brand Design | Jun 2015 - Jul 2015

- Creative proposals for the OBD project, magazine of the agency Optima Brand Design
- Creation of an advertising poster for the music festival on social networks
- Creation of a new product: a bottle of tequila, its visual identity and illustration
- Moët & Chandon / Si irrésistible : Situational work
- Other projects : Situational work, Photo editing, Design product and packaging, bottle labels.



● Graphic designer Internship

Armée de Terre | May 2014 - Jun 2014

- Work in the Communication department
- Research of messages, themes and concept boards on internal communication
- Creation of a graphic identity and a flyer

Education & Training

2012 - 2017

● ECV - École de création visuelle

Artistic director in visual communication and multimedia,

2011 - 2012

● Université du mirail

Histoire,