

# Emilie Lomonaco

Art Director / Creative Designer

Based in Montreal, I am an Art Director with 7 years of experience, bringing a human-centric approach to my work. I deliver meaningful, timeless creative visions that help brands tell their stories, while seamlessly adapting to each client's unique needs. Thriving both independently and in collaborative settings, I am proficient in the Adobe Creative Suite, incorporate AI into my workflows, and bring a positive attitude to every project.

Reference details available upon request.

([www.linkedin.com/in/emilie-lomonaco](http://www.linkedin.com/in/emilie-lomonaco))

+1 (438) 989-4183  
mllelomonaco@gmail.com  
www.emielomonaco.com

(Hard Skills.)

Art Direction  
Visual Identity  
Editorial Storytelling  
Creative Strategy  
Omnichannel Production

(Soft Skills.)

Resourceful & Creative  
Autonomy  
Adaptability  
Quick Learner  
Work Ethic

(Software.)

Figma  
Photoshop  
Illustrator  
InDesign  
After Effect  
Premiere  
XD  
Generative AI (Midjourney, Gemini, Firefly..)

(Languages.)

French : Native  
English : Professional Level

(Experiences.)

February 2025 - Present

## Senior Creative Designer

Groupe Dynamite Inc. Montreal (Canadian Clothing Company)

Design, create, and deliver graphic concepts for various projects (seasonal guidelines, advertisements, web projects, store signage, social media strategies, cross-platform user interfaces).  
Produce impactful visuals tailored to various media.  
Collaborate with the team and both internal and external stakeholders to ensure visual consistency and meet creative objectives.  
Manage multiple projects simultaneously, adhering to deadlines and production schedules, while prioritizing urgent tasks.

January 2024 - October 2024

## Marketing & Graphic Designer

Arthrex France, Lyon (Company in the orthopedics and medical device market)

Developed and adapted creative marketing strategies to meet commercial team objectives and enhance brand awareness.  
Created multi-channel communication materials, including institutional, internal, digital, audiovisual, and sales tools, ensuring alignment with brand identity and the medical sector.  
Conceptualized and coordinated targeted campaigns for the launch of new orthopedic products or services, with a focus on simplifying complex medical technologies for diverse audiences.  
Collaborated with internal and external teams to develop engaging content, such as explainer videos, advertising campaigns, and interactive tools for professional events (trade shows, medical conferences).

August 2023

## Art Director (freelancer)

Studio BK, Lyon (Creative studio crafting monumental projects in the luxury sector)

Ensured the art direction of monumental projects that blend creativity and technology, designed to leave a lasting impression.  
Developed visual and narrative concepts for immersive experiences, integrating digital and interactive elements.  
Managed and coordinated all production stages: creative research, briefing technical teams, monitoring deliverables, and meeting deadlines.  
Worked on international projects requiring a deep understanding of luxury codes and meticulous attention to detail.

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My ambition is to elevate brands through creative projects that blend innovation and authenticity. To achieve this, I actively develop expertise in digital strategies and explore emerging technologies to remain at the forefront of industry evolutions. My goal is to consistently deliver bold creative solutions that resonate with a brand's core values while anticipating future needs.

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(Education.)

2018  
Master in Multimedia Design  
University of Strasbourg, FR  
2016  
Professional Degree in Image and Sound  
University of Bourgogne, FR  
2015  
National Diploma in Digital Media  
High school Charles de Gaulle, FR

(Interests.)

Journeys  
To ride a Motorcycle  
Hiking & Swimming  
Cultural Activities  
Being a Foodie  
Happy Hours

(Driving Licences.)

Car Licence  
Motorcycle Licence  
Boating Licence,  
(Coastal & Inland Water  
Navigation Pption)

(Experiences.)

July 2021 - August 2023

## Art Director

Lusso, Lyon (Agency specializing in creative strategies, branding, influence and advertising)

Ensured art direction in the development of 360° campaigns for various clients, incorporating digital, print, retail, and social media projects.  
Developed engaging creative strategies tailored to the specific needs of each client and distribution channel.  
Collaborated in dynamic environments, quickly adapting to changes and evolving priorities.  
Created moodboards, scripts, and storyboards for photoshoots and video productions. Additionally, contributed to shoot planning and art direction to ensure the quality of deliverables.

September 2019 - July 2021

## Creative Designer (freelancer)

New Zealand & France

Developed marketing and digital strategies aligned with clients' business objectives, focusing on storytelling and audience engagement.  
Created editorial content for social media and brand content campaigns, tailored to each platform.  
Crafted narrative scripts designed to meet clients' communication goals, ensuring clear and impactful messaging.  
Developed visual storyboards to structure concepts and guide production teams in creating videos.  
Contributed to diverse projects in sectors such as lifestyle, e-commerce, services, and NGOs, demonstrating adaptability to various audiences and markets.

Clients: Dejene Industries, Les Films Qui Causent, BOCA FILMS, Monoprix, Onepost Media, Hungry & Foolish.

January 2018 - August 2019

## Art Director

VML France (former Wunderman Thompson Paris)

Conceptualized and produced a diverse range of projects, including 360° campaigns, digital interfaces, websites, print materials, advertisements, photography, animations, content creation, and social media assets.  
Participated in strategic brainstorming sessions, independently or as part of a team, to craft engaging and impactful campaigns aligned with marketing and business objectives.  
Managed client briefs by analyzing requirements, presenting creative choices, and pitching concepts to project managers and clients.  
Contributed to executional tasks such as image retouching, graphic adaptations, animations, and video editing, ensuring high-quality deliverables.