

Emilie Lomonaco

Art director /
creative designer

Open work
permit

Based in Montreal, I'm an art director with high human value-added skills and seven years of experience. I have a meaningful and timeless creative vision to help brands tell their story, and I am able to adapt to the specific needs of each client. Capable of working both collaboratively and autonomously. Proficient in Adobe Creative Suite and fostering a positive vibe.

Reference
details available
upon request.

(www.linkedin.com/in/emilie-lomonaco)

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mllelomonaco@gmail.com
www.emielomonaco.com

SKILLS

Hard

Art direction
Conception
Branding
Creative strategy
Storytelling
Social media
Motion & video editing
UI/UX

Soft

Resourceful & creative
Autonomy
Adaptability
Quick learner
Work ethic

SOFTWARES

Adobe creative

Photoshop
Illustrator
Indesign
After effect
Premiere Pro
XD

But also...

Figma, MS office,
Wordpress, Keynote

LANGUAGES

French : Native
English : Professional level

EXPERIENCES

Février 2025 – Aujourd'hui

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)

Develop and adapt creative marketing strategies to meet commercial team objectives and enhance brand awareness.
Create multi-channel communication materials, including institutional, internal, digital, audiovisual, and sales tools, ensuring alignment with brand identity and the medical sector.
Conceptualize and coordinate targeted campaigns for the launch of new orthopedic products or services, with a focus on simplifying complex medical technologies for diverse audiences.
Collaborate 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)

Ensure the art direction of monumental projects that blend creativity and technology, designed to leave a lasting impression.
Develop visual and narrative concepts for immersive experiences, integrating digital and interactive elements.
Manage and coordinate all production stages: creative research, briefing technical teams, monitoring deliverables, and meeting deadlines.
Work 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 combine innovation and authenticity. To achieve this, I am developing expertise in digital strategies and exploring emerging technologies to stay at the forefront of the latest trends. My goal is to consistently offer bold creative solutions that resonate with the values of the brands while anticipating future needs.

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EDUCATIONS

2018
**Master in
multimedia design**
University of Strasbourg, FR

2016
**Profesional 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 option)

EXPERIENCES

July 2021 - August 2023

Art director

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

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

September 2019 - July 2021

Creative designer (freelancer)

New Zealand & France

Develop marketing and digital strategies aligned with clients' business objectives, focusing on storytelling and audience engagement.
Create editorial content for social media and brand content campaigns, tailored to each platform.
Craft narrative scripts designed to meet clients' communication goals, ensuring clear and impactful messaging.
Develop visual storyboards to structure concepts and guide production teams in creating videos.
Contribute 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)

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