

Adrien Domken

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After several years working as an art director and designer, I've grown a deep interest in how brands take shape visually, emotionally, and strategically. My work moves between design systems, storytelling, and creative direction, exploring how each detail can express what a brand believes in and how it behaves. I'm still learning, still curious, and always looking for new ways to make design feel alive and meaningful.

WORK EXPERIENCE

Independent Art Director & Brand Designer (2025–Present)

Since 2025, I work independently as an art director and brand designer, collaborating with studios, agencies, and clients on brand strategy, visual identity systems, and creative direction. My practice focuses on concept-driven branding, scalable design systems, and close collaboration with multidisciplinary teams. This role allows me to engage more selectively with projects, operate at a strategic level, and contribute with both leadership and hands-on execution across digital and print.

Art Director & Lead Designer, Caracal (2020–2025)

At Caracal I led brand design projects from early positioning to full identity systems, guiding clients through creative and strategic transformation. I developed visual and verbal identities, built brand books, and trained teams to use them with confidence. Working across digital and print, I ensured visual coherence and creative intent from concept to production.

Graphic Designer, Caracal (2016–2020)

Before stepping into an art direction role I worked as a designer crafting print materials, packaging, and exhibition graphics for clients in both the public and private sectors. I collaborated closely with printers, developers, and clients to translate concepts into tangible experiences in both print and digital formats.

Freelance Designer (2014–2016)

I began my career freelancing for cultural and fashion projects, designing visual worlds for film sets, short films, and independent brands. These early years shaped my multidisciplinary approach and sensitivity to storytelling across mediums.

Creative Collaboration, Gioia Seghers / AIKO (Ongoing)

I collaborate with the fashion label founded by Gioia Seghers, now evolving into AIKO.

SKILLS AND FOCUS

Art direction and visual storytelling
Brand identity and communication strategy
Graphic design for print and digital media
Creative leadership and visual consistency
Client workshops and brand training

TOOLS

Art direction and visual storytelling
Brand identity and communication strategy
Graphic design for print and digital media
Creative leadership and visual consistency
Client workshops and brand training

EDUCATION

Master's in
Typography and Typo-
graphic Design, E.R.G.
Brussels (2015)
Bachelor's in
Graphic Design, E.R.G.
Brussels (2013)

LANGUAGES

French: native
English: fluent
Dutch: rudimentary