JENNIFER LARRAN

art director

JENLARRAN.COM
J.LARRAN@HOTMAIL.COM
JENNIFER-LARRAN
+33 (0)6 37 29 29 48
PARIS AREA, FRANCE

I'm a multicultural art director who has made print and web her playgrounds for over ten years. Between stand scenography, events like Cannes Lions and magazine layouts, I've developed a real taste for events and publishing. Away from the screen, I'm a craft enthusiast who loves getting hands-on, and I'd like to bring that love of the tangible to my future projects, with materials as polished as they are beautiful.

PROFESSIONAL EXPERIENCE

Art Director Graphic Designer

VO2 Group
France
2022 to 2026

On assignment at Carrefour Banque:

- Adapted the Group's brand guidelines to the world of banking, legal notices and forbidden themes included (banks, it turns out, have opinions).
- Redesigned the Carte PASS credit card and took it into production, from first idea to machine-ready files.
- Created a visual identity for the employer brand and internal communications, so that messages to staff get read, understood and, dare we say, even accepted.
- Designed annual financial reports and documents for employees and shareholders (including the *Ethics Charter*), without turning them into sleeping pills.
- Produced motion design videos for the branches, paid ads and social media.

Art Director Graphic Designer

Opendatasoft
France
2018 to 2022

- Designed and rolled out a complete visual rebrand to match the brand to its product's expertise and drag it out of the 2000s: brand guidelines, promotional items, website, communication materials and every last detail, right up to the office walls.
- Art directed marketing, corporate and event materials: brochures and guides, trade show stand scenography, client summit design, and visuals and videos for socia media.
- Created static and animated data visualisations, because spreadsheets deserve better.

Art Director Graphic Designer

FreeWheel (Comcast)
France
2016 to 2018

- Art directed industry, internal and tentpole events, including Cannes Lions: brand guidelines and visuals, where attention to detail is strictly non-negotiable.
- Created corporate materials: business cards, case studies, brochures, promotional items and corporate gifts.
- Developed email campaigns, web banners and print ads (*Stratégies* magazine, Dentsu Aegis offices).
- Produced motion design explainer videos and data visualisations.

Graphic Designer Webdesigner

Altawak
France
2013 to 2016

- Designed print and web materials: brochures, roll-ups, trade show stands, website creation and more.
- Created explanatory and promotional motion design animations.
- Laid out technical documents and user manuals (someone has to make them readable), plus one-off missions for the French legal publisher Dalloz.

FREELANCE

Art Director Graphic Designer

Chez Crapule
France
2026

Art direction for a dog-friendly concept store café.

- Created the complete visual identity, with logo, typography and colours: chic enough for the owner, flexible enough to keep up with all her adventures.
- Rolled out the graphic decor, including menus, house rules and signage, so that even the four-legged regulars can find their way around.
- Designed the café's merchandise (mugs, takeaway bags), made to escape with the customers.
- Built the brand's website with booking and payments, to keep the humans informed and let them book treats for their dogs or sign up for events.

ePub Designer

CIFAS
Belgium
2015 to 2020

- Designed and produced every issue of *Klaxon* magazine in ePub, iBook, Kindle and PDF formats, right up to its closure in 2020, thanks to COVID-19.
- Redesigned the layout of all the back issues, because someone had to.

SKILLS

Brand guidelines	Branding
Corporate design	Event design
Data visualisation	Scenography
Layout	Promotional swag
Motion design	ePub design
Print	Web

SOFTWARE

Expert

InDesign	Illustrator
Photoshop	Office

Intermediate

After Effects	PlayPlay / Pitchy
Affinity	XD / Figma

Currently learning

UX methods	Premiere Pro
HubSpot / Wix / Webflow	Animate

LANGUAGES

Bilingual (English mother, French father)

English — French

Currently learning

German — HTML / CSS

DIPLOMAS

UX Design

Certificat - Innovation & Transformation
Le Laptop - DThinking Network - 2024

Information is Beautiful

Data Visualisation Workshop
David McCandless - 2020

After Effects

Certificate
Pyramyd - 2020

Master of arts - Graphic Design

Art Direction speciality
Campus Fonderie de l'Image - France - 2015

Bachelor of Arts (Hons.) - Industrial Design

University for the Creative Arts - England - 2009