

## Artémise de Vernejoul

WWW.ARTEMISEDV.COM

A.DEVERNEJOUL@GMAIL.COM

+33 (0) 6 86 05 25 02

PORTFOLIO



### SOFTWARES

Indesign	+++++
Illustrator	+++++
Photoshop	++++
Midjourney	+++
Readymag	+++
After Effects	++

### QUALIFICATIONS

#### ESAG Penninghen

2009-2014 | PARIS, FRANCE

Master Degree with honors  
in Graphic Design and Art Direction

#### Universität für Angewandte Kunst

2012 | VIENNA, AUSTRIA

Student exchange (ERASMUS)

#### Lycée Carnot

2009 | PARIS, FRANCE

French Baccalaureate with honors  
(Scientific section)

### LANGUAGES

**French** mothertongue

**English** fluent

### INTERESTS

Biking, trek, Netflix documentaries, La Story,  
Les pieds sur Terre, Yrsa Sigurdardottir,  
Epsilon, Geo Histoire, Melissa Laveaux...

# Art Direction & Graphic Design

With over a decade of experience as Art Director within international teams, I specialize in branding across diverse sectors, including Health, Tech, Culture and Country branding. My approach blends creative thinking and rigorous project management to craft a compelling brand strategy that resonates and achieves meaningful impact.

## EXPERIENCE

### Art director

.Pomelo @APCO

2019 - 2026 | PARIS, FRANCE | EMENA

#### Brand Strategy:

Identifying client needs and unique attributes, leveraging brand DNA to ensure differentiation and impact.

#### Brand Identity:

Developing brand identities and event branding across culture, healthcare, technology, and country branding sectors.

#### Campaigning:

Crafting compelling concepts and key visuals to establish a cohesive foundation for the entire campaign.

#### New Business Development:

Analysing brands to define strategic themes and success criteria, unlocking growth opportunities.

#### International ecosystem:

Collaborating within a diverse, 60+ member team across the EU and Middle East (UAE, KSA, Jordan, Italy, Germany).

#### Design Oversight:

Supervising and mentoring junior designers, ensuring high-quality creative output.

#### Marketing Leadership:

Leading APCO France's marketing initiatives, including events, invitations, and collateral production.

#### Project Management:

Overseeing multiple projects simultaneously, ensuring timely and successful delivery.

#### AI Integration:

Testing and implementing AI solutions in client projects and RFP processes for enhanced innovation.

#### Trend Analysis:

Continuously monitoring industry trends to inform creative direction.

### Art director

ESL Agence publics Middle East

2016 - 2018 | DUBAI, UAE

Developing graphic guidelines for events and brands.

Designing custom layouts and visual identities for RFPs and events.

Managing projects from concept to delivery.

Coordinating with clients, freelancers, and suppliers.

Overseeing production for quality and consistency.

### Graphic designer

Quintessentially Creative (now Charley Signature)

2015 - 2016 | DUBAI, UAE

Working with brands such as Four Seasons, Waldorf Astoria, Aliel Jewelry, ADCB Private, Quintessentially Lifestyle & Events.

Creating EDMs, website layouts, mobile adaptations, newsletters, posters, logos, and logo animations.

Managing projects from concept to completion.

Coordinating with clients, suppliers, and printing presses.

### Freelance

SINCE 2014 | PARIS, FRANCE

**Société des Amis du Louvre - Friends of the Louvre**

Layouts for every quarterly brochure, flyers, cards.

**Cassi Edition**

– Publishing house, Rizzoli's representative in France

Editorial conception of illustrated books, layout, photo engraving, colour proofing, production (follow-up, printing and delivery)

**Five/Eleven**

– a New-Yorker children's clothing brand

Logo, brochures and collaterals



**PREVALENCE OF GLIOMAS IN THE REGION**

Understanding the impact of gliomas on our community is the first step toward awareness

Approximately **7.3** glioma cases are diagnosed per 1 million people annually in the Middle East

Approximately **70 cases** are diagnosed in the UAE

Approximately **250 cases** in the KSA each year

Most patients are diagnosed between their mid-30s and mid-40s

Creating challenges for patients, families and employers

Learning more about gliomas and their prevalence can make a difference

**Life uninterrupted**

SERVIER powered by you



# Sustan

The lovely tyranny

a good HAB is the end of intimacy

life goals

- Whose the only being you're ok going to the bathroom with?
- A good relationship is an invasive relationship. Only true with pets
- A good lady obeys after her flatmate. Only true with pets
- I have respect for your partner to share expenses. Only true with pets
- I choose to be another being's slave. Only true with pets
- alternative for "only true with pets":
  - Normal: No. Unless it's a pet
  - Only pets get a free pass
  - Unacceptable... except with pets
  - Some things only pets can get away with
    - Not okay... unless it has paws
    - Only charming when furry
    - Rules don't apply to pets
    - Paws make it okay
    - Faws make the impossible possible
    - PETS: The exception to every rule**
  - current rules don't apply to pets in this world with the rest of the contents
- Pets have their own rules
- Pets have their own boundaries
- Pets play by different rules.
- Paws come with special privileges.
- Normal: Not in a pet's world.
- They live by ours
- Paws need policies.
- Because pets need to live by their own code

playing around overused sentences in ads

for the visual: paintings from the Lascaux cave?

celebrating 33000 years of HAB

Best for me

for the visual: dating app with only 1 successful match?

The longest relationship

A relationship that stands the test of time

Trusted by millions

Because you deserve it

Changing lives every day

We want to expose Policy makers to the bond so that they realize that all the barriers come down once you experience it. Where there's a bond, there's a way. The human-animal bond knows no boundaries.

## Our criteria for the brand

- SCIENTIFIC RESEARCH
  - Repetition: DNA, Cells/Molecules
- COMMUNITIES growing together
  - Molecules / Patterns: Circles, Conjunctions, Lines
- INNOVATION
  - Bold: Sharp, Simple, Clear
- EXPANSION
  - Directional Growth: In a Network, Movement
- COHERENT with Lilly's branding
  - Humanistic: Round shapes, Red



## The role of Artificial Intelligence in Museums

unesco

Uzbekistan United Culture Development Foundation

Samarkand 2025

MINISTRE DE LA CULTURE

Guimet