

Laureen Haag

Digital Art Director
Motion Designer

education and training

- 2011 **ÉCOLE NATIONALE SUPÉRIEURE DES BEAUX-ARTS DE PARIS** – Post Graduate Degree
- 2008 **COLUMBIA COLLEGE CHICAGO** – Film Departement Pilot Program
- 2004 **ATELIERS DE SÈVRES** – Preparatory Class

employed work experience

- 2009 **ART DIRECTOR** *Tokib Productions* – Paris
- 2008 **PRODUCTION ASSISTANT** *Video Lasalle Productions* – Chicago
- 2007 **GRAPHIC DESIGNER** *Teamstudio* – Paris

advertising

- 2020-21 **MAD AGENCY** *Etam / Zadig&Voltaire / IKKS* – Identity - Digital content - Activations
- 2017-21 **NELLY RODI** *Merck / Unilever* – Color books and Trends books Mood tapes
- 2020 **LES GENS** *Opéra National de Paris / Communities* – Instagram content Mood tape
- 2019 **ONIRIM** *Lancôme / Sephora* – Digital content
- 2019 **PUBLICIS LUXE** *Lancôme* – Instagram content
- 2015-17 **MEDIA TV** *Roger & Gallet / Lancôme* – Weibo gifs
- 2015-17 **HARPER'S BAZAAR SINGAPOUR** *CHANEL High Jewellery / Paris Fashion Weeks*
Editorial content – Behind the scenes video – Instagram content
- 2017 **SAME SAME BUT DIFFERENT** *L'Occitane / Orange* – YouTube content
- 2015 **KONBINI** *The Mode Intern* – Web serie

event

- 2010-20 **L'ORÉAL PROFESSIONNEL** *L'Oréal Professionnel Business Forum / Matrix World Tour*
Hairdressers Awards / Hair Fashion Tour / Mondial Coiffure Beauté / La French
Mood tapes – Digital content
- 2018-19 **L'ORÉAL PROFESSIONNEL AMBASSADOR** – Instagram content
- 2018-19 **PACK BACK AGE** – Identity - Instagram content
- 2012-19 **DESSANGE** *Prestige Shows / Mondial Coiffure Beauté / Cosmoprof* – Mood tapes
- 2012-19 **ALEXANDRE DE PARIS** *Collection Shows* – Mood tapes
- 2010-19 **HAUTE COIFFURE FRANCAISE** *Collection Shows* – Mood tapes

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Digital Art Director
Content Creator

experience

Lifestyle, beauty, fashion trend forecasting
Digital marketing best practices monitoring
Creative and strategic thinking
360 Campaigns design
Key visuals / Moodboards / storyboards / scripts / presentation decks realisation
Pre-production creative preparation
Production shootings artistic direction
Graphic design – Video editing – Motion design
Post Production Supervision

skills

Ability to think creatively and technically
Strong analytical ability, impeccable design sensibility
Able to work quickly and develop multiple concepts in a fast-paced environment
Ability to work with minimal direction, showing strong initiative
Positive – Enthusiastic – Hardworking

tools

Mastering of Adobe Creative Suite – Photoshop – Illustrator – InDesign – Premiere – After Effects
Mastering of Final Cut Pro – Motion – Compressor
Easiness with Web design, UX, UI
Mastering of Facebook – Instagram Stories – Snapchat – Canva – Wirecast – Frame Studio

languages

Fluent level in English
Basic level in Spanish