



Mélanie Galichon

Art director & Graphic Designer

6 YEARS OF INTERNATIONAL EXPERIENCE (FRANCE, CANADA, AUSTRALIA)

 27/12/1999 (26 years old)  +33 6 27 43 40 98

 melaniegalichon@outlook.com  Driving license

 Rue docteur César-Roux 9, 1005 Lausanne

 www.melaniegalichon.com

Profile

Creative and rigorous graphic designer, with expertise in branding, packaging, and digital content. I bring a fresh, dynamic perspective to every project, combining storytelling, visual impact, and strategic thinking.

Languages

French

NATIVE LANGUAGE

English

C1

Skills

Microsoft Office:

Word, PowerPoint, Excel

Adobe Suite:

Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, XD

Others:

Figma - Klaviyo - Canva - Shopify - WordPress - ClickUp - CapCut - Claude

Business:

Meta Business Suite

Hobbies

Badminton
Volleyball
Hiking
Drawing
Cycling

Running
Tennis
Decoration
Cultural activities

Education

2017 - 2022 | ISCOM Lyon - FRANCE

Master's in Communication, 360° Creation specialization

2014 - 2017 | Saint Paul - FRANCE

Baccalauréat (Swiss Maturité equivalent), Economics and Social Sciences

Professional Experience

GRAPHIC DESIGNER & ART DIRECTOR

July 2025 – Present

Big Asia Supermarket & Wholesale - AUSTRALIA

Asian supermarket chain

REMOTE

- **Art direction & visual identity**
(branding, graphic charter, website UI/UX, iconography)
- **Content creation for social media**
(visuals, short videos, product photography)
- **Content writing**
tailored to each platform (social media, newsletter)
- **Digital campaign & in-store event support**
- **Management of a graphic designer**

PACKAGING & VISUAL IDENTITY DESIGNER

November 2024 – Present

The Marshmallow Company - AUSTRALIA

Marshmallow-based confectionery brand

REMOTE

- **Packaging design**
(hot chocolate, fluff jars, advent calendar, merchandising...)
- **Character design**
(creation of marshmallow characters for various scenes)
- **Art direction & illustration**
(development of a new graphic universe: typography, colours)
- **Email marketing design**
(20+ newsletter templates: campaigns, launches, promotions)

Professional Experience

GRAPHIC DESIGNER

U10 - FRANCE

July 2023 – May 2024

Home decoration and homeware retail brand (B2B)

- **Visual content creation** (brochures, lookbooks, social media assets for bedding & curtain collections)
- **Packaging design** (creative and functional packaging for home decor products)
- **Photo & video production** (product retouching, promotional videos, shoot management)
- **Catalogue design** (detailed, high-end product catalogues with technical information)

GRAPHIC DESIGNER, ART DIRECTOR & BRAND STRATEGIST

January 2023 – Present

Freelance

Supporting brands on visual identity and creative strategy

- **Brand identity** (custom logo creation, brand guidelines: colours, typography, visual elements)
- **Brand strategy** (positioning, tone of voice, visual consistency across all materials)
- **Marketing design** (flyers, posters, brochures, packaging for various sectors)
- **UI/UX design** (web and mobile mockups, intuitive and responsive user experience)
- **Social media & visual content** (illustrations, infographics, simple animated videos)
- **Photo retouching** (high-quality visual production for print and digital)

REMOTE

GRAPHIC DESIGNER

December 2022 – September 2023

SOCCO Living - CANADA

Lifestyle and home decor boutiques

- **Brand identity & visual design** (branding for two lifestyle boutiques: logo, colours, typography, tone of voice)
- **Newsletter & web design** (engaging newsletters, web visuals to promote products)
- **Social media content** (multimedia assets for launches, events, seasonal campaigns)

PROJECT MANAGER & GRAPHIC DESIGNER

September 2021 – August 2022

France Télévisions - FRANCE

Public broadcasting group

- **Employer branding** (strategy and content to refresh France Télévisions' image among young audiences)
- **Content creation** (visuals showcasing behind-the-scenes roles to attract young talent: careers site, Instagram launch, interactive formats)
- **Project management** (coordination of the internal innovation programme, event and follow-up management)

References

Big Asia Supermarket

Manager Renee Dembowski

+61 438 200 118

renee@socialbutterflymarketing.com.au

The Marshmallow Company

Co-founder Breab Wyman

+61 416 685 858

breah@themarshmallow.co

U10

Manager Coralie Demeo

+33 7 86 36 52 68

cdemeo@u10.com

SOCCO Living

Co-founder Marion Le Saux

+1 604 440 9453

marion@socoliving.com

France Télévisions

Manager Hélène Amoussou

+33 6 28 70 04 17

helene.amoussou@francetv.fr



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