GUILLAUME LEANDRI

GRAPHIC DESIGNER / CREATIVE MARKETING STRATEGIST

guillaume.leandrii@gmail.com

01 PROFILE

Creating identities and campaigns that capture attention, from idea to delivery.

15 years of experience in brand identity, advertising and content production. Trained in a Paris agency, independent since 2019. Generative AI is part of the workflow: ideation, variation, production at scale.

02 EXPERTISE

- BRAND IDENTITY
- PERFORMANCE E-COMMERCE & ADVERTISING
- E-COMMERCE VISUALS (SHOPIFY)
- VIDEO EDITING & MOTION DESIGN
- TWITCH ASSET PACKS
- ART DIRECTION
- GENERATIVE AI IMAGERY
- BANNERS & PRODUCT PAGES
- YOUTUBE STRATEGY & THUMBNAILS
- CROSS-TEAM COLLABORATION

03 EXPERIENCE

GRAPHIC DESIGNER & CREATIVE MARKETING STRATEGIST — SINCE 2019

FREELANCE / FRANCE & REMOTE

- Creative campaigns and advertising for **the data subsidiary of a major telecom operator** and **a major aerospace group**
- E-commerce visuals for Shopify stores: banners, product pages and conversion-focused homepages
- Creative ad editing and design for **viral-vertical.com**, ongoing mission since 2024
- Creative production: brand assets, campaign visuals, editing-to-publishing pipeline

CREATOR MANAGEMENT & VIDEO EDITOR — 2020 — 2024

FREELANCE / REMOTE

- YouTube channel management: content strategy, publishing cadence, thumbnail design
- Video editing and complete Twitch packs: overlays, panels, emotes

GRAPHIC DESIGNER — 2010 — 2014

CRONOS MOBILE AGENCY / PARIS

- Mobile-first design on iPhone, iPad and Android; campaigns for **L'Oréal, Vente Privée, Barilla and Jack Daniel's**

CONTENT MODERATOR — Arvato Bertelsmann (Facebook), Berlin — 2017 — 2019

MARKET RESEARCH SURVEYOR — Ipsos, Berlin — 2016 — 2017

CUSTOMER SERVICE ADVISOR — XCSE Abramo (JustFab), Berlin — 2014 — 2016

04 PROJECTS

HEAREC / INDEPENDENT MUSIC LABEL — CO-FOUNDER

VISUAL IDENTITY · SLEEVES · MUSIC PRODUCTION · ARTIST MANAGEMENT

Co-founded the label: visual identity, sleeves, music production and artist management.

Design of multiple SaaS products, from product idea to interface design and deployment.

05 EDUCATION

BACHELOR'S DEGREE (BAC+3), VISUAL COMMUNICATION & MULTIMEDIA — CREAPOLE, Paris — 2006 — 2010

BACCALAURÉAT (HIGH SCHOOL), MARKETING & COMMUNICATION — 2004 — 2006

06 TOOLS

DESIGN & VIDEO	Photoshop · Illustrator · After Effects · Premiere Pro · Blender · CapCut
AI & DEV	Midjourney · DALL·E · Stable Diffusion · Adobe Firefly · ChatGPT · Claude · Claude Code · VS Code · Git · GitHub · Warp · Docker · APIs · n8n
LANGUAGES	French (native) · English (fluent) · Spanish (good) · German (basics)