



André THEUBET

A graphic designer and man with many missions

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GRAPHIC DESIGN ARTISTIC DIRECTION

Main achievements

Management of a graphic studio (on and off-line) B-to-B and B-to-C – 2 people – 2006/2007.
Development of communication and promotional tools for the European subsidiaries
Development and management of a BtoB multimedia department – 5 people – 2000/2002.
Brands: *Oreca, CCF, Cisco, Nextra, RealMedia, Rhodia, Linedata Services, UIC.*
Origination and development of a micro-publishing company – 3 people – 1991/1994.
Brands: *Maison de l'Orient Méditerranéen, Comareg, Salade Minute.*

Experience

2007-2008 **Artistic director in charge of the marketing development:**
FIL-IT® creation and organisation of the visual identity, conception and design of the distributor of internet site, development of marketing and commercial strategy (on and off-line), copywriting.

2006-2007 **Graphic artist working for the marketing and communication department:**
VIA MICHELIN travel assistance products and services creation, adaptation and organisation of communication and promotional tools (on and off-line) for France and Europe, in charge of the company's graphic charter (Corporate, B-to-B, B-to-C, PNAV etc), web design of «*ViaMichelin.com*» web site.

2005 **Graphic designer working for the marketing team :**
YVES ROCHER cosmetics lay-out and execution of cosmetic packagings, production follow-up.

1996-2005 **Artistic director, graphic designer:**
(except 2000-2003) AQUEUT PARTNERS free-lance & temporary work design and execution of advertising documents, catalogues, annual reports and technical brochures in French and English, creation of logos, packaging, graphic charts, illustrations.

2002/2003 **Graphic designer working for the Capital Markets division's marketing team:**
NATEXIS BANQUES POPULAIRES, investment bank lay-out and execution of the *Lettre hebdomadaire des marchés*, creation of logos and original artwork (press releases in English), study and development of a daily letter of information for use on the web site and on *Bloomberg* as well as on 16 of the bank's desks, creation of the visual identity of *Natexis Bleichroeder*, in close co-operation with US colleagues: creation of a specific graphical charter; redesign of graphic layout of the modified *Natexis Capital* web site.

2000/2002 **Team manager in charge of the multimedia department:**
ARESSY & ASSOCIÉS, BtoB advertising agency management and organisation of creation and integration functions (5 people), copywriting of methodological documents for quality control,
Artistic director and multimedia integrator:
web design and integration of Internet sites, e-letters, animated gifs, e-cards, creation and integration of CD Rom for products presentation.

1994/1995 **Liaison with subsidiaries and branches in collaboration with the IT department:**
BROSSETTE BTI, national distributor of sanitary-heating public-works implementation of an internal computer assisted service, design and follow-up of leaflets, maximising of data to produce tariff rates, prototype of a client-server system (*4 D, In Between*),

1991/1994 **Computer-assisted graphic designer, partner:**
COMENEGO, computer-assisted production illustrated layouts, copywriting, production follow-up, administration and management.

1989/1990 **Assistant in commercial management:**
ENVIROTIQUE, distributor of para computer products implementation of internal and external communication actions, especially publishing: negotiations with suppliers, draft of mailings, organisation and follow-up of professional trade fairs (*Infora, Salon de l'Etudiant*).

EDUCATION

Multimedia design and integration (degree level) 1999
B.T.S. Communication & Advertising 1988
Fluent English (spoken and written).

PHOTO TRAVELOGUES

Travel book exhibitions:
Salon du livre – Aime-La Plagne - August 2007, Biennale internationale du carnet de voyage – Clermont Ferrand - November 2004 - 2007, Carnets d'ici et d'ailleurs – Brest - June 2003 - 2006, Prize winner at the «Cré'art» exhibition – Conflans Ste Honorine - March 2004, Librairie Itinéraires – Paris - October-November 2002, published in Le Monde 2.
Member and founder of the association *Les Carnettistes tribulants*, which has published a travelogue/graphic novel on the Parisian suburbs and another work entitled *Ce que j'aime en toi*.



web design



packaging brand identity

