

Paul Derieux Chagnard

GRAPHIC DESIGN & ILLUSTRATION

Seattle, Washington, USA

ABOUT

I am a French-American graphic designer and illustrator living in Seattle, Washington. I am a very detail and user oriented designer, and my work is very much influenced by both French and American culture.

CONTACT

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EXPERIENCE

- 2018–Present Barista at *La Parisienne French Bakery* Seattle WA
- 2020 Website design for *Earth Creative*
- 2017 Volunteering at the summer program for the *French American School of Puget Sound*

EDUCATION

- 2020–2024 *Cornish College of the Arts, Seattle WA*
Bachelor of Fine Arts in Design
- 2016–2020 *Garfield High School, Class of 2020*
- 2004–2016 K-8, *French American School of Puget Sound* Seattle WA

SKILLS

DISCIPLINES

Typography, illustration, semiotics, brand identity, data analytics, user experience, and product as well as packaging design.

PROGRAMS

Illustrator, InDesign, Photoshop, Figma, PowerPoint, Word, & Excel.

LANGUAGE

Fluent in both French & English.

FEEDBACK RECEIVED WHILE WORKING

- Positive energy
- Works well in a team
- Serious and focused
- Adapts and learns fast

FEATURED PROJECTS

Dans Les Rues de Paris

BFA Capstone Project
Spring 2024 | 25 Week Timeframe

Dans Les Rues de Paris is the book I created for my final Capstone project. I decided to create something relevant to my French heritage and background as I see myself working in France in the future. I am also referring to the Franco-Belgian illustration style which is deeply rooted in my own work. A small illustrated book was my medium of choice as it presents the information in a cohesive and easily accessible format that is both informative and artistic.

This project began with a series of faculty panels where I met with various Cornish College of the Arts instructors and presented to them slides describing my elevator pitch, visual direction, and expected deliverables. This process also included multiple rounds of feedback groups with peers. Family members who are currently living in Paris were interviewed to ensure that the information I was providing in the book was accurate and current.

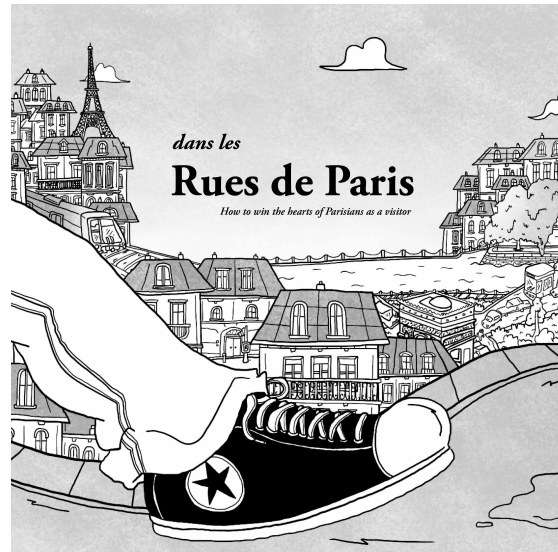
I used *Procreate* for the illustrations included in the book, and *InDesign* for the layout.

The main challenge that I faced throughout this project was designing for two very different audiences: The Parisian locals and the American visitors. This often created phases in the design and illustration processes when I had to remind myself of how certain ideas I was communicating would be interpreted by the other side, and vice versa. Often, my solution to this problem was humor.

Images of this project's deliverables can be found on paulderieux.com

DELIVERABLES

1. 8.5 x 8.5, 56 page grayscale book (*Dans Les Rues de Paris*)
2. 11 x 8.5 process book detailing how the book was designed and how certain decisions were made along the way.
3. Week-long exhibition at the *Cornish College of the Arts 9th Ave Gallery*. Exhibition included laser cut and vinyl features, foam core backed posters, and various props.



FEATURED PROJECTS (CONT.)

Cornish+

Collaborative Studio Course (CCA)
Spring 2023 | 5 Week Timeframe

Our goal for this project was to showcase the available Cornish College of the Arts facilities and extension programs by using existing colors for brand recognition while also combining nostalgic graphics with modern simplicity. We were mainly targeting adults in Seattle who are interested in pursuing a creative practice but have little to no access to artistic facilities.

This was one of my first experiences working on solving a real-world design problem with a larger team, as well as adapting to a high-level project schedule. We proposed to our client a set of three moodboards, each describing different personality traits and attributes unique to that design direction. In the end, after three rounds of feedback, moodboarding, and sketching, I ended up being part of the team working with a direction we named *Vanta's Risk*.

There were four deliverables expected of this project. The first was a set of lock-ups with our Cornish+ logo in various backgrounds or colors. The second was three separate bylines for each design direction created. Ours for *Vanta's Risk* was "Dare to be Bold". The third deliverable was a style guide, used as a vehicle for the lock-ups and bylines. The fourth and final deliverable was five different examples of our design direction in use. This included prototype online *The Stranger* ads, bus ads, website landing pages, etc.

The tools used were *Figma*, *Illustrator*, and *Photoshop*.

Images of this project's deliverables can be found on paulderieux.com

Earth Creative

Website & Branding Design
Spring 2020—Present

Earth Creative was founded in 2020 as a platform featuring the works of worldwide environmental artists in all disciplines. Its goal is to use the power of the arts to raise awareness about climate change and climate justice. I was hired to help design its visual identity and branding. This included work on various brochures, logos, posters, and website design.

The outcomes of this work for *Earth Creative* included a more identifiable and impactful brand identity as well as design solutions that reflected the importance of a call to action and sustainability in everything they do. This was mainly done using earthy color palettes and textures, as well as poignant photography and type hierarchy.

The tools used were *InDesign*, *Illustrator*, and *Photoshop*.