

MELANIE BAILLOD

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Design isn't just about aesthetics, it's about crafting meaningful stories. As an in-house Art Director and Designer, I focus on creative synergy and shaping visionary visuals that go beyond trends and fit the brand vision. After several years in New York, refining my craft and eye, I'm now open to new opportunities in Switzerland or remotely, in luxury, beauty, watchmaking, jewellery, lifestyle or sport sectors. Let's work together!

7 EXPERIENCE

La Mer, luxury skincare brand of The Estée Lauder Companies, New York, NY, United States

04/2024 - Today

Art Director, consulting contractor (self-employed)

Led the creative direction of 5 campaigns, including a 360° NPL, from concept to delivery.
Directed on-set art direction for product and beauty photo/video shoots.
Performed video editing, retouched images and oversaw on post-production.
Designed more than 200 digital/print/social assets and collaborated with copywriters.

Jaeger-LeCoultre, high watchmaking branch of Richemont Int. SA, GE, Switzerland

12/2024

Art Director, freelance mission contract

Led photos and video content creation for an event in New York and developed social media assets.

03/2021-08/2023

Art Director, full time contract

08/2020-03/2021

Junior Art Director, temporary contract

Led the creative direction of over 15 integrated marketing campaigns from concept to delivery.
Directed on-set art direction for shoots of products, craftsmanship, wristshot/beauty, and events.
Collaborated with internal departments, producers, photographers, videographers, and agencies.
Managed 360° activations, including creative briefs, presentations, and meeting strict deadlines.
Oversaw post-production, performed video editing, and retouched images.
Created global media assets for digital, print, and social media platforms.

02/2019-08/2020

Internal Communication Assistant, internship and temporary contract

Created visual communications for the Internal Communications department.
Organized interview shoots and coordinated with providers.
Developed an internal advertising campaign; handled graphic design, video, and photo editing.
Managed and participated on some employer branding projects.
Wrote articles for internal and external platforms, including LinkedIn, Intranet, and TicTac Magazine.

5 EDUCATION

CEPV, professional bachelor of Visual Communication Designer – design and commercial art option, VD, Switzerland

08/2016-07/2018

Visual Communication Designer, brand partnerships

- Montblanc / branch of Richemont: created an entire booth experience with 3D – diploma work.
- Roger Dubuis / branch of Richemont: designed a whole customer experience – winner project.
- Terroir Fribourg: created a 3D mobile booth and a visual merchandising concept.
- Ville de Lausanne / Jardins Botaniques: designed a 360° communication – selected project.

ERACOM, advanced federal certificate of Graphic Designer – Degree with excellent honors, VD, Switzerland

08/2012-07/2016

Graphic Designer, internships

- Creatives agency, 08/2015-01/2016
- Yona Lee Design studio, 09/2014-01/2015

Created brand identities, editorial prints and packaging, advertising and social media content.
Assisted on art direction, created scenography, retouched images and designed typefaces.

ART DIRECTOR

portfolio: melaniebaillod.com

→ KEY SKILLS

- Creative thinker driven by curiosity
- Proactive mindset & detail-oriented work
- Quick learner with strong adaptability
- Effective at handling multiple projects at once
- Collaborative team player
- Proficient in Adobe Creative Suite & Figma
- French (native), English (fluent), German (basic)