

# Séverine Noir

## Art Director

## Brand Designer

KURO.

### Experience

#### ART DIRECTOR & BRAND DESIGNER

SINCE 2024 | *FREELANCE*

- Defined brand territories for clients in real estate and professional sectors.
- Supported companies in brand platform development and visual storytelling.

#### GUEST LECTURER

IN COMMUNICATION

2024 - 2025 | *ESP LYON*

- Jury member and coach for final-year Master's projects in Corporate & Institutional Communication.
- Professional lecturer for Information & Communication department.
- Instructor for Master's in Art Direction, AI module.

#### SENIOR ART DIRECTOR

2023 - 2024 | *PRIAMS IMMOBILIER*

- Designed and art-directed internal and external communication materials
- Oversaw visual campaigns and supervised print & digital deliverables.

#### DESIGN MANAGER

2021 - 2023 | *MAPED*

- Managed and supervised a creative team (8 persons).
- Designed and art-directed packaging and communication campaigns.

#### LECTURER & CREATIVE MENTOR

2020 | *EFAP*

- Conducted workshops on branding, art direction, and visual strategy in Master's programs.

#### SENIOR ART DIRECTOR

2019 - 2020 | *AGENCE NUDE*

- Developed and executed communication campaigns.
- Supervised and mentored a junior art director.

#### ART DIRECTOR & TEAM LEAD

2012 - 2018 | *AGENCE FANTASTIC*

- Designed communication campaigns and brand identities.
- Managed creative team and talent development.

#### GRAPHIC DESIGNER

2011 - 2012 | *CLAIREFONTAINE*

- Designed stationery, luggage collections and related communication materials.

#### LAYOUT ARTIST

2009 - 2011 | *HAPPYBOX*

- Page layout, prepress, and image retouching for various communication media.

### Key Expertise

#### BRANDING & VISUAL IDENTITY

- Logo, brand guidelines, packaging.

#### ART DIRECTION & CREATIVE STRATEGY

- Brand territories, storytelling, visual platforms, photoshoots, storyboarding.

#### CREATIVE MANAGEMENT & COLLABORATIVE PROCESSES

- RACI, DISC, Process Com®.

#### COMMUNICATION & TEACHING

- Mentoring, training, public speaking.

#### TOOLS & IA

- Adobe CC, Midjourney, Krea.

### Industries & Clients

#### REAL ESTATE | PROFESSIONAL SERVICES | FOOD | LUXURY | CORPORATE

KAUFMAN  
BROAD

PRIAMS

MOËT & CHANDON  
CHAMPAGNE

BOIRON®

JAEGER-LECOULTRE

A-DERMA

Nestlé

blédina

Ballantine's

### Education & Certifications

#### PROFESSIONAL ENGLISH CERTIFICATION B2++

2025 | *CERCLE DES LANGUES*

#### DESIGN LEADERSHIP & MANAGEMENT

2025 | *THE DESIGN CREW*

#### CREATIVE AI CERTIFICATION

2024 | *INTUIT LAB PRO*

#### BTS IN COMMUNICATION DESIGN (SPACE & VOLUME)

2009 | *MARTINIÈRE DIDEROT*

#### BT IN GRAPHIC LAYOUT DESIGN

2006 | *MARTINIÈRE DIDEROT*

Brand designer with over 15 years of experience, combining artisanal precision with strategic innovation to craft powerful brand identities.

My creative instinct and attention to detail are now complemented by expertise in artificial intelligence tools, which I integrate strategically into workflows to expand narrative possibilities and push the limits of graphic exploration.

Annecy + Lyon + Geneva

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