

Winnie Ledu

Senior Designer & Art Director

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www.winnie.design

Dual Citizen
English (Native)
French (Native)

Introduction

I build brands you can feel. With 7 years in packaging and identity design across food, beverage, beauty, and lifestyle, I blend strategy and intuition to create work that sticks, on shelves and in minds!

Education

LISAA, Bordeaux

Master's Degree in Graphic
Design, Web Specialty
2017 — 2019

LISAA, Nantes

Bachelor's Degree in Graphic
Design, Print Specialty
2014 — 2017

Jean Perrin, Nantes

Litterature Baccalaureate,
Arts Specialty
2011 — 2014

Skills

Tools / Adobe Photoshop, Illustrator,
InDesign, Figma, Google Workspace, AI

Core Services / Brand Identity,
Packaging, Print & Digital, Concepting,
Illustration, Iconography, OOH, Merch

Interests

Outside of work, I love to travel and immerse myself in new cultures, admire packaging in grocery aisles, dance, hike, and dive into all things beauty, wellness, and design. I'm also passionate about food, sustainability, and finding inspiration in the details of everyday life.

Experience

Jon Michael Design / Senior Designer (Permalance)

New York City / February 2025 - Present

Partnering with the team to craft elevated packaging, branding, and retail experiences for luxury beauty, fragrance, and wellness brands—across both print and digital touch points.

SWAT by Kirshenbaum / Senior Designer, Art Director

New York City / April 2020 - December 2024

Led brand and packaging design for food, beverage, beauty, and lifestyle clients. Directed projects from early concept to production across print and digital. Collaborated with clients and internal teams to deliver strategy-driven and beautifully crafted work.

The Working Assembly / Designer

New York City / January 2020 - April 2020

Assisted in branding and packaging projects for startups and nationally recognized clients. Contributed to visual identity development, mockups, and presentations. Learned from a tight-knit team of multidisciplinary creatives.

Superfly / Designer (Freelance)

New York City / September 2019 - November 2019

Created branding and environmental assets for BravoCon across multiple NYC venues. Designed signage, menus, and digital collateral to enhance guest experience. Helped bring Bravo's world to life through experiential design.

Maisons du Monde / Junior Designer

Nantes, France / September 2018 - August 2018

Designed seasonal wall art, patterns, and home décor for the 2020 product collection. Worked closely with merchandisers and trend teams to translate concepts into sellable pieces. Balanced creative exploration with brand consistency.

