

MELANIE BAILLOD

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ART DIRECTOR

portfolio: melaniebaillod.com

Design is not just about aesthetics — it's about crafting meaningful stories. As an in-house Art Director and designer, I focus on collaboration and creating compelling, innovative visuals that align with brand identities. After refining my craft and eye during my two years in New York, which are now coming to an end, I'm seeking a new challenge in Switzerland.

→ KEY SKILLS

- Creative vision driven by curiosity, hard work
- Ability to manage multiple projects at once
- Ability to learn and adapt quickly
- Detail-solution-oriented profile, team spirit
- Adobe Creative Suite & Figma proficiency
- French native / English fluent / German basic

7 EXPERIENCE

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

04/2024 - Today

Art Director, freelance contract

Currently working within the 360 creative team to achieve the campaign of the year.

Led the creation of 4 integrated marketing and digital campaigns from concepts to delivery, .

Defined the art direction of photography / video shootings of still products and editorial beauty.

Collaborated with copywriters and producers to create and design digital, print and social assets.

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

12/2024

Art Director, freelance mission contract

Led the photos/video content creation for an event in New York and created the social assets.

03/2021-08/2023

Art Director, full time contract

08/2020-03/2021

Junior Art Director, temporary contract

Led the creation of more than 15 integrated marketing campaigns from concepts to delivery.

Defined the art direction of photography / video shootings of products, craftsmanship and events.

Collaborated closely with departments, producers, photographers, videomakers and agencies.

Managed projects for 360° activations until deadlines, including creation briefs and presentations.

Followed-up on the post-production, did video editing and image retouching.

Created universal media assets for digital, print advertising and social media platforms.

08/2019-08/2020

Internal Communication Assistant, temporary contract

02/2019-08/2019

Internal Communication Intern, internship

Created visual communications for the Internal Communication department.

Organized shootings for interviews and followed-up with providers.

Created an internal advertising campaign, did graphic design, edited videos and photos.

Managed projects related to the employer branding.

Wrote articles for internal and external use like LinkedIn, Intranet or TicTac Magazine.

7 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.