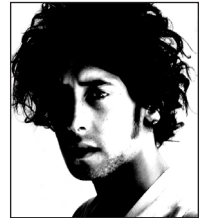


## Benjamin SCETBON

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French & German nationality  
date of birth: September, 26<sup>th</sup> 1975  
single



## ART DIRECTOR / BRAND STRATEGY

*BRAND CREATION / BRAND POSITIONING / BRAND NAMING  
BRAND IDENTITY / MARKET RESEARCH / PACKAGING / RETAIL STRATEGY*

### PROFESSIONAL EXPERIENCES

- 04/2009 to Today • Creative Director - Brand Strategy & Project Manager, freelance.**  
Logos, webdesign, mobile apps, commercials, catalogues, brochures, packagings, flyers, newsletters...  
Clients: Y8, Aasset-Security, Addex Design, Art Elysées, Automotor-France, Codage Paris, Culture Espace, Eden Luxury Homes, L'Oréal, Hennessy, JB MARTIN, Malu Wilz, OptimiCDN, Web Venture.
- 05/2008 to 03/2009 • Creative/Art Director, VIPZONE POLAND (#1 Polish private sales website).**  
Creation of the corporate visual Identity of the company (print & web), management of the programmation and integration team. (Brand Creation / Brand Positioning / Brand Naming/ Brand Identity/ Market Research )
- 06/2006 to 04/2008 • Art Director - Graphic Designer, freelance.**  
Logos, webdesign, catalogues, brochures, packagings, flyers, CD covers.  
Clients: ADDEX, Longchamp, Biotribune.com, Automotor-France, Gugliotta Conseil, George V Entertainment, Blue Bear.
- 05/2005 to 05/2006 • Art Director, TAKE CARE (Communication & Marketing Agency).**  
Advertising campaigns, catalogues, web design, brochures...  
Clients: LCL, Hédiard, SNCF, RENAULT, Courtepaille, Thomas Cook.
- 09/1999 to 04/2005 • Art Director & Shareholder - Légendes Multimédia SARL (Communication Agency).**  
Logos, webdesign, catalogues, brochures, packaging, magazines, web design, client service manager, fabrication service manager.  
Clients: Aasset Security, ADT, Ariane Espace, Radio FG, Lexon, Gilson, Européene de Spectacle, Romain Afflelou, AASSET-SECURITY, Dainese, Guliotta Conseil, Delifrance, Biotribune.com, ...

### SOFTWARES

Mac OS X - Adobe CS6/CC - MS Office - HTML / CSS Skills

### LANGUAGES

French (native language), English (bilingual), German (mother tongue).

### EDUCATION

- 1996-1999 • IDEA (Design & Inner Architecture Institute) - Ateliers de Sèvres
- 1995-1996 • Ecole Préparatoire d'Art Graphique aux concours nationaux - Académie Charpentier Paris
- 1994-1995 • 1<sup>st</sup> year DEUG DROIT - Assas Paris II
- 1993-1994 • Bac D - Ecole Active Bilingue Paris VIII

### INTERESTS

Design, photography, architecture & fashion  
Technologies & Science  
Video Games

Music (guitar)  
Cooking  
Swimming, Tennis, Motorcycling.