BENJAMIN SCETBON

BRAND DESIGNER

CONTACT

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EDUCATION

IDEA MASTER DEGREE
(DESIGN & INNER ARCHITECTURE INSTITUTE)
Atelier de Sèvre
Paris 1996-1999

ECOLE ART GRAPHIQUE CONCOURS
Académie Charpentier
Paris 1994-1995

BAC D
Ecole Active Bilingue - Paris VIII
Paris 1993-1994

EXPERTISE

Analytical approach
Efficient and result oriented
Excellent communication skills
Good team player
Storyteller - Cook - Musician

TOOLS&MORE

Adobe Creative Cloud
MS office - Google Docs
WordPress - Elementor - Wix
Figma - Mailchimp - AirTable
HTML & CSS (basics)

LANGUAGES

French (native)
German (native)
English (fluent)

WORK EXPERIENCE

BRAND DESIGN & MANAGEMENT
Sevengood I Berlin I April 2009 - Present

- Managing and developing the existing portfolio of key clients
- Digital & Print Design research, UI/UX, Web & App design, graphic guidelines
- Team & Events management
- WP, Wix, HTML & CSS traineeship to understand and work efficiently with IT Teams

Clients: APEX Swing Academy, ADT, Addex Design, Art Elysées, AUTOMOTOR-France, B&A Berlin, BVB, Codage Paris, Culture Espace, Eden Luxury Homes, Kit & Coco, L'Oréal, Hennessy, JB MARTIN, Malu Wilz, Optimi, Qualia Legagy Advisors, StealthWrks, Tony Frank, Web Venture, Y8 Games…

MUSIC PROGRAM DESIGN MANAGER, REPEAT CO-FOUNDER
repeat bar I Berlin I April 2015 - March 2025

- Music Program Design & Adaptation across Medias & Channels
- Designed the corportate guidelines and all communication tools
- Social media management (Facebook, Instagram, Resident Advisor, Google…)
- Team training & management
- Purchase & stock management

CREATIVE DIRECTOR
VIPZONE POLAND I Paris - Warsaw I 2008- 2009

Business Development:
- Research & Identification of the product range suitable for the Polish market
- Designed the corporate guidelines
- Participated in trade shows and industry event in order to attract new partners Account

Management:
- Managed local design team
- Product control & supervision of product shooting sessions

BRAND DESIGNER
SEVENGOOD I Paris I 2006 - 2008

- Design and implementation of corporate communication tools
- Design research, graphic guidelines, web & print
- Supplier research and production monitoring

Clients : ADDEX, Automotor-France, Blue Bear, Gugliotta Conseil, George V Eatertainment, Longchamp...

SENIOR ART DIRECTOR
Take Care (Communication & Marketing Agency) I Paris I 2005 - 2006

- Creation and Development of communication tools for Key accounts
- Design and implementation of digital marketing tools
- Creation and design of 360° print / digital campaigns.

Clients: LCL, Hédiard, SNCF, RENAULT, Courtepaille, Thomas Cook

ART DIRECTOR & SHAREHOLDER
Legendes Multimedia I Paris I 1999 - 2005

- Design research, Creative direction & team management
- Implemented and coordinated new business strategies
- Company development and strategic partnerships
- Client and fabrication service manager

Clients: AASSET SECURITY, ADT, Ariane Espace, Lexon, Gilson, Européene de Spectacle, Romain Affelou, Dainese, Gugliotta Conseil, Delifrance, Radio FG, Biotribune, ...