



MARLENE LATOURRE

+33 6 79 36 38 18

WWW.ART-BY-BEAR.COM

MARLENE.LATOURE@GMAIL.COM

WWW.LINKEDIN.COM/IN/MLATOURE

EXPERIENCES

2019 | TODAY MERKLE | DENTSU (GENEVA) ■

SENIOR CREATIVE EXPERIENCE LEAD

Creation of meaningful visual designs & experiences (Breitling)
Leading pitches & creative directions (Chanel)
Analysis, blue prints, customer journeys (Etat de Genève)
UI-UX (Romande Energie)
Strategic direction, campaigns (ICRC)
Leading Digital Experiences (Patek Philip, Audemars Piguët)

2016 | 2019 UBISOFT (ANNECY) ■

CREATIVE UI ART DIRECTOR

Creation of global games art direction vision
Communication art direction
Leading UI-UX creation & integration

SINCE 2011 ARTE, KEVIN MURPHY, NEW SIGHT ■

FREELANCE - DIGITAL

Kevin Murphy : creation of communication strategy
Customer trainings : brand identity, social media.
Lille Design School : Student formations
Arte : Creation of creative vision for a game

AOÛT 2014 | FÉVRIER 2016 SMARTLINK (GENEVA) ■

ART DIRECTOR

Creative Team director (Vietnam, Geneva & Senegal)
Creation of the compagny identity & brand strategy

AOÛT 2013 | AOÛT 2014 ITYCOM (ANNECY) ■

LEAD GRAPHIC DESIGNER

Print, Digital UI-UX, E-learning

JUILLET 2011 | AOÛT 2013 EGGBOX (ANNECY) ■

ALTERNATING GRAPHIC DESIGNER

Print & Digital

STUDIES

■ NATIONAL SCHOOL LES Gobelins | ALTERNATE 2011-2013

MASTER DEGREE

DIGITAL CONCEPTION REALISATION

Art creation, Motion, UI / UX / Gaming

■ LA MARTINIÈRE DIDEROT (LYON, FRANCE) 2009-2011

2 YEARS TECHNICAL DEGREE

PRINT VISUAL COMMUNICATION

Screen printing, typography, edition, marketing

■ JP SARTRE (LYON, FRANCE) 2006-2009

HIGH SCHOOL DIPLOMA

APPLIED ARTS

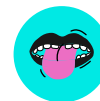
Design, Illustration, Architecture, Art History

SKILLS



DESIGN TOOLS

Figma | XD | Sketch
Photoshop | Illustrator
InDesign
After Effect



LANGUAGES

French | Fluent
English | C1
Spanish | B1



PERSONAL SKILLS

Creativity | Problem solver
Management | Leadership
Communication
Natural kindness

FREE TIME ACTIVITIES



PLANET CENTRIC APPROACH

In my work habits and delivered products



TATTOO ARTIST

and illustrations, wall painting...



DO IT YOURSELF

Especially masonry

