

# PORT FOLIO

By Gabrielle Renaudon | Graphic Designer & Illustrator

# Hello!

I'm a versatile graphic designer and illustrator with a passion for creativity and innovation. Originally from France, I have worked with major brands such as Decathlon and Michelin as a graphic and web designer under NDA, as well as with publishing houses and French influencers to illustrate various projects.

Now based in New Zealand, I'm eager to bring my diverse skills to new opportunities. I specialize in crafting compelling visuals, designing impactful marketing materials, and creating engaging content for digital platforms. Passionate about continuous learning, I enjoy exploring new techniques such as animation and have experience mentoring and training creative teams.

#Illustration

#Brandidentity

#Conceptart

#Contentcreator

[www.anjudraw.com](http://www.anjudraw.com)

[@anju\\_draw](https://www.instagram.com/anju_draw)



# Skills

## ● Hard Skills

Customer service  
Media monitoring  
Social media marketing  
Project management

## ● Soft Skills

Versatility  
Time management  
Good communication  
Teamwork  
Flexibility

## ● Software Skills

Microsoft Suite  
Adobe Suite  
Affinity Suite  
Procreate  
Mailjet



# Experiences

## ● 2019-2025 Freelancer

Illustrations, books, board games, webtoon, brand identity, social media, web design, advertising, animation, collaboration

## ● 2018-2019 Graphic Designer

Webdesign, packaging, brand identity, newsletters, print design: magazine, promotional support, products creation

# Education

## ● 2018-2020 Bachelor of Art

Graphic design major  
at Sorbonnes Paris I, Paris

## ● 2015-2016 Skills upgrade in applied arts

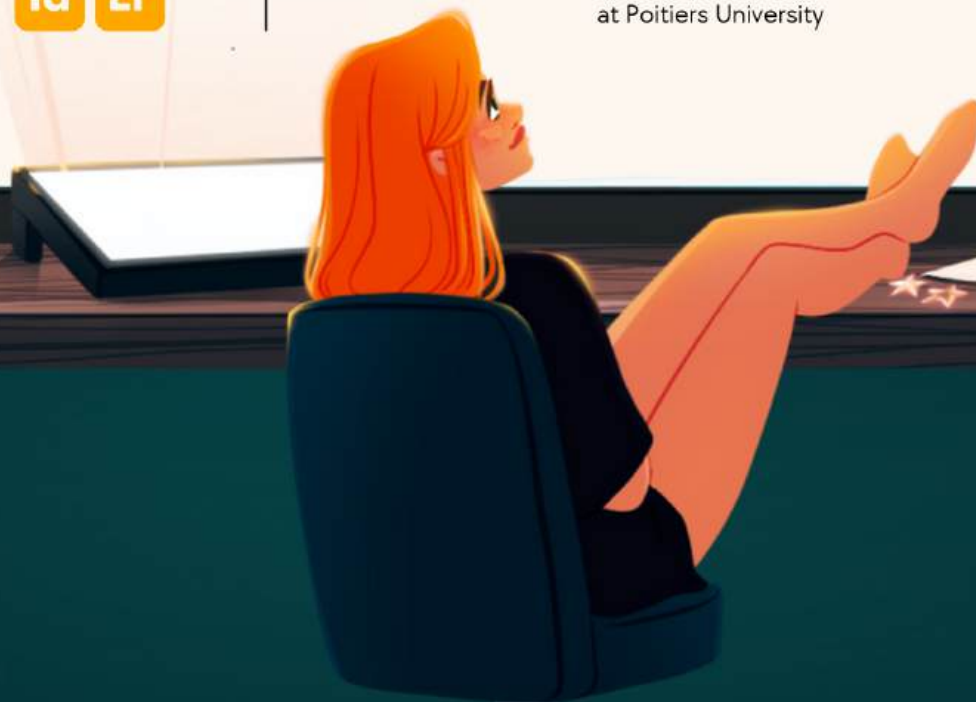
Graphic design and illustration,  
at LIM'Art - Ynov, Nantes

## ● 2016-2017 Year of specialization

Cinema and English literature L2C,  
at Poitiers University

## ● 2012-2015 Literature and art baccalaureat

Arts and languages options,  
at Lycée Pilote Innovant International



# 01

## Form Echo

Mascot

Brand identity

- Prob-e, the mascot for FormEcho, was designed to bring the brand to life with a range of emotions, enhancing the serious game experience. The character guides trainees, adding both fun and professionalism to the learning journey.



# 01

## FormEcho

Mascot

Brand identity

- Creation of a banner and a version for Christmas, stickers for use during training courses offered by FormEcho, levelling of the mascot for the training difficulty scale



# 01

## Form Echo

Mascot

Brand identity

- Created a Goose Game with a Lyon map background, seasonal avatars reflecting French celebrations, and collector stickers for the client's international training destinations.



# 01

## Form Echo

Mascot

Brand identity

- Designed an animated introduction with voice-over and synchronized subtitles for the client's training sessions, ensuring clarity, engagement and brand consistency.



## Asus x Balrog

Team management

Webtoon

- Production of a 13 chapter webtoon as part of the launch of new products in the Asus rog range, managing a team of three, meeting deadlines from storyboard to layout. On [www.fnac.com](http://www.fnac.com)





# 03

## Emy LTR x Flammarion

Illustration

Book edition

- Illustrations for the book "Les Histoires Extraordinaires d'Emy Letertre" published by Éditions Flammarion, for the Youtuber Emy Ltr.  
Illustration of six of the fifteen tales in the book.



Work on the visuals for her YouTube channel as well

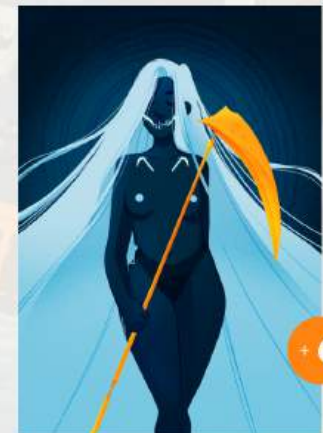
# 04

## Anju Draw x Arcana Sacra

Personal project

Book edition

- Creation of a 72 card white smith rider tarot deck, writing of a 184 page book to accompany it, production of a boxed set and publication by a Euro publishing house : Arcana Sacra



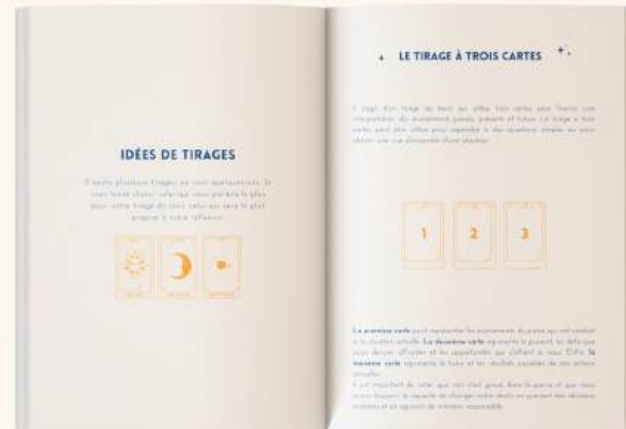
05

## Tarot and book

Illustration

Book edition

- Production of a self-published print book to accompany the tarot pack



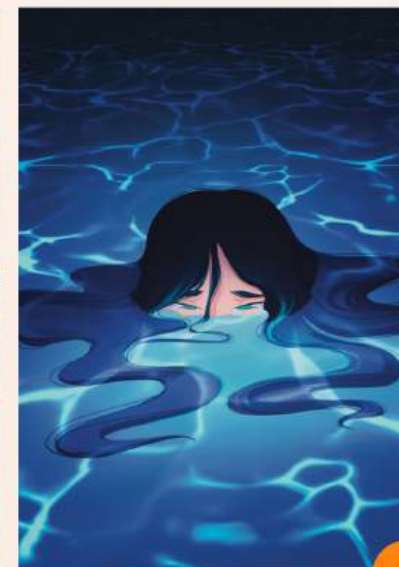
# 06

## Esofranie x Trédaniel

Illustration

Book edition

- Illustrated 52 unique cards for an oracle deck in collaboration with a French micro-influencer. The deck, set to release in March with Trédaniel Editions, features vibrant and modern artwork designed to inspire and guide users in their daily lives.



07

# Philippe's Patisserie

Kiwi business

Brand identity

- Designed and managed the visual identity and social media content for a French bakery based here. Created posts, curated an aesthetic feed, and developed marketing visuals to highlight the bakery's artisanal products and market presence.





# Cheers!

Let's create some magic together!

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