

Méline Labrosse

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I am a designer and art director focused on bringing meaningful and engaging ideas to life. My work supports quality brands through a thoughtful balance of design and strategy.

WORK EXPERIENCE

Graphic designer → Freelance
Canada (Remote)
January 2022–Present

- Execute designs, both digital and print, for local businesses
- Develop structure and visual identities for elearning courses
- Provide recommendations on best practices

Brand Designer → N26
Berlin, DE
March 2021–December 2021

- Conceived and executed campaigns and marketing materials for a variety of deliverables including packaging, social media, email, website, OOH, motion, and 3D.
- Directed and executed projects from conception to delivery while collaborating with internal and external stakeholders to ensure project success and timely completion
- Communicated with local teams to ensure that creatives were relevant across all markets and localized designs accordingly
- Meticulously produced creative work employing a variety of design tools, principles, and philosophies, while respecting and evolving the brand identity and guidelines
- Played an essential role in the Month on N campaign which increased social engagement by 123% and was Awarded silver for Social/Dialog and Digital Advertising Campaigns at the Deutscher Digital Awards 2022 and awarded bronze for Social Media at the New York Festivals Advertising Awards

Associate Brand Designer
September 2019–March 2021

Design Intern → Reconsidered
Berlin, DE
January 2019–September 2019

- Strengthened the brand's identity and developed brand guidelines
- Created graphics to use on social platforms and website
- Helped curate content for the bi-weekly newsletter
- Conceived designs for client projects

Product Supervisor: Hudson's Bay Company
Toronto, CA
October 2017–September 2018

- Coordinated with cross-functional teams and vendors to ensure that hundreds of styles went live on site daily
- Strengthened relationships with vendors whilst requesting, collecting, and processing assets for styles to be sold online

Marketing Assistant → Fashion Zone
Toronto, CA
September 2016–June 2017

- Designed visual content for print, web, and newsletters
- Enhanced and strengthened the brand identity
- Assisted with the organization of various events

Graphic Designer → ByNature Design
Vancouver, CA
June 2016–August 2016

- Designed a catalogue showcasing all products and services
- Photographed products and design projects
- Strengthened ByNature's visual identity

VOLUNTEERING

Graphic Designer → Fashion Revolution
Canada (Remote)
August 2023–Present

- Create compelling visual assets to be used on online platforms while adhering to brand guidelines
- Collaborate with the Communications team to develop and deliver campaigns

EDUCATION

Bachelor of Design in Fashion
Communication → Toronto
Metropolitan University (formerly
Ryerson University)
Toronto, CA

- Studied graphic design, semiotics, packaging design, product design, human-centered design, web design, photography, marketing, illustration, and fashion theories
- Capstone project on responsible consumerism of fashion was selected for curated exhibit in Mass Exodus (School of Fashion's event showcasing final works of graduating students)
- Volunteered as a mentor for first year students

Strategic Design Certificate →
VIA University College
Aarhus, DK

- Solved *wicked* problems using the 5F model
- Collaborated with teammates to find and evaluate design solutions for an organization's *wicked* problem

PROFESSIONAL DEVELOPMENT & ACHIEVEMENTS

- Attended the Forum Conference in 2023 and participated in a packaging design workshop with the design studio Olsson Barbieri
- Social Media Marketing at Future London Academy
- Branding Masterclasses at Future London Academy
- Wayfinding and Signage Design Online Short Course at London College of Communication
- Unlocking Creativity course at IDEO U
- Designing for Change course at IDEO U

TECH SKILLS

InDesign
Illustrator
Photoshop
Premiere Pro
After Effects
Figma
Sketch

Slack
Jira
Mailchimp
Social Media
Mac OS & Windows
Basic HTML and CSS
Microsoft Office

LANGUAGES

Fluent in English
Native in French
Intermediate (B1.2) in German