

Juliette Lefort

Art Director

Branding, Visual Identity, Editorial Design

Trained in Milan and London, now based in Paris, most of my work revolves around brand identities. My starting point is always the audience, understanding who we're talking to before deciding how to say it. Having worked at Razorfish and Publicis, I've learned to build identities that hold at scale, in demanding, multidisciplinary environments.

My references: the chromatic energy of Sonia Delaunay, the spatial intelligence of Tomás Saraceno, the vibrant restraint of Marylou Faure at Spotify.

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Portfolio
www.juliettelefort.com

Langues

French : native
English : bilingual, C1
Italian : fluent
Spanish : B2

Education

2025 (6 months) Paris, France	Razorfish - Publicis France • Final-year internship in Art Direction Campaign conception, social media content, multi-format creative adaptations and brand guideline compliance in an agency environment. Clients: Groupe Accor, Groupe Elida, Renault, Nissan, La Française des Jeux, Mobilize.
2022 - 2024 (2 years) Paris, France	Oblique Festival • Art Director, Head of Communication & Deputy Secretary General Co-founded and developed a cultural festival led by students and young creatives. Visual identity, communication materials, social media content and overall communication strategy. Team coordination, operational organisation and project development.
2022 Milan, Italy	Milan Design Week 2022 • Exhibitor & Art Direction Assistant Participated in a project exhibited at Milan Design Week.
2021 - 2022 (6 months) Milan, Italy	Designer Armando Milani • Artistic Assistan Creation of printed visual materials and participation in iconographic and typographic research across various projects.
2021 - 2022 (1 year) Paris, France	La Recette Digitale • Freelance Visual Communication & Brand Identity Created a visual identity for a start-up, including logo, graphic principles and website design. Collaborated with founders and development teams to ensure coherent brand integration.
2018 (1 month) Paris, France	CANAL+ • Communication Internship Introduction to communication challenges within a major media group.

Education

2023 - 2025 London, England	London College of Communication (UAL) MA Graphic Branding & Identity Graduated 2025.
2020 - 2023 Milan, Italy	Istituto Europeo di Design (IED) BA Visual Communication Specialisation in graphic design Graduated 2023
2019 - 2020 Paris, France	Atelier de Sèvres Art foundation programme
2016 - 2019 Paris, France	Ateliers du Carrousel Musée des Arts Décoratifs Visual arts foundation.

Skills

Art direction & design
Art direction, visual identity, branding, editorial design, visual communication, campaign conception, iconographic & typographic research, visual storytelling.

Digital design & content
Social media content, multi-format adaptations, infographics, UX/UI, web design, 3D animation.

Tools
Adobe Creative Suite, Figma, Cinema 4D, Glyphs, MS Office, generative AI tools.