

# Raphaël Desmaison

Montreal, Canada

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→ raph.xyz

→ @g.raph.ism

→ portfolio.pdf

With eight years of experience in graphic design specializing in branding, along with several art direction projects, I am now looking for a creative playground that matches the scale of my ambition.

Over the years, I've had the privilege of collaborating with a wide range of organizations — from mission-driven nonprofits to large-scale companies. This diversity has allowed me to refine my expertise and develop an approach to client collaboration that is both strategic and creative. I now wish to bring this rich and versatile experience to ambitious projects where innovation and visual boldness come together.

## Curriculum Vitæ

### FREELANCE EXPERIENCE

#### ARTISTIC DIRECTOR AND GRAPHIC DESIGNER

january 2018 - today → 8 years

### ENTREPRENEURSHIP

#### CO-CREATOR AND DIRECTEUR ARTISTIQUE → LES CALEÇONS FIER

Company manufacturing and marketing eco-friendly men's underwear made in Québec.

august 2020 - december 2024 → 4 years 5 months

### AGENCY EXPERIENCES

#### ARTISTIC DIRECTOR AND GRAPHIC DESIGNER → ATYPIC

Communication, strategy, and marketing agency working in the nonprofit sector for 25 years.

august 2023 - december 2024 → 1 year 5 months

#### GRAPHIC DESIGNER → AGENCE ATIPICO

Marketing and communication agency specialized in the wine and spirits industry.

november 2021 - juin 2022 → 8 mois

#### GRAPHIC DESIGNER → IRONBELLY STUDIO

Web solutions and video game design studio

june 2020 - october 2021 → 1 year 5 months

#### 3D ARTIST AND LEAD VFX → BUF CANADA

Company specialized in visual effects for film productions.

january 2016 - january 2019 → 3 years

## 1 / 3

- **Brand identities for small and medium-sized businesses:** client meetings, moodboards and trend research, logo creation, brand guidelines, graphic assets, photographic direction, and printed and digital publications.
- **Visual identities for one-off and recurring events:** ideation around the artistic intent, definition of deliverables, graphic assets, publications, posters, and printed materials.
- **Autonomy and management of multiple simultaneous projects,** timelines, and deliverables; client presentations; compiling feedback and finding solutions; administration, invoicing, and follow-up.
- **Building trusting client relationships** by listening, educating them on industry best practices, adapting solutions to their resources, and ensuring their satisfaction while sharing my expertise.

- **Business launch,** initial brainstorming, defining the mission, vision, and values; administration, company registration, creation of required documents for Québec and Canada; expense tracking files, project management, and operational timelines.
- **Creation of a unique product:** market and competitor analysis, prototyping, finalization, selection of raw materials, suppliers, and partners; production follow-up and quality assurance.
- **Art direction:** creation of the brand identity, website, printed patterns, social media presence, photo shoots and retouching, packaging design, and printed materials for markets.
- **Teamwork,** communication, transparency, and integrity in decision-making; task distribution, weekly meetings, problem-solving, clear requests, and follow-up with external partners.

- **Art direction for 360° campaigns,** ideation, concept creation, moodboards and pre-production documents, client presentations, supervision of photo and video shoots, deliverable and timeline management, and quality assurance.
- **Senior graphic designer,** branding and identity mandates (for brands, events, and campaigns), client presentations and project management, brand guidelines and assets, web mockups, and printed/digital visuals.
- **Team coordination and supervision,** improvement of creative processes, support and trend monitoring, with particular attention to fostering a positive and caring work environment.
- **Strengthening of Atypic's brand,** brand refresh for the 25th anniversary, creation of internal documents, implementation of a brand development calendar, and ensuring brand consistency externally.

- **Graphic creations for clients,** social media content, printed materials for events, product shipments and activations, posters, and illustrations.
- **Creation of brand identities** and full visual systems for industry players.
- **Product design and label creation** for ciders and spirits.
- **Art direction support,** idea and concept presentation documents, assistance during photo shoots, and contribution to the development of the Atipico brand.

- **Complete brand identity overhaul,** internal and presentation documents, and website redesign using WordPress.
- **Graphic creations for clients,** development of a Kickstarter campaign for an AAA game, and creation of digital and print assets.
- **UI/UX and front-end development,** including HTML, CSS, and jQuery.

- **Lead VFX** and coordination of a team of five 3D artists for an Ariana Grande music video, including guidance, problem-solving, and quality assurance.
- **3D artist,** process-automation programming, 3D animation and rendering, compositing, and final production.
- **Graphic designer,** visual identity for title design, VFX concept artist, and printed materials for industry events.

# Raphaël Desmaison

Espace Saint-Denis  
Fondation québécoise du cancer\*  
Fondation du rein\*  
Fondation enfant soleil\*  
Engagés\*  
Conseil québécois du droit de l'environnement\*  
Conseil québécois LGBT\*  
Quartier du Vieux Saint-Laurent (Ville de Montréal)\*  
Groupe Promo Santé Laval\*  
Le Monastère\*  
La Cenne\*  
Prod G & Station Montréal  
Association québécoise des fruits et légumes\*  
Educ'alcool\*  
Les 3 Sex\*  
Brault & Martineau  
Pallia-Vie\*  
Agence Atipico  
Economax  
Vélo Sila  
Neige (Pomdial)  
Terranueva  
Cidre Du Minot  
Super C  
Finautonome\*  
Collège international Marie de France  
Almazara 117  
La Shapem\*  
Les Spiritueux Nomades  
Collège Regina Assumpta  
Bateau Bateau  
Trainer Friend  
Unique Stays  
Ironbelly Studios  
Backyard Adventures  
Toper Roasters North America  
Dig Tha' Feet\*  
Unlock The Funk\*  
SIBS & Sakku Yab Management Group  
Riverside Swing\*  
et plus encore...

\*NPO

## Curriculum Vitæ

## TEACHING

### GRAPHIC DESIGN TEACHER → COLLÈGE AHUNTSIC

*Montréal Cégep*

*september 2022 - december 2023 → 3 sessions*

### GRAPHIC DESIGN INSTRUCTOR → CQ LGBT et LES3SEX\*

*nonprofits-organisations*

### DANCE TEACHER AND DANCE SCENE LEADER

*France & Montréal*

*for 12 years*

## DIPLOMAS

### → Mastère 2 — Visual communication and multimedia artistic direction

*École de Communication Visuelle, Bordeaux (France)*

*2009 - 2015 → 5 years*

### → Comics minor certificate

*Université du Québec en Outaouais, Gatineau (Canada)*

*aut. 2011 → 4 monts*

## SKILLS

### → GRAPHIC DESIGN & ILLUSTRATION

- Visual identity, logotype, and branding
- Promotional visuals for the web and social media
- Prints (posters, brochures, cards, booklets, etc.), packaging, and 3D rendering
- Knowledge of AI tools
- Illustration and academic drawing
- Photo retouching

— *(adobe suite, canva, macOS & windows environments, office suite, google suite)*

### → WEB & UI/UX

- UI/UX, web design, and front-end development
- Proficiency in WordPress and Mailchimp
- Expertise in the specificities of each social media platform

— *(adobe xd, cms, html, css, jquery)*

## 2 / 3

- **Course preparation**, understanding the college's expectations, familiarizing myself with the course content, and creating the theoretical material adapted to current industry needs and technological developments.
- **Classroom teaching** delivered clearly and concisely while maintaining student engagement; ensuring proper understanding of theoretical concepts and exercises; responsiveness during discussions.
- **Serving as a trusted expert for students:** identifying issues and offering support and solutions to prevent disengagement; demonstrating empathy, curiosity, and kindness; providing personalized artistic guidance for each individual.

- **Preparing training sessions**, understanding clients' graphic design needs and areas of expertise, adapting the training to the allotted time, and preparing recap sheets and exercises.
- **Leading the sessions**, assessing my audience and adjusting my pace and level of detail, setting aside time to assist them with the practical exercises, answering questions, and providing guidance for their individual research.
- **Following up**, reviewing their exercises, staying in touch for potential additional training, and sending documentation and links to more in-depth learning resources.

- **Weekly dance instructor** for 12 years, developing syllabi and coaching teams for annual projects with choreographic, performance, and competitive objectives.
- **Performer for professional and corporate gigs** — Just for Laughs, Théâtre de Verdure, FIJM, Desjardins, La Chapelle, Théâtre Paradoxe, City of Montréal, and more.
- **Event production, including organizing international dance conferences** with guest instructors, live music, lectures on the history of dance and music, competitions, sponsors, and public performances.

### → Animation & Drawing Skill Certificate (FETAC level 5)

*Ballyfermot College of Further Education, Dublin (Ireland)*

*2013 - 2014 → 1 year*

### → Baccalauréat scientifique field arts option - A grade

*Lycée des Arènes, Toulouse (France)*

*2009*

### → DIRECTION ARTISTIQUE

- Management of the creative team and optimization of workflows
- Creation of artistic presentations for productions
- Creative supervision from ideation to final production
- Art direction during photo or video shoots
- Project follow-up (timelines, deliverables, budget) and client meetings
- Technological and artistic monitoring for myself and my team
- Client brand development

### → AUDIOVISUEL

- Video editing and title design
- 2D and 3D animation
- Motion design

— *(adobe première and after effects, 3ds max)*

### → LANGUES

- Raised with a strong French cultural background
- English, not born, not raised, but fluent

### → SOCIAL

- Team spirit and kindness
- Precision & attention to detail
- Proactive, dynamic, and idea-driven
- (Very) high stress tolerance

# LETTER OF RECOMMANDATION

for Raphaël Desmaison, Senior Art Director and Graphic Designer

Montreal, august 4th 2025.

To whom it may concern,

For nearly two years, I had the pleasure of having Raphaël on my team while he was Art Director at Atypic, a full-service marketing agency dedicated to non-profit organizations and foundations. I highly recommend him to any employer—whether agency-side or client-side—looking to add a talent as solid as he is versatile in design.

During our collaboration, Raphaël played a key role in the agency’s creative studio, raising our artistic standards through the support he offered his colleagues to help each of them take their work further. It is with the same generosity that he supported our clients in modernizing or redesigning their brand identities, or in creating unique visual assets for various awareness campaigns. His mastery of visual codes and his aesthetic sensitivity are accompanied by great attentiveness and natural kindness which, beyond talent, are hallmarks of professional maturity.

An Art Director who does not hesitate to don the graphic designer’s hat when necessary—or vice versa—Raphaël combines creativity, rigor, curiosity, and humility that will enable him to play a creative leadership role again, no matter what form his next professional challenge takes. I personally loved working with him and look forward to seeing where this next chapter will take him!

Sincerely,

**Arianne Cardinal**

Former Creative Director at Atypic (14 years)

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Linked In

# SÉLECTION DE PROJETS



→ **BIENTÔT DANS VOTRE ASSIETTE** 2024  
360° campaign for the J'aime les fruits et les légumes movement, from the Québec Produce Marketing Association.  
Prix IDÉA - Gold



→ **LE MONASTÈRE** 2025  
Complete rebranding and website redesign for a circus company based in a church in downtown Montréal.



→ **LA NATURE TE JUGE** 2024  
360° campaign for On y va.Québec to raise awareness about best practices in outdoor sports and activities.



→ **SEXUALITÉS ET TECHNOLOGIES** 2024  
Illustration work for the Sexuality and Technology conference organized by Les3sex\* to promote a healthy vision of sexuality.