

ISABELLE CHALIGNÉ

A digital designer with a focus on visual design and concept-first art direction



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Los Angeles, CA



isabellechaligne.com

WORK EXPERIENCE

March 2023 -

Digital Designer || Hypergroup, Los Angeles, CA (Contract)

- UI for website redesign with a focus on playful typography, motion and high fidelity layouts
- Art direction and development of social content proposals for fashion arm Hyperaesthetics

Oct 2022 - Feb 2023

Junior Designer || ARound AR, Los Angeles, CA & Remote

- Visual design for an AR app ecosystem partnering with the Los Angeles Rams and SoFi bank
- UI design of Rams House AR app, conducting of app testing, website and pitch deck designs
- Designed Christmas app feature shown on SoFi Stadium jumbotron to up to 60'000 attendees

May - Sept 2021

Research Assistant || ArtCenter College of Design, Pasadena, CA

- Co-built the visual identity for 1 of 4 platforms to experience digital materiality
- Made mockups of website UI in Figma for digital material catalog and wrote website copy
- Created "digital materials" (content) for the project (coded repeats, gifs, 3D models & collages)

June - Aug 2020

Creative Direction Intern || Tohum Design, Geneva, Switzerland

- Creative direction, production and script development for a 3 part video series with company founder Verda Alaton used as marketing material

March - May 2020

Motion Designer & Videographer || Philippe Cramer, Geneva, Switzerland (Freelance)

- Shooting of short promotional/artistic videos of furniture and design pieces made by product designer Philippe Cramer for his instagram
- Creative direction and motion graphics for the videos (after effects)

July - Aug 2019

Designer || Centre Porsche Genève, Geneva, Switzerland (Freelance)

- Pitched collaboration to director by presenting ideas and previous car illustration work
- Designed and framed personalised prints as gifts for exclusive clients of the 911 Speedster

EDUCATION

Sept 2020 - Apr 2022

MFA Media Design (GPA 3.85) || ArtCenter College of Design, Pasadena, CA

Graduate fellowship recipient for Summer 2022

Teacher Assistant for undergraduate Interaction Design II (Jan - April 2022)

Advertising Elective

Sept 2016 - June 2019

BA Design (1st Class Honours) || Goldsmiths, University of London, London, UK

Societies: Captain & treasurer of Goldsmiths Womens' Basketball team

DESIGN SKILLS

Visual design, UI design, creative and art direction, design research, motion graphics, prototyping, video production, photography, critical design, systems thinking

SOFTWARE

adobe creative suite (ae, ai, pr, il, ps),
figma, miro, mailchimp
familiar: c4d, unity, rhino 3D, HTML/
CSS, JavaScript, laser cutting

LANGUAGES

English & French: Native