



# JULIE BREMOND

graphic designer

## ABOUT ME

I am a highly motivated graphic designer with 10+ years' experience in a variety of exciting projects. Whilst I am passionate about design, I am also organised and will thrive when asked to meet strict deadlines.

Possessing a strong track record for bringing a certain creative flair to developing, directing and implementing projects, I am now looking for a new challenge.

## EXPERIENCE

### Lead Casino Designer - Goat Interactive, London, UK

*July 2021 - December 2021*

Reporting directly to the Creative Director I was in charge of Premier Vegas, creating and delivering marketing assets for our online casino product, across a growing number of markets and brands.

I was leading and managing a small team delivering the day-to-day needs of the marketing department and wider business.

My focus was on creating outstanding assets for a variety of channels, participating in larger campaigns and projects such as Out of Home campaigns across all of Africa.

I was leading all creatives and acting as the brand guardian for Premier Vegas making sure everything was following Premier Vegas vision and guidelines.

When needed I was involved in large project for Premier Bet, the sports brand of Premier Group. I helped develop big campaigns for our partnership with AC Milan, Benfica and AS Monaco.

### Senior Marketing Artist - DPS Games, Guildford, UK

*September 2020 - May 2021*

Working in collaboration with our external studio on developing DPS Games new game's logo as well as key art.

Creating marketing assets for DPS Games' website, social media, marketing and PR campaign: adverts, flyers, posters, presentation material and t-shirts.

Working across functional teams across Live Operations, Community and Marketing to provide art support for activities across multiple platforms. Liaising with the Art Director and Art Production Director to ensure assets meet and accurately represent the style and quality of the in-game graphics.

Assisting the in-game art production team in creating 2D logos and other assets which will be featured in the upcoming unannounced title.

Setting up file structures and process for the long-term creations and delivery of marketing assets for DPS Games and the unannounced project. Continued research and evaluation of the video games industry marketing trends.

### Senior Designer - PokerStars, London, UK

*October 2016 - June 2020*

Designing across their three market leading brands: PokerStars, BetStars and PokerStars Casino, I was creating digital assets to support product launches, promotions and visual identities for multiple territories, in line with each brand's unique look and feel. I made contributions to high profile campaigns such as BetStars Cheltenham Racing Festival and PokerStars Caribbean Adventure.

As sole designer on PokerStars Casino I was involved in all design projects, including their high-profile rebranding. I often assumed the responsibilities of the Casino Design Manager in order to ensure smooth running of processes and deadline management when required. This included supervising an offshore team in Riga to guarantee high quality graphical asset delivery and ensuring processes were followed throughout the creative process.

I was solely in charge of designing all visual identities and digital assets for PokerStars Casino, dealing directly with stakeholders to meet tight deadlines and understand their business needs with each project.

### Head of Creative - easyProperty, London, UK

*March 2015 - September 2016*

Responsible for leading and inspiring the creative team, I was in charge of the brand overall identity and vision.

I was accountable for generating new concepts and ideas that will revolutionise the property business.

The primary objective of the role was to turn easyProperty into a brand people would instantly recognise and trust.

Using mood boards to help identify the style best suited to take the brand forward, I wrote new guidelines in order to modernise the brand, make it unique and ensure customers would immediately identify a brand they can trust and feel comfortable interacting with for large sums of money.

Working closely with the CMO and our Head of UX, I rethought the entire website to make the user journey more pleasant.

I oversaw the execution of all creative communications in print and digital.

Involved in the graphical realisation of our TV ad and out of home campaign, I was responsible for the day-to-day output of an external agency, ensuring the brand guidelines, tone of voice and look and feel are all adhered to.

## CONTACT

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## Lead Marketing Artist - Bonza Gaming, London, UK

August 2014 - March 2015

Social gambling Facebook-based application, role covering creative design for marketing and product across desktop and mobile platforms.

I defined the art and brand creation process from concept through to completion, sole responsibility for all marketing material (social, email etc...)

I was in charge of creating design assets tailored for Facebook and social media channels, handling many third-party slots and gaming brand providers.

I created transition screens, menu and icons for the app and worked directly with Marketing, UX & Product teams. I teamed up with the Marketing team to define our strategy.

Supported UX and Product teams with advice and designs.

## Senior Designer - Rank Interactive, London, UK

August 2012 - June 2014

Worked across diverse brands Bluesq.com, GrosvenorCasinos.com and Meccabingo.com within strict brand guidelines. Responsible for designing marketing collateral for website promotions, banners, games imagery, Facebook and html email templates on desktop, mobile and tablet.

Also worked collaboratively with third parties such as Endemol, IGT and Freemantle to deliver branded content including the X-Factor, BGT and Deal or No Deal promotions.

Experienced working with UX Developers, Producers, Project Owners, Product Managers and managing Junior Designers.

Experienced working on and directing photoshoots.

## Freelance Designer London, UK

March 2012 - August 2012

Designed marketing collateral for Coral's new website including bingo, poker and casino promotions.

## Graphic Designer - Dusk Till Dawn Poker Nottingham, UK

June 2011 - March 2012

Responsible for the entire design process from creation to production of a new website for the biggest poker club in the UK.

Designed logos and marketing collateral for showpiece tournaments in both print and digital including billboards, posters, leaflets, freestanding, web pages, web banners within strict deadlines.

## Freelance Designer - Oates Advertising & Marketing, Nottingham, UK

March 2011 - June 2011

4 months contract work in agency.

## Graphic Designer - Markem-Imaje, Nottingham, UK / Valence, France

March 2008 - March 2011

Worked for a design and engineering company which manufactures industrial printers and marking equipment for use in factories and warehouses.

I created their visual identity and brand. Designed icons for their new range of printers used on the user interface. Layout of manuals, catalogues, and brochures in 25 different languages. Placed orders to the printers and translators. Proofread final documents, worked to tight deadlines. Trained colleagues in the use of Adobe Creative Suite.

## Artworker - Bleucom, Marseille, France

November 2007 - January 2008

3 months contract work designing layout for a magazine publishing company which produces two magazines; maman! and EVO.

## EDUCATION

2006

HND in Technical Art  
ESMA, Montpellier, France

2003

Baccalaureat in Sciences  
Lycée Jean Lurcat, Martigues, France

## SKILLS

Photoshop	●●●●●●
Illustrator	●●●●●●
InDesign	●●●●●●
Wordpress	●●●●●●
HTML	●●●●●●
Office	●●●●●●

## LANGUAGES

French - Mother tongue  
English - Fluent  
Spanish - School level

## INTERESTS

I enjoy travelling and discovering new countries whenever I can. In the past few years, I've backpacked through Thailand, lived in New York and Hong Kong and been snorkelling with Manta Rays in the Indian Ocean.

I am passionate about fashion and music.

At weekends, you can usually find me shopping, attending a gig, or enjoying my friends company around a nice meal.