



Kévin BICHAUD My name is Kevin Bichaud, I was born in 1990. I am a graphic designer and illustrator whom graduated in 2014 in Shanghai with a master's degree in Design. I have been studying and working in both China and France, with clients and colleagues from almost all over the world, so I have a pretty strong international experience in branding and graphic design.

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FRANCE

The range of my clients goes from automobile (WW group, PSA, RNM, etc.) to cultural institutions (MSMS) or urbanism (Nexity, SFL, etc.) or luxury (Dior, LV, JPG, etc.). The spectrum is pretty large and my experience and methodology allows me to quickly dive into new areas and to bring an efficient visual identity system to life.

I invite you to have a look on my website and to contact me if you want further information, or if you want to receive my PDF portfolios.

## EDUCATION

- September 2014 Graduation as valedictorian of my section in Shanghai as Designer specialised in Graphic Design and Transcultural Design.  
L'ÉCOLE DE DESIGN DE NANTES ATLANTIQUE, CHINA STUDIO AT SHANGHAI UNIVERSITY.
- 2013/2014 Dissertation & End of Study Project about The Han Majority and the Uyghur Minority Regarding Social Values and Stereotypes.  
L'ÉCOLE DE DESIGN DE NANTES ATLANTIQUE, CHINA STUDIO AT SHANGHAI UNIVERSITY.
- 2012/2014 Fourth and fifth years leading to a Master's Degree specialising in Transcultural Design.  
L'ÉCOLE DE DESIGN DE NANTES ATLANTIQUE, CHINA STUDIO AT SHANGHAI UNIVERSITY.
- 2009/2011 Second and third years of a Bachelor in Design leading to a Master's Degree specialising in Graphic Design  
L'ÉCOLE DE DESIGN DE NANTES ATLANTIQUE, FRANCE  
*Modules: graphic design, drawing, Adobe softwares, motion design, narrative image, visual identity, signage, packaging, semiotic, methodology, etc.*
- 2008/2009 Foundation courses in Design  
L'ÉCOLE DE DESIGN DE NANTES ATLANTIQUE, FRANCE  
*Modules: graphic design, typography, interactive design, product design, spatial design, packaging design, etc.*
- 2008 Bac. L. similar to A level specialising in Litterature  
LYCÉE DU PAYS DE RETZ, FRANCE.

## SKILLS

- Adobe softwares Illustrator, Indesign, Photoshop, Muse, After Effect.
- Computer Macintosh & Windows
- Languages French - *mothertongue*  
English - *fluent, TOEIC 910/1000*  
Spanish - *advanced*  
Mandarin - *HSK2*.



## DESIGN EXPERIENCE

### EMPLOYMENT

- From June 2016 FREELANCE GRAPHIC DESIGNER & ART DIRECTOR  
Branding, visual identity, visual research, ideation, edition, illustration, webdesign, user interface...  
[www.kevinbichaud.com](http://www.kevinbichaud.com)
- September 2015 LABBRAND PARIS, Paris, France. (*Art Director*)  
to October 2016 Branding, visual identity (urbanism), edition, visual research, ideation, illustration.  
[www.labbrand.fr](http://www.labbrand.fr)
- September 2014 LABBRAND SHANGHAI, Shanghai, China. (*Junior Designer*)  
to September 2015 Branding, visual identity (urbanism, sport, F. & B., hospitality, etc.), visual research, ideation.  
[www.labbrand.com](http://www.labbrand.com)
- March 2014 CREATIVE CAPITAL, Shanghai, China. (*internship*)  
to August 2014 Branding, visual identity, edition, illustration.  
[www.creativecapital.com](http://www.creativecapital.com)
- September 2012 HESIGN, Hangzhou, China. (*internship*)  
to January 2013 Visual identity, edition, photography.  
[www.hesignchina.com](http://www.hesignchina.com)
- October 2011 ALCHIMIE PARIS, Paris, France. (*internship*)  
Graphic design & branding studies for luxury brands.  
[www.parisalchimie.com](http://www.parisalchimie.com)
- September 2011 KATKAR, Paris, France. (*internship*)  
Packaging, press packs, illustration.  
[www.katkar.fr](http://www.katkar.fr)

### WORKSHOPS

- August 2012 One week with 2xGoldstein  
Typography & poster composition.
- August 2012 One week with Bruno MONGUZZI  
How to read images, how to build the most efficient compositions and layouts.
- December 2011 One week with Paul VICKERS  
Visual identity & packaging for a new organic brand of luxury cosmetics.
- March 2011 One week with Alain LEQUERNEC  
Poster for the tenth anniversary of the World Trade Center attack.
- March 2010 One week with Alain LEQUERNEC  
Poster to illustrate the French debate on national identity.

## WHO I WORKED FOR

LVMH	VOLKSWAGEN GROUP
NEXITY	LORÉAL
SFL	PIERROT GOURMAND
JEAN-PAUL GAULTIER	AIMER
CLUB MED	SKODA
WINES OF ARGENTINA	RENAULT-NISSAN-MITSUBISHI ALLIANCE