

Hello, I'm Pauline.

London • pauline.roques1@gmail.com • paulineroques.com

UI/UX DESIGN

PRODUCT DESIGN

VISUAL DESIGN

MOTION

3D DESIGN

ART DIRECTION

PROFILE

As a multidisciplinary designer, I excel in taking projects from concept to execution, blending creativity with technical expertise. Passionate about leveraging cutting-edge technologies such as AR, VR, and spatial computing, I embrace challenges and thrive in high-paced, stressful environments. With a critical design thinking mindset, I approach each project with a keen eye for innovation, constantly pushing boundaries to deliver impactful solutions that exceed expectations.

WORK EXPERIENCE

SENIOR DESIGNER • PUBLICIS SAPIENT

April 2022 - Present day
London, UNITED KINGDOM

In my role as a senior digital designer at Publicis Sapient, I've cultivated a strong sense of confidence in both my position and my expertise in UI and visual design. Collaborating with prestigious clients like Natwest, Goldman Sachs, and Heathrow VIP, I've consistently met and exceeded their exacting standards. Handling projects of significantly larger scale compared to my past experiences, I've honed my interpersonal skills to effectively communicate my ideas and address concerns from inception to completion.

SENIOR DIGITAL DESIGNER • HOLITION

August 2020 - April 2022

DIGITAL DESIGNER

August 2018 - April 2020

At Holition, I evolved from a midweight to a senior digital designer, enhancing my technical skills in animation and visual design while leading key projects for clients like Burberry, The Guggenheim in Bilbao, and Jo Malone. The high standards set by Holition's clientele refined my design skills across digital and physical mediums. Additionally, I collaborated with commercial luxury clients such as Moncler, Tiffany, and Rolls Royce, and engaged in experimental projects with artists like Jenny Holzer and Fiona Banner, stimulating both my creativity and problem-solving mindset.

TECHNICAL ASSISTANT • DIGITAL SPACE LCC

November 2017 - February 2018
London, UNITED KINGDOM

In this instructional role, I immersed myself in a dynamic learning environment, facilitating students' growth and fostering their active participation and proficiency in software tools like the Adobe Creative Suite.

ASSISTANT DESIGNER • IRIS VAN HERPEN

April 2014 - September 2014
London, UNITED KINGDOM

During my apprenticeship as an assistant designer for a forward-thinking luxury fashion brand, I focused on designing intricate patterns tailored for 3D printing and laser cutting, contributing to challenging and innovative projects.

EDUCATION

MA Material Futures • Central St Martin's School

2015 - 2017
London, UNITED KINGDOM

DSAA textile design • ESAAT

2013 - 2015
Roubaix, FRANCE

BTS textile design • La Martiniere Diderot

2011 - 2013
Lyon, FRANCE

LANGUAGES

Native French
Fluent in English
Understanding in Spanish

SKILLS & INTERESTS

SOFT SKILLS

- Particular interest in motion and visual design.
- Enjoy starting projects from scratch, focusing on quality in the details.
- Pursue personal development and creativity through pottery and drawing classes.
- Experiment with different media and employ creative critical thinking to develop accurate and on-brand artistic direction in practice.
- A team player who consistently brings a positive attitude and a warm smile to collaborative endeavours.

SOFTWARES

ADOBE SUITE

FIGMA

C4D

UNITY

SKETCH

PROTOPIE

OFFICE SUITE