



PILSEN ROUPLIN

— LONDON BASED WEB & GRAPHIC DESIGNER —



ABOUT

— JUST A BIT ABOUT ME —

THE DESIGNER

NOBODY IS PERFECT BUT OUR TEAM CAN BE

A London based designer, specialising in materialising creative concepts and who enjoys collaborating within a like-minded team to grow simple ideas into something practical, intuitive and beautiful. Good design is the product of a strong, cohesive team where colleagues are personalities and individuals, not just roles. My contribution, working within a team, or independently, is to create and design strong visuals catering to business and marketing needs whilst working with developers and other stakeholders.

Looking to continue my creative journey in a fun and creative atmosphere where the focus is on bringing excellence and engaging visuals.

EXPERIENCE

May 2017 - Feb 2020

MINDCANDY

Senior Digital Designer - (London)

Responsible for designing Moshi Twilight's website and corresponding mobile app, helping children fall asleep. Moshi Twilight won Apple's "App of the Day" several times in 2019, and subsequently attracted artists such as Patrick Stewart and Goldie Hawn to narrate sleep stories for the app.

Oct 2013 - Nov 2015

MAIL ONLINE

Commercial Designer - (London)

Creation of advertising and marketing elements for the MailOnline, coordinating and liaising between the UK and New York offices, and traveling to the US as necessary. Developing advertising visuals for blue-chip clients such as Pepsi, L'oréal, McDonald's, NBC and ABC.

Jun 2011 - Nov 2011

CONVERSOCIAL

Creative Designer - (London)

Visual branding for Conversocial, a marketing company, designing key interfaces and dashboards to track and display campaign and marketing data, as well as providing marketing and branding material for a new US team.

Mars 2020 - Present

BUZZBAR

Digital Designer - (London)

Client-facing designer for a central London digital agency. Working with a variety of clients, solving their creative problems by designing logos, print brochures, animations, social media assets and web layouts, including on platforms such as Squarespace. Improved internal branding and helped generate new business for Buzzbar via high quality designs.

Nov 2015 - May 2017

TEA ENTERTAIN

Senior Web Designer - (London)

Designing high fidelity digital posters deployed across tube stations and interactive cinema displays to promote upcoming Hollywood films and TV series, for clients including HBO, Warner Bros and Disney, brainstorming and creating tailored solutions for graphic and advertising requirements.

Jan 2012 - Oct 2013

THE DAILY TELEGRAPH

Web Designer - (London)

Worked closely with the Lead Designer in producing micro-sites and promotional material for competition driven content for the Telegraph and across social media and building relevant interactive content in HTML, CSS and Javascript.

Jan 2010 - Dec 2010

MINIKIDFACTORY

Web Designer - (Bordeaux - FRANCE)

Took ownership of the redesign of a clothing retailer aimed at small children, in partnership with France's largest online retailer.

2009 - 2011

FREELANCING

Digital and Creative Designer - (Bordeaux - FRANCE), (London)

Creating semi-photorealistic 3D renders in 3DS Max for real estate agencies as well as graphics and web content for a variety of agencies and businesses in Bordeaux and London.

EDUCATION

Sept 2005 - Jun 2009

ECV

Ecole de Communication Visuelle - (Bordeaux - FRANCE)

Concepteur en communication visuelle

(Design in Visual Communication, French BA equivalent).

SKILLS & TECHNOLOGIES

Photoshop - Illustrator - AfterEffects - InDesign - Cloudinary - HTML5 - CSS3

SPOKEN LANGUAGES

English - French

HOBBIES & RELATED INTEREST

Illustration - Character Design - Tabletop gaming - Video gaming - Anime

GALLERY

PROJECTS

01 BUZZBAR

02 VISUAL IDENTITY

03 MOSHI TWILIGHT

04 GAME OF THRONES

05 BICESTER VILLAGE

06 PETLANDIA

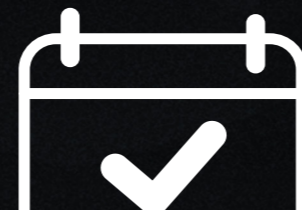
07 2019 INKTOBER

PROJECT 01

BUZZBAR

Buzzbar is London's first walk-in digital & marketing service. As well as working alongside Buzzbar's growing client list, I focused on the creation and curation of Buzzbar's digital and social media rebranding as Buzzbar pivoted more heavily toward its digital outlets in response to Covid-19. This involved rebranding Buzzbar's social media and the subsequent creation of new digital and print advertising.

CLIENT	Buzzbar
DATE	Mars - June 2020
TYPE	Brand / Social / Marketing / Advertising



What's something new you've learned about yourself in the last three months?



Buzzb

“

Buzzbar

is everything agencies want to be. Agile, open, honest and do killer work

Forbes

”

WORKING SWITCH OFF

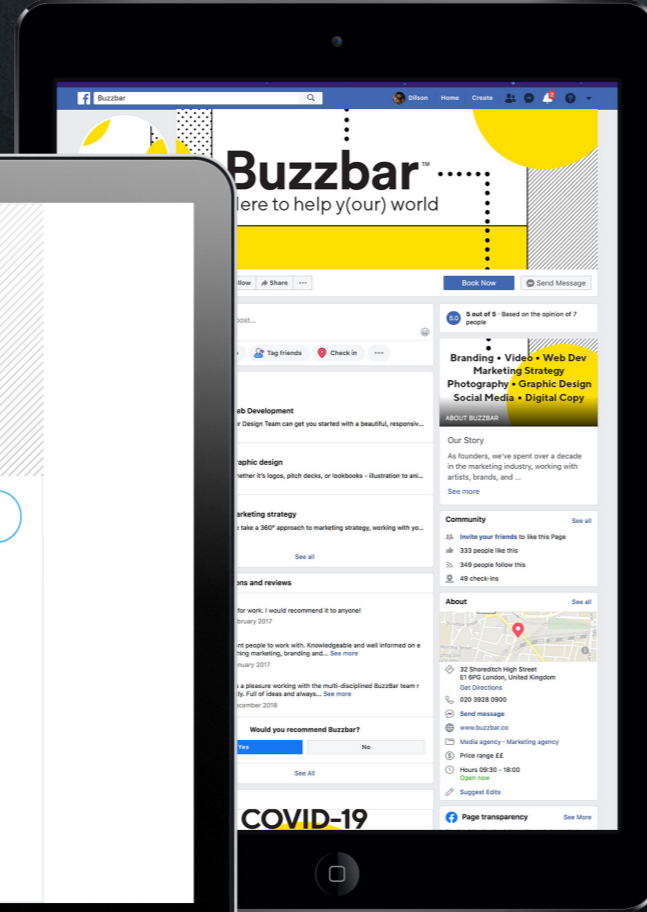


Buzzbar™



SOCIAL MEDIA PRESENCE

Creation of a multitude of graphics and design elements to improve Buzzbar's social media presence. Working simultaneously for every Buzzbar's social media platform to create a sense of unity and consistency and developing graphic codes for the brand to be used beyond socials.



CLEAR CHANNEL ADS

Creation of a series of outdoor ads to be featured in Shoreditch to advertise to the company's neighbors to attract the local client and develop Buzzbar relationship in the area.

WEBSITE NEED A MAKEOVER?

We've got just the thing. Buzzbar™

Your first 30-minutes are free. Pay-as-you-go, by the hour. Buzzbar, digital specialists when you need us.

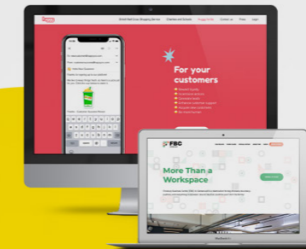


Buzzbar.co/30

NEED TO GET YOUR BUSINESS ONLINE?

We've got just the thing. Buzzbar™

Your first 30-minutes are free. Pay-as-you-go, by the hour. Buzzbar, digital specialists when you need us.



Buzzbar.co/30



PROJECT 02

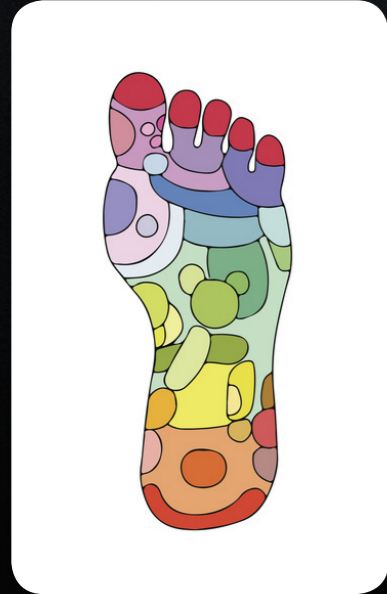
VISUAL IDENTITY

Creation of the visual identity of “Happy Sole” a new reflexology practice. Discussing with the client, the goal was to create a soft logo that evokes healing and which is also quickly identifiable, letting the client know exactly what the practice is about. The main focus was put on using the codes of reflexology and incorporate them in the logo without making it a technical diagram, which was achieved with the use of softer colors and rounded shapes.

CLIENT	Eleanor Burgess - Buzzbar
DATE	June 2020
TYPE	Logo Design



Happy Sole
Reflexology



REFLEXOLOGY CODES

Using reflexology diagram look as a base for the logo and incorporating a softer color palette and having the shape displayed in a less constricted way.



PROJECT 03

MOSHI TWILIGHT

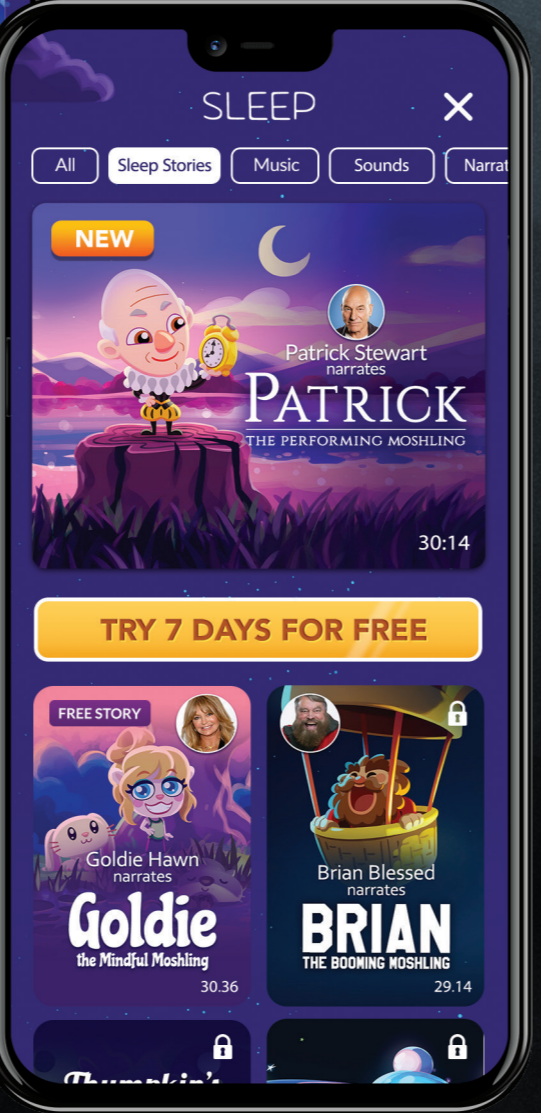
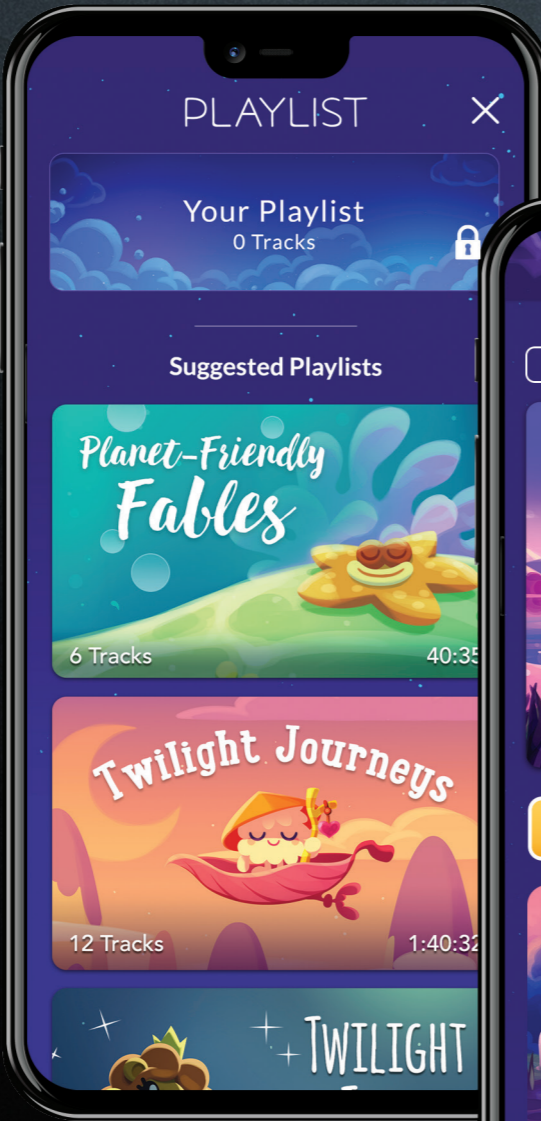
Creation of the Moshi Twilight App, a partnership between the Moshi Monster brand and Calm, The #1 App for Meditation and Sleep. The goal was to create a place where parents would be able to find soothing stories, relaxing music, sound & meditation tracks to help their children to fall asleep quicker or to avoid issues around bedtime. The main focus was put on the design of the application, but also the design of the 'Make Bedtime A Dream' website, that parents would be able to navigate to get more information about the app, register and create an account, get sleep tips from experts and other sleep related information.

CLIENT	Mindcandy
DATE	Jan 2018 - Jan 2020
TYPE	App Design / UX / UI

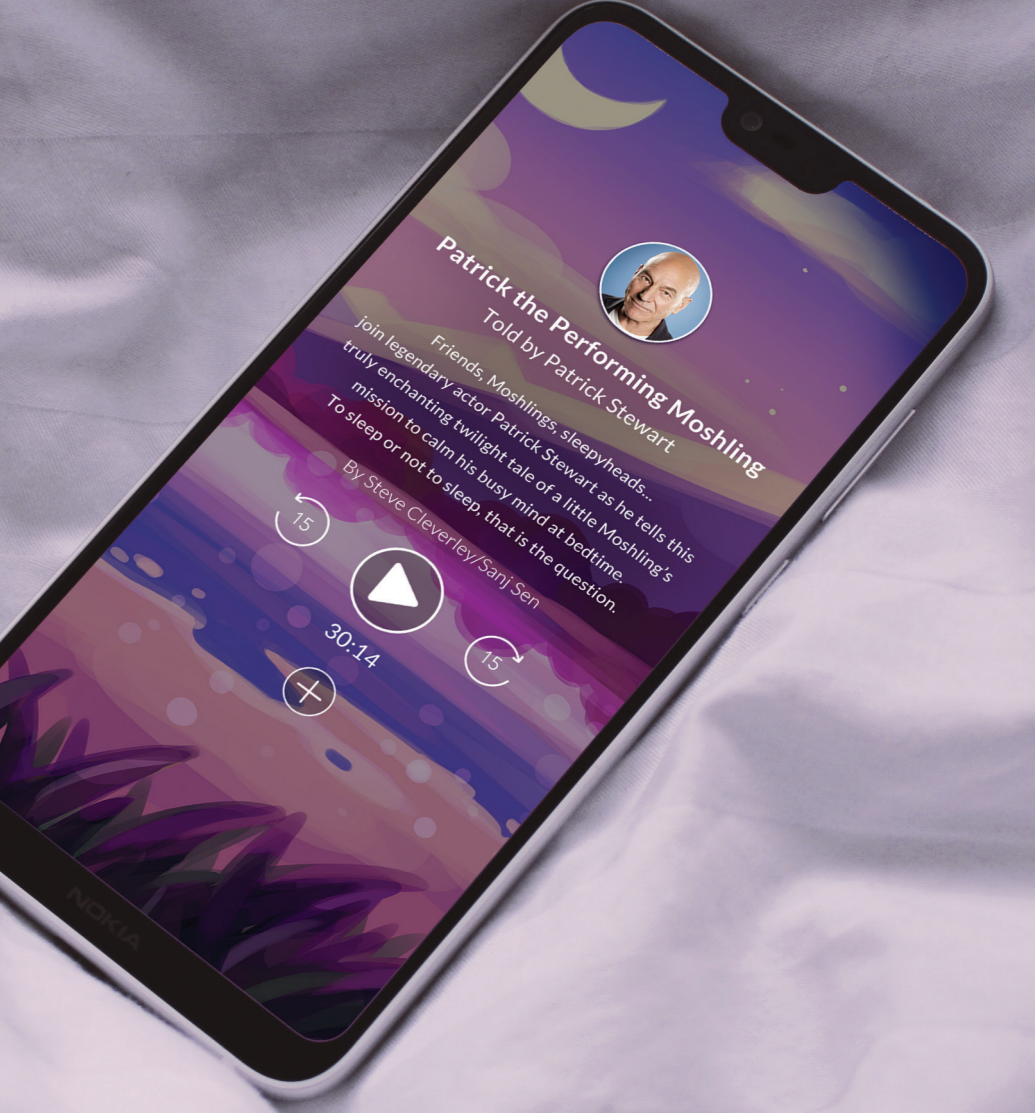
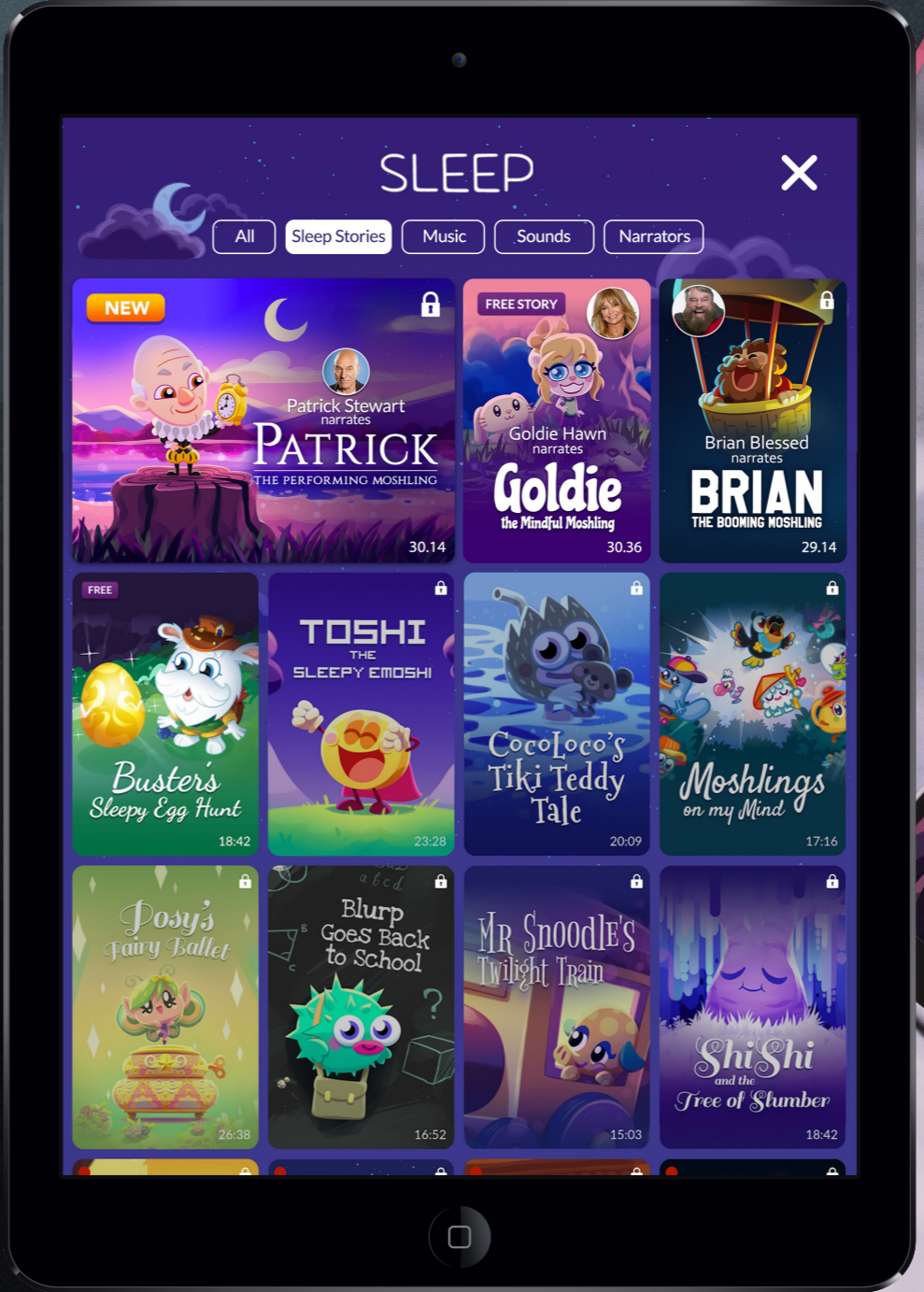


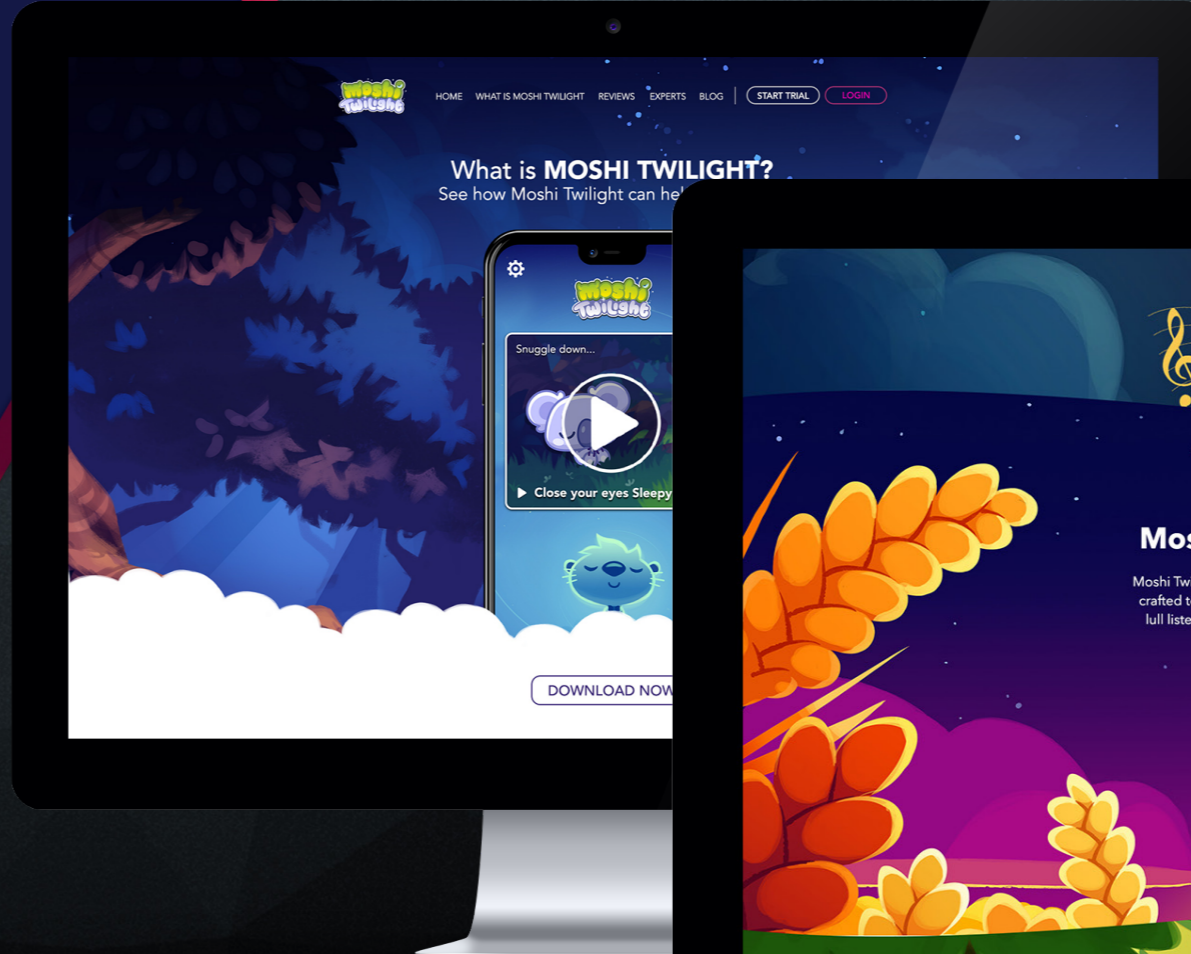
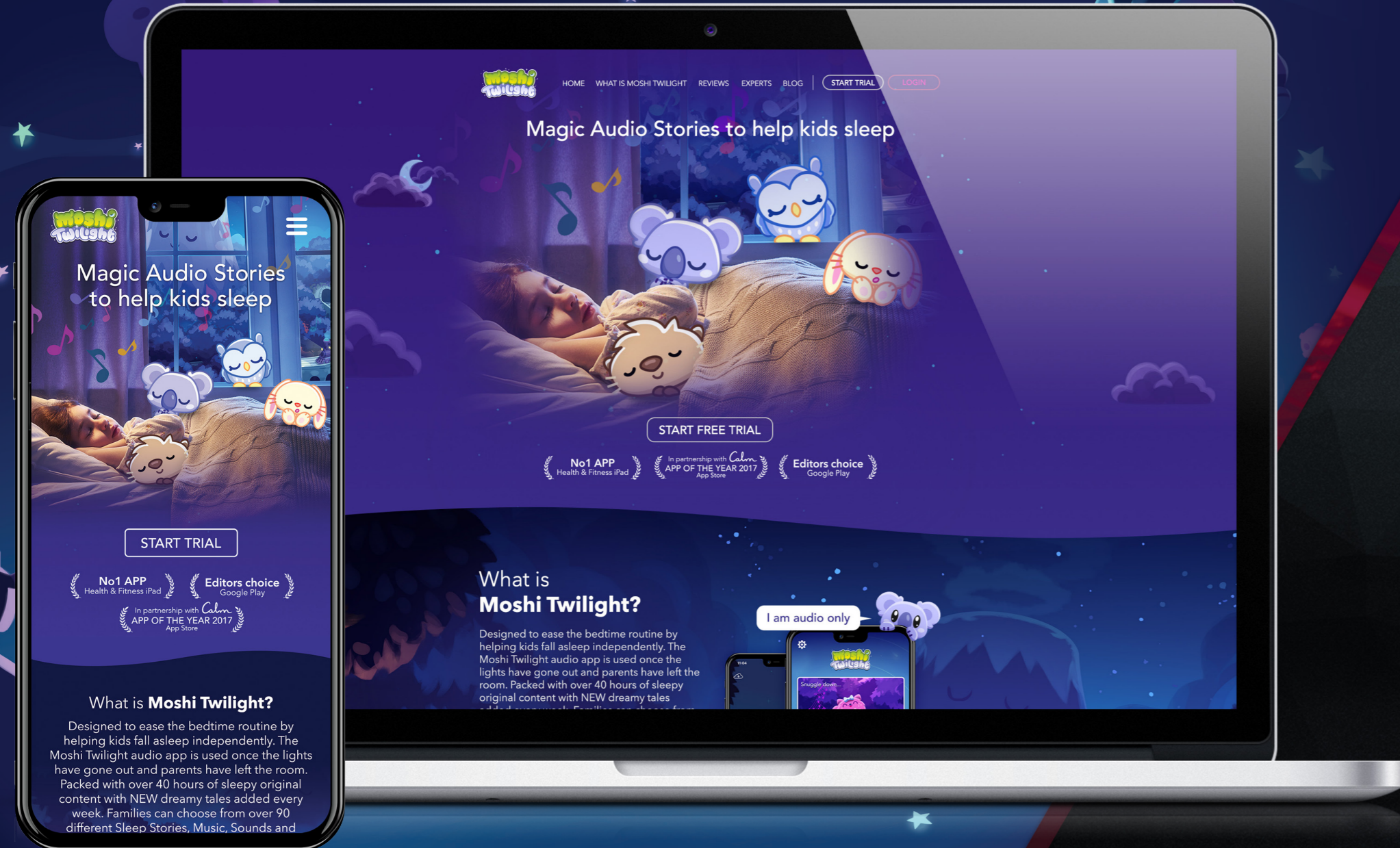


MOSHI TWILIGHT ON ECHO
 Creation of Animations and UI elements for Moshi Twilight on the Amazon Echo with display screen.

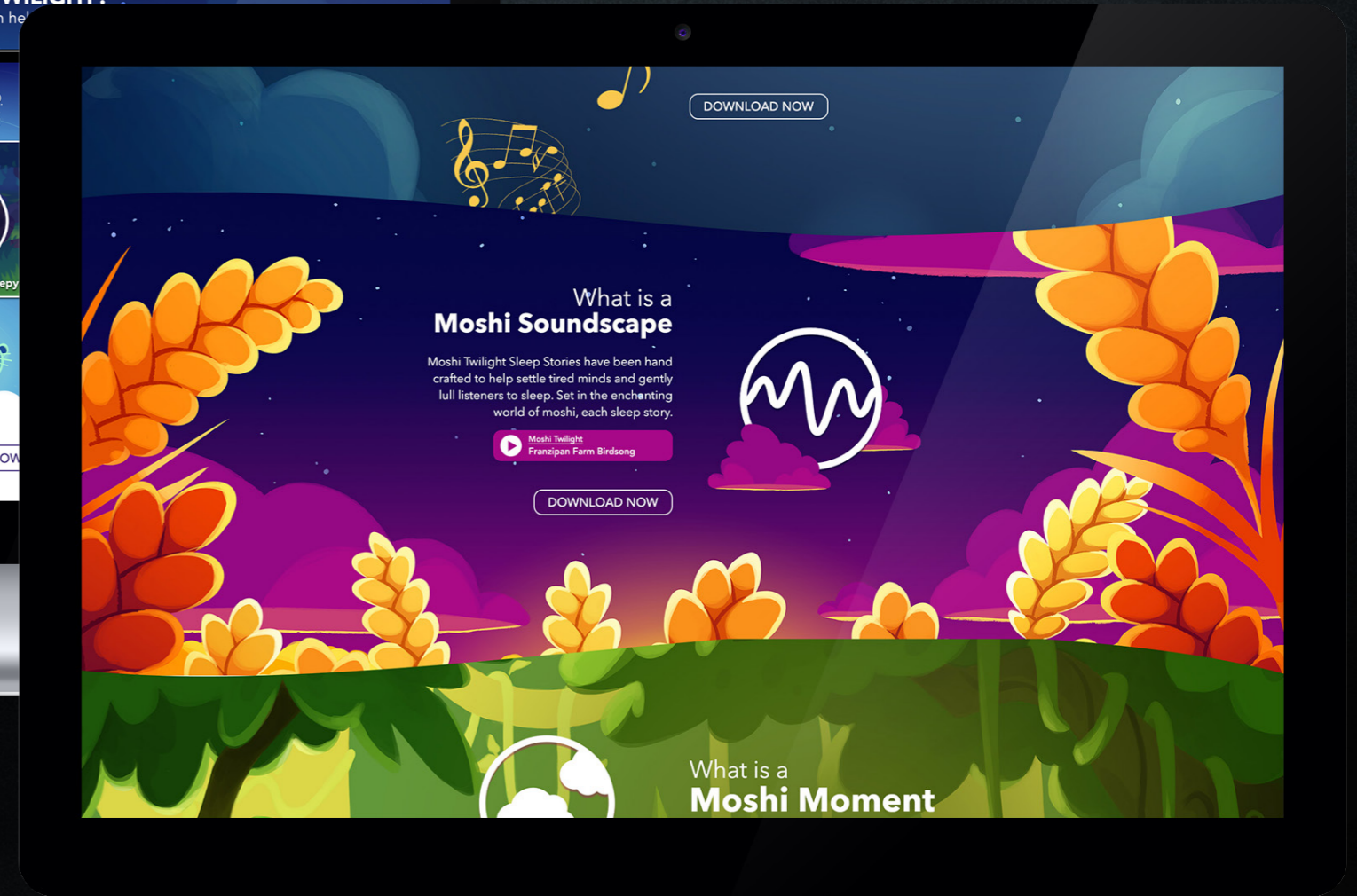


MOSHI TWILIGHT MOBILE APP
 Creation of the interface design and UI elements for the Moshi Twilight App.





MAKE BEDTIME A DREAM WEBSITE
 Creation of design and UX for Moshi Twilight in collaboration with illustrators and developers.



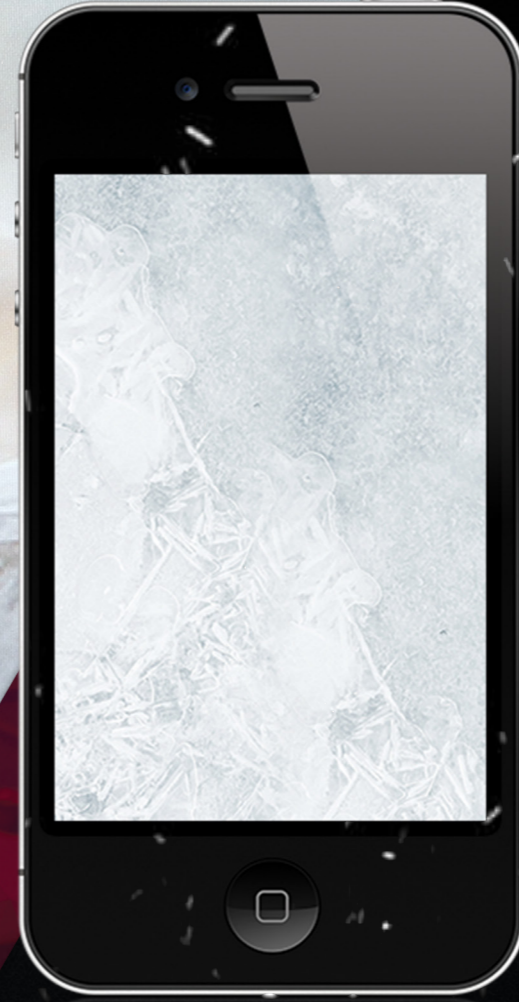
PROJECT 04

GAME OF THRONES

Christmas campaign for Game of Thrones; developing, designing and building a series of master advertising formats, for duplication and adaption by international markets, promoting the release of the latest season box set. Focusing on the show's darker cinematography and aesthetic style to avoid the cliché of expected festive advertising elements.

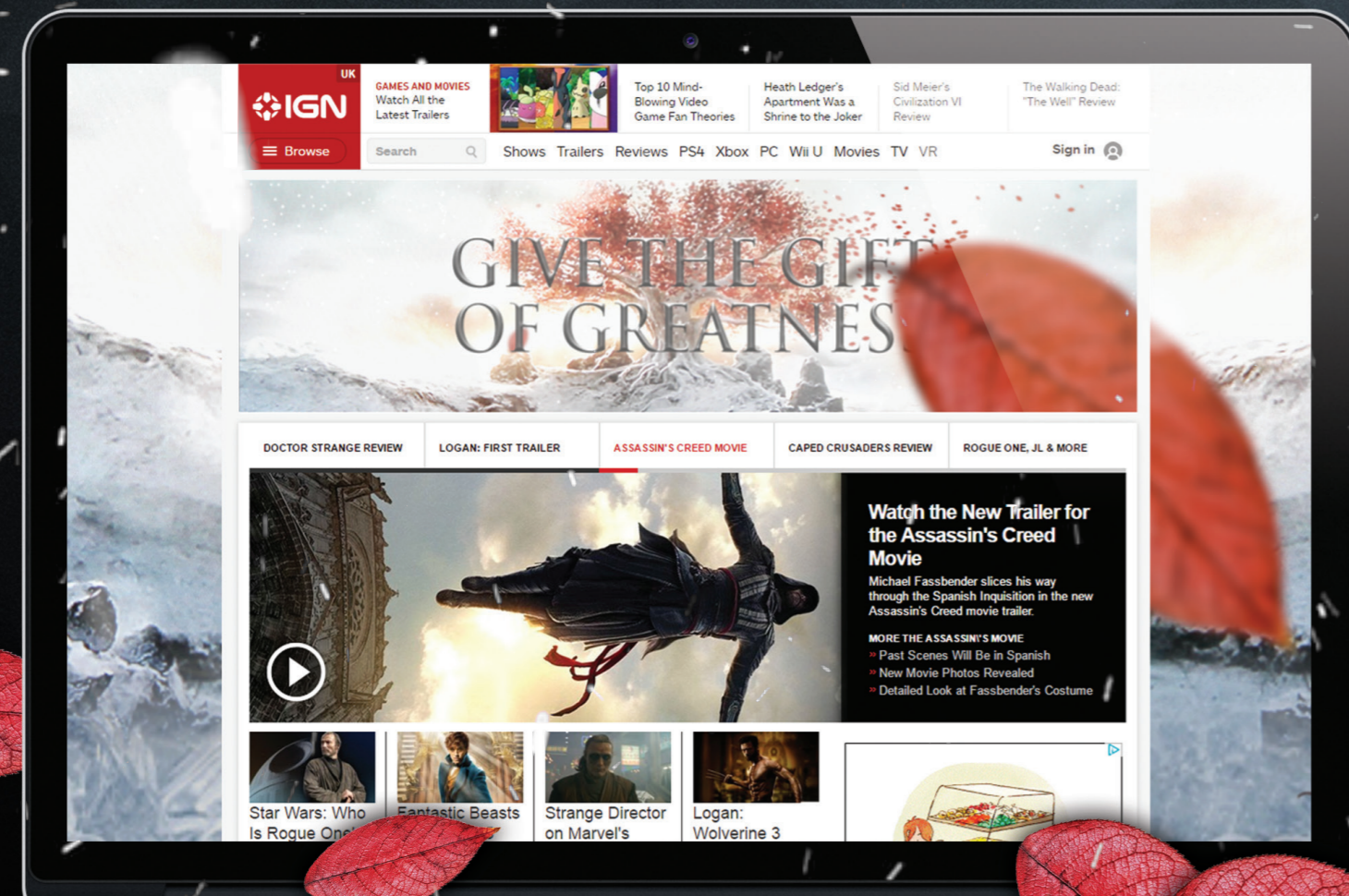
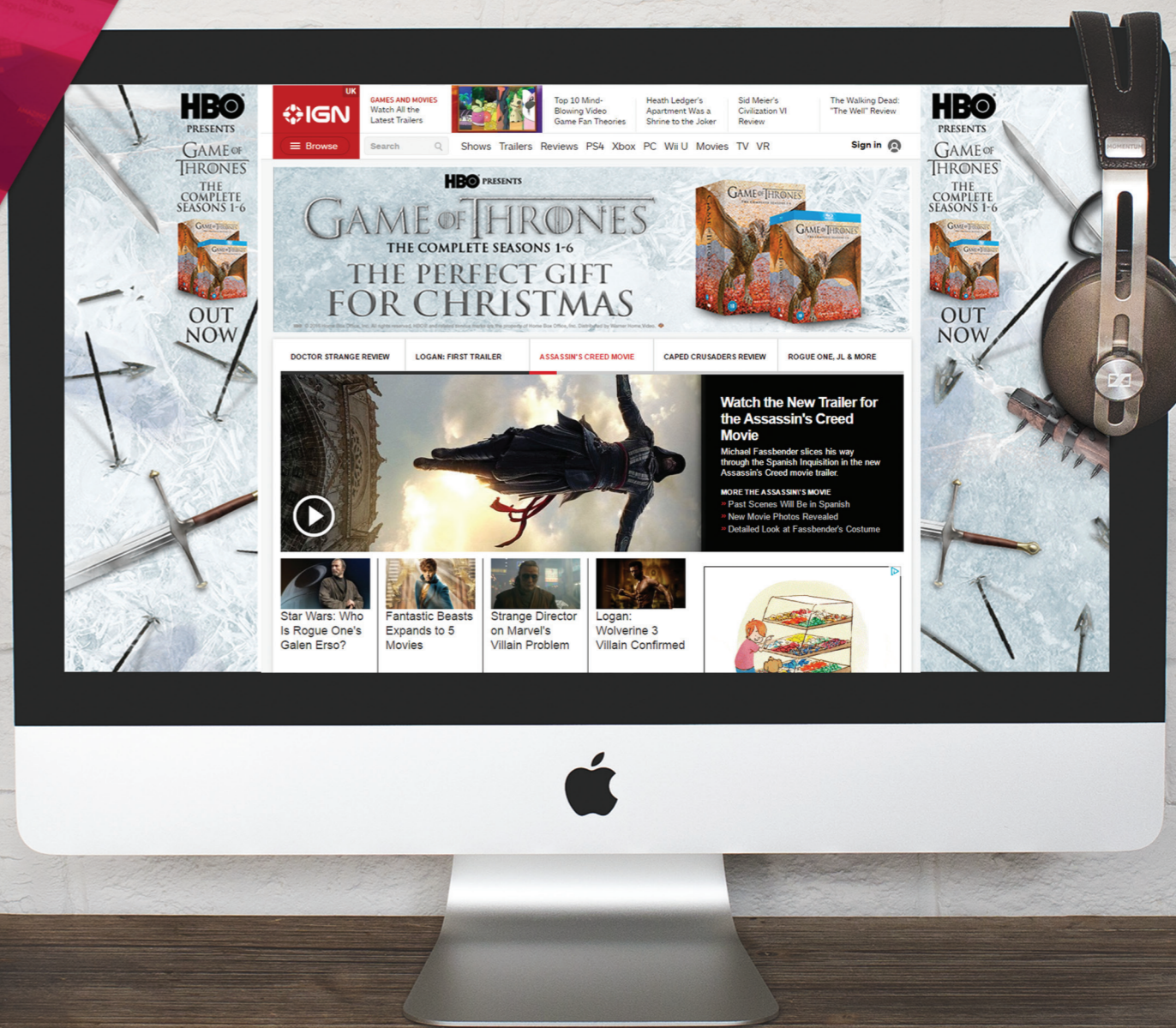
CLIENT	TEA Entertain
DATE	Autumn/Winter 2016
TYPE	Advertising / Web





GAME OF THRONES BANNERS

Creation of mobile banners and interstitials.



ANIMATED TAKEOVER
 Creation of a video &
 animation takeover as part
 of an international toolkit

PROJECT 05

BICESTER VILLAGE

Designing the branding and crafting of the invitation and brochure for an exclusive B2B networking opportunity to promote intercollaboration between the agency and its partners and prospective clients.

CLIENT	The MailOnline
DATE	July 2015
TYPE	Advertising / Web



PRINT INVITE

Invitation for the organised shopping spree in partnership with Bicester Village

10% DISCOUNT

VIP SHOPPING

Please meet us on Lancing Street (off Eversholt Street) next to Euston Station at 9.00am

Any issues or questions on the day please don't hesitate to contact
Clare Rush - 07747 887861 | Ruth Graves - 07920 701653

Any issues or questions on the day please don't hesitate to contact
Clare Rush - 07747 887861 | Ruth Graves - 07920 701653

Any issues or questions on the day please don't hesitate to contact
Clare Rush - 07747 887861 | Ruth Graves - 07920 701653

femail fashion finder
WE CAN'T WAIT TO SEE YOU ON FRIDAY



TOP SHOPPING TIPS

- 1 Take selfies of your outfit; send the snaps to friends for their trusty opinion.
- 2 Calculate the price per wear ratio. If you're only going to get one wear from that £300 leather jacket, leave it on the rail.
- 3 When you try something on you like, carry out the 'three item check': picture it with at least three items you already have in your wardrobe. If you can do that, buy it.
- 4 Carry an energy bar with you for that mid-shopping spree slump, and always stay hydrated by keeping some coconut.



SUMMER FASHION TRENDS 2015

femail fashion finder

BROUGHT TO YOU BY FEMAIL FASHION FINDER

BICESTER VILLAGE
OUTLET SHOPPING



LOOK BOOK SUMMER 2015

FLOWER POWER

Loud and proud blooms splashed across dresses, skirts and shirts were big news on Victoria Beckham, Carolina Herrera and Michael Kors' catwalks. Go big, bold and colour-drenched with enough flowers to rival a botanical garden when it comes to choosing dresses and co-ords this summer.

INSIDER SCOOP: If you want your make-up to have a Seventies spin, make like Kendall Jenner at Tommy Hilfiger's show and don a transfer tattoo - on your face. Eyes that sparkle got a sophisticated makeover at House of Holland where Lucia Pica took a 1970s groupie trying to emulate her rock icons as her muse.

The MAIL brand reaches 54% of all UK Fashionista's, that's more people interested in Fashion & Beauty than ASOS and the combined readership of Flappers, Bazaar, Vogue, Fair & Marie Claire.



INTO THE JUNGLE

The hottest shade this season? Khaki. On the catwalks in New York, Marc Jacobs served up sexy, military silhouettes, while Ralph Lauren gave us a lesson in how to work Safari-style. Opt for chic shirts, dresses and shorts in camo colours.

INSIDER SCOOP: For extra brownie points, add outsized pockets and extra buttons.

CHECK MATE

Be on trend this summer with the season's most popular print: gingham. If you're feeling brave, a sugary pastel pink gingham co-ord will tick all the right boxes. Looking to trial the trend? A black and white gingham jacket over a black dress a la Diane Von Furstenberg will do the trick. **INSIDER SCOOP:** Let fashion icon Brigitte

HIPPY CHIC

Boho is back, if Chloe and Matthew Williamson have a say. Long and billowy maxi dresses in a kaleidoscope of colours, mosaic-encrusted tops, quilted floral jackets and patchwork leggings rocked the runway and will rock your summer wardrobe, too.

INSIDER SCOOP: To complete the look, opt for effortless, loose waves. Mark Hampton created the 'woodstock waves' at Marchesa inspired by the free-spirited festival girl the collection was based around - and it's fast becoming the hottest hairstyle of the season.



The Femail Fashion Finder gets 200,000 straight to buy now clicks a month.



DENIM

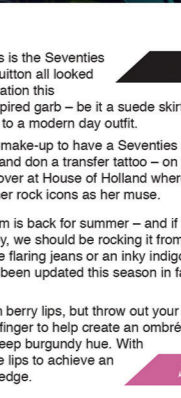
Denim is back for summer - and if the Fendi catwalk is anything to go by, we should be rocking it from head to toe. Whether it's ultra-loose flaring jeans or an inky indigo mini skirt, denim is the easiest trend to carry off and has been updated this season in faded blues and distressed effects.

INSIDER SCOOP: Team denim with berry lips, but throw out your lip liner because it's all about the blurred lines. Use your finger to help create an ombre lip by firstly patting on a classic red shade followed by a deep burgundy hue. With a clean finger, smudge around the lips to achieve an intense finish with a soft diffused edge.

TRUE ROMANCE

From Dolce and Gabbana to Chloe, romantic heroines populated the catwalks. Fill your wardrobe with feminine and romantic pieces this summer - think elegant full skirts, girly colours and ethereal white lace. Opt for materials such as tulle and organza when picking your summer staples and anything emblazoned with hearts and flowers rules.

INSIDER SCOOP: Relaxed catwalk collections need to be met with equally relaxed beauty. Achieve a fresh-faced, iridescent and luminous glow with the help of tinted moisturiser and a super balm on the lips, eyelids and eyebrows.



THAT 70S SHOW

One of the most accessible trends is the Seventies revival. Gucci, Chloe and Louis Vuitton all looked to the disco-dancing era for inspiration this season. Just one item of retro-inspired garb - be it a suede skirt or paisley-print shirt - will be enough to give a 70s-twist to a modern day outfit.

INSIDER SCOOP: If you want your make-up to have a Seventies spin, make like Kendall Jenner at Tommy Hilfiger's show and don a transfer tattoo - on your face. Eyes that sparkle got a sophisticated makeover at House of Holland where Lucia Pica took a 1970s groupie trying to emulate her rock icons as her muse.



SHEER BRILLIANT

Get ahead of the fast-pack with sheer, X-ray fabrics this season. Chiffon and tulle dominated the Burberry catwalk, where Suki Waterhouse strutted down the runway in a beautiful organza dress. Hand woven silk organza dresses and more graphically cut gowns like those seen at Marius Schwab will be your most fashionable friend.

INSIDER SCOOP: The Paris Haute Couture shows were also championing the trend via billowing velvet dresses in white tulle hand-painted in grey and embroidered with pearls and delicate flowers. One dress, which was splashed with the moon and smatterings of stars, took a staggering 3,000 hours to embroider on hand painted linen.

We get our fashion choices in front of 900,000 unique visitors a day, that's over 60x more than the top fashion blog Stylebubble.com.

BROCHURE

Creation of a brochure, part of a goodie bag which would be handed on the day of the event.

PROJECT 06

PETLANDIA

Petlandia is a brand dedicated to the retail of personalised products for pet owners and pet lovers; The major selling point of the products was that they can all be personalised with an illustration of your own pet which led to re-think beyond the box of general online retail design. The web platform required more UI & UX to allow people to be able to select their pet, it's eye color, collar color, etc. and to allow them to visualise the final products. This personalisation element led to the creation of complex images using the platform Cloudinary, which allows to dynamically layer multiple images to form a main one that can be used on the website. Also, creation of products & packaging ready for retail, and a multitude of advertising campaigns and Marketing elements to promote Petlandia on social media and elsewhere.

CLIENT

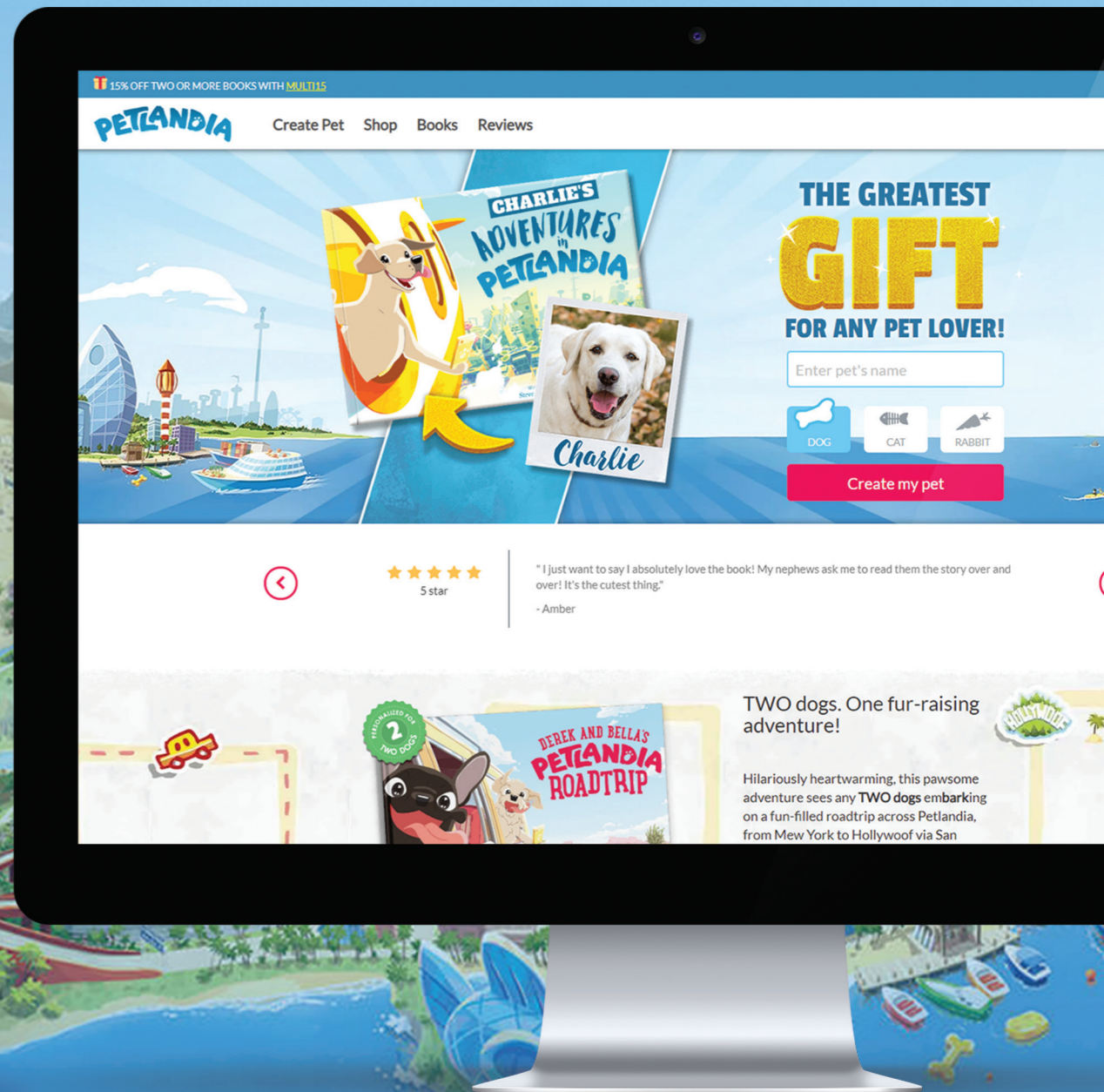
Mindcandy

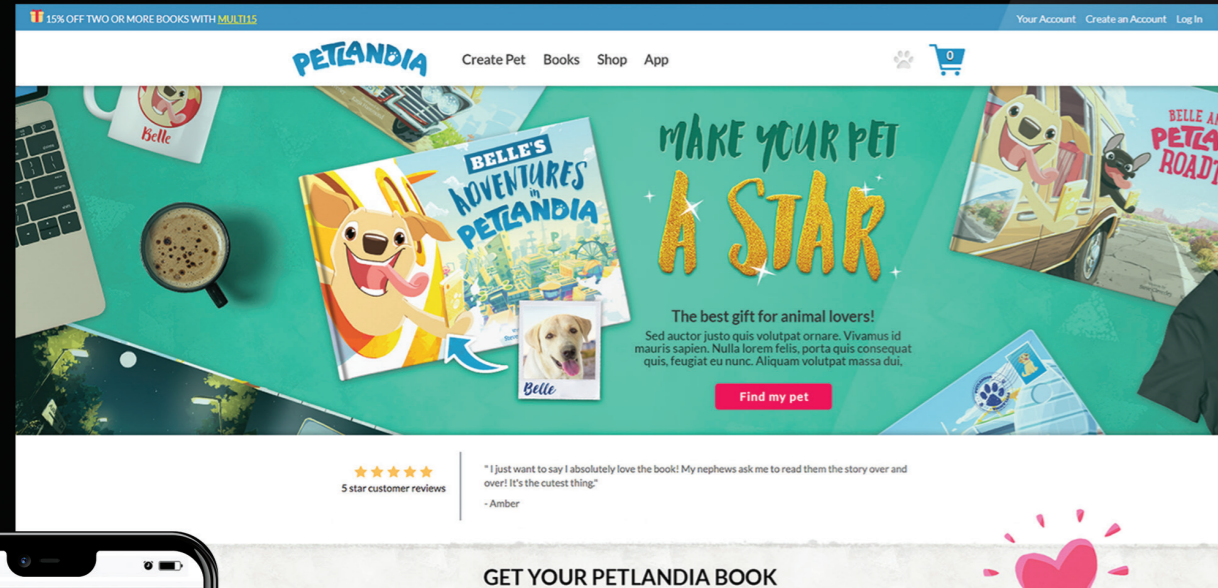
DATE

May 2017 - Dec 2019

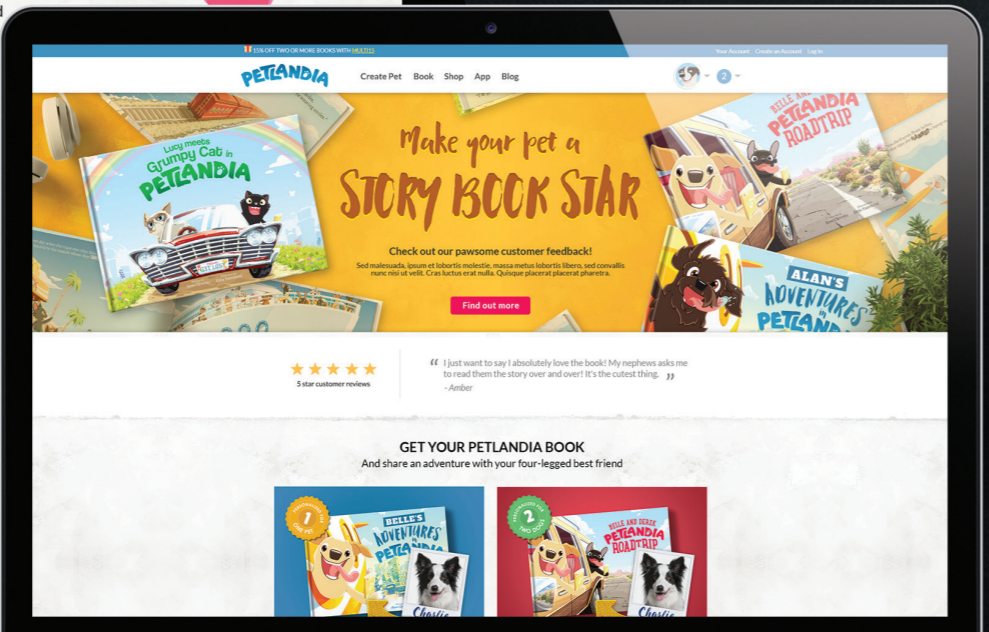
TYPE

Web / Advertising





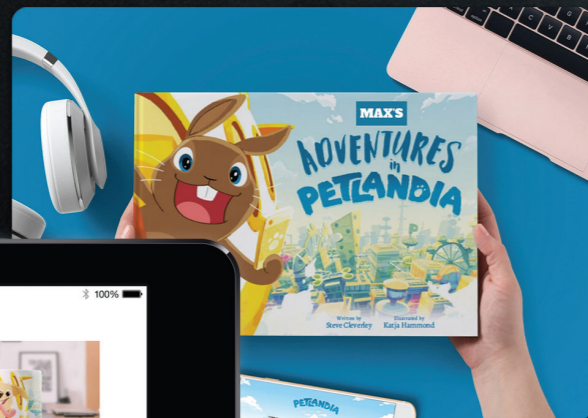
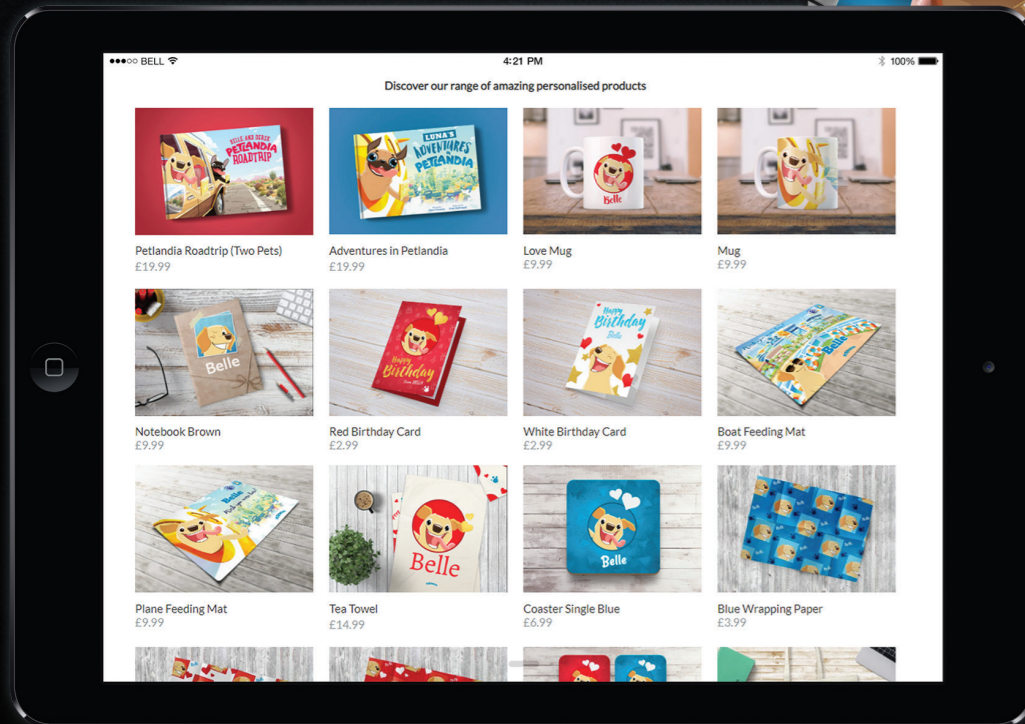
PETLANDIA WEBSITE
 Creation of design and UX, liaising with the inhouse product owner, developer and illustrator to create a style and cohesion with the brand.



PACKAGING & PRODUCTS
 Design and creation of products to be sold on the petlandia shop or to be used as packaging.



PERSONALISATION
Creation of imagery using the Cloudinary technology to allow customers to visualise their personalised products prior to purchase.

ADVERTISING & MARKETING
Creation of a range of print and digital elements to be used for advertising campaigns or social media presence.

PROJECT 07

2019 INKTOBER

Creation of daily illustrations following prompts from the official Inktober list. Originally dedicated to traditionally inked illustrations, digital art is also accepted as the main idea behind the movement is to encourage art in general.

CLIENT

Personal Project

DATE

October 2019

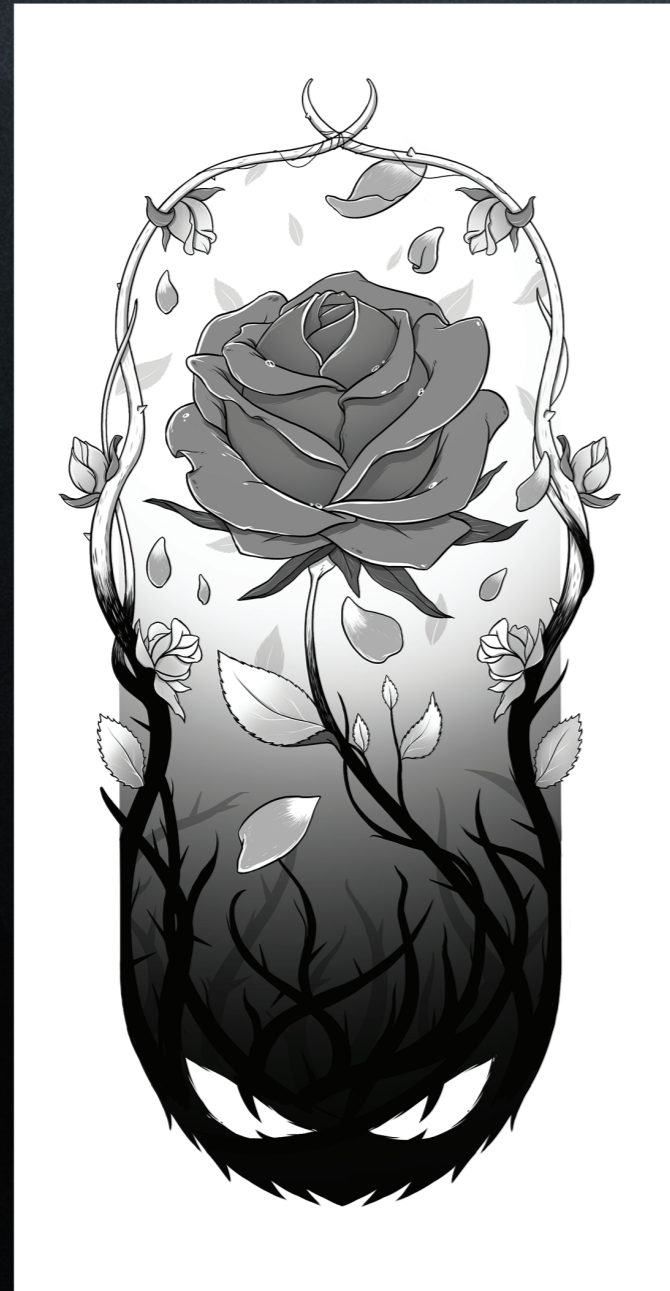
TYPE

Illustration





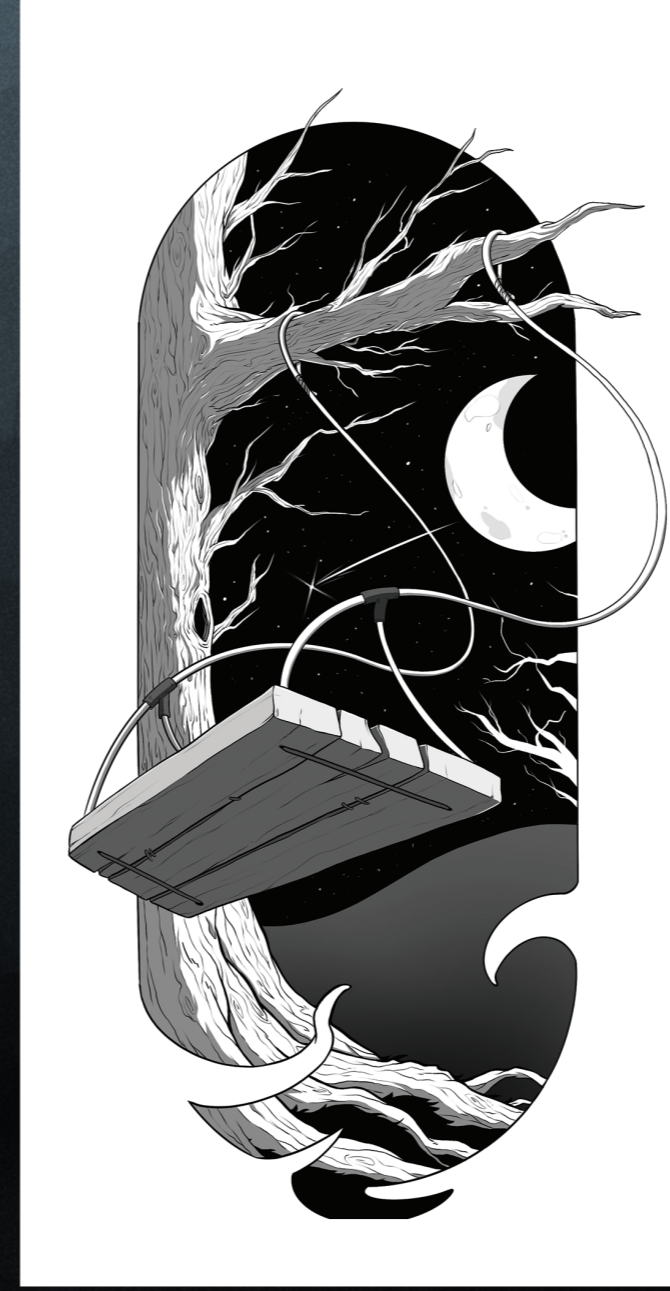
MINDLESS



BAIT



FRAIL



SWING



ASH

REDBUBBLE SHOP
Creation of a personal shop on the platform Redbubble where some of these designs can be found on items like Tshirts, mugs, posters which could be purchased.



OVERGROWN

An aerial photograph of a city, likely London, viewed from a high altitude. The city is densely packed with buildings and green spaces. In the upper left corner, the wing and tail of a large commercial airplane are visible, flying over the city. The sky is filled with soft, white clouds. The entire image has a blue color cast and a semi-transparent geometric pattern overlaid on it.

CONTACT

— WHERE YOU CAN REACH ME —

dilson.pouplin@gmail.com

+44 (0)75 549 771 53

www.dilsonpouplin.com