



Aurore BOURDIER

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Portfolio : aurorebourdier.com

Creative Director

Brand identity and strategy.
Online and offline graphic design : websites, e-commerce, advertising, print, mobile, packaging...
Project management.
Areas of expertise: luxury, fashion and cosmetics.



Renault
Corporate website:
digital implementation
of the visual identity guidelines.



Louis Vuitton
E-commerce website:
definition, design, photo shoot
and events.



Burberry
Packaging:
collector line design
for the «london» perfume.



LinkedIn
Marketing campaign:
definition, design and
implementation.

Experience (12 years)

Creative Director – Freelance

Founder of the work group Creative Pharmacy® (creativepharmacy.com)

2007 – present (4 years 2 months)

Vogue France, Sephora, Chloé, Clarins, Yves Rocher, Burberry, Pierre Ricaud, La Roche-Posay, Darjeeling, Petit Bateau, Maisons du Monde, Lolita Lempicka, TGV.

Senior Art Director – OgilvyOne

2006 – 2007 (9 months)

Louis Vuitton, American Express, Nestlé, Lancôme, Caisse d'Épargne, Mattel.

Senior Art Director – Nurun

2004 – 2006 (2 years 3 months)

L'Oréal Paris, Helena Rubinstein, Lancaster, Kérastase, Louis Vuitton, Armani Beauty, Renault, Sonia Rykiel.

Art Director – Freelance

2002 – 2004 (2 years 1 month)

Art Director – Fluxus

2001 – 2002 (1 year 1 month)

Bouygues Immobilier, Total, La Redoute.

Art Director – BDDP and Téquila Interactive

2000 – 2001 (1 year 6 months)

Disneyland Paris, Spray, Caisse d'Épargne, Eurostar.

Graphic Designer – Cythère

1998 – 1999 (1 year 3 months)

Danone, Evian, Galbani, Dole, Galbani, Actimel, L'Oréal Paris.

Education

ENSAAMA École Nationale Supérieure d'Art et des Métiers d'Art – 1996 – 1998

École Estienne École Supérieure des Arts et Industries Graphiques – 1995 – 1996