



84B rue Ancienne Carouge 1227 Suisse

# M.C. CASAL

# DIGITAL CREATIVE DIRECTOR

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## SPECIALTIES SUMMARY

**Creative Direction**

**Web design**

**Corporate Communication**

**Online communities, groups & networks**

**Web ergonomics**

**User Interface Design and Usability**

**Experience design**

**Usability walkthroughs**

Oversee the creative and ergonomic aspect of projects for clients such as Baume & Mercier, Zenith, Swissquote, Girard-Perregaux, Longines, Allianz, Montreux Jazz Festival, Tag Heuer, TSR, Nespresso and Nestlé (Internet and multimedia projects).

Forward planning between Web design Department and Production Department.  
Management of a design team and responsible for training.

Member of the Art Directors Club NY / www.adcglobal.org  
Member of Les Créatifs Romands  
Official Appboy ambassador / www.appboy.com

## REASONS TO HIRE ME

- 12 years of knowledge and experience of Internet, digital environments and new technologies.
- Excellent ability to manage big projects, short deadlines and relationship between Accounting and Production Departments.
- True facility for sharing and collaborating.
- A consistent track record of creativity and versatility.
- Interest in helping others realize their full creative potential.
- Knowledge of all areas of line production from ergonomic design to integration and development.
- A passion for ergonomics and social medias, because the user matters.
- An understanding of the challenges of the Internet in the short- and mid-term
- Ability to work for clients coming from many different areas of activity.
- A respect for your work, our work, your team and your client. It can lead to amazing things.

## EMPLOYMENT

<b>HEMCE.COM</b> Since August 2009	Digital Consultant
<b>LABEL</b> January 2010 - September 2010	Digital Creative Director
<b>LABEL</b> December 2008 - July 2009	Art Director. Senior Webdesigner. Department's Manager
<b>MARVEL COMMUNICATIONS</b> March 2006 - November 2008	Art Director. Senior Webdesigner. Department's Manager
<b>HEMCE.COM</b> June 2004 - February 2006	Art Director. Senior Webdesigner. Consultant
<b>BEMORE S.A.</b> January 2004 - May 2004	Art Director. Senior Webdesigner
<b>EDENA</b> November 1997 - December 2003	Co-Founder. Art Director. Webdesigner

## CLIENTS

2010 Swissquote	www.swissquote.ch New homepage and sections. Ergonomy, design
2010 naxoo	www.naxoo.ch Ergonomy, Design and Creative Direction
2009 Opus One	www.opus-one.ch Ergonomy, Design and Creative Direction
2009 Tag Heuer	www.tagheuer.com/basel2009 Mini site full Flash 40th anniversary Monaco. Design and Art Direction
2009 Longines	www.longines.ch New website. Design and Art Direction
2009 Swissquote - Online banking	www.swissquote.ch Saving account section. Ergonomy, Design and Art Direction
2009 Groupe Hayek France	www.hayek.fr Design and Art Direction
2008 Baume & Mercier	Corporate Video William Baume Art Direction
2008 Nespresso	Corporate Video - Recycling Art Direction
2008 Montreux Jazz Festival	Website. Ergonomy, Design and Art Direction
2008 Zenith watches	Corporate videos Baselworld Video Editing and Art Direction
2008 Allianz Alternative Asset Management	www.aaam.com Design and Art Direction
2007 Baume & Mercier	www.baume-et-mercier.com Design and Art Direction
2007 Zenith watches	Corporate videos Baselworld Video Editing and Art Direction
2006 Zenith watches	Mini site Zenith Defy Ergonomy, Design and Art Direction
2003 Agenda 21 Ville de Genève	www.ville-ge.ch/agenda21 Ergonomy, Design and Art Direction
2001 - 2003 TSR - Magnet Zap	Animations for kid's TV show (2 mn/week) Screenplay, Illustrations and Art Direction
2002 Musée d'Histoire Naturelle de Lyon	Interactive and immersive Flash game Creative Direction and Illustrations
2002 Ville de Genève	Brochure développement durable Ville de Genève Graphic Design, Illustrations and Art Direction
2002 Canton de Genève	Brochure développement durable Canton de Genève Graphic Design and Art Direction

# MC CASAL

## DIGITAL CREATIVE DIRECTOR

### EDUCATION

- 1997 - 2001 EAA | Ecole d'arts appliqués  
CFC Graphic Designer
- 1991 - 1996 University of Geneva  
Contemporary History (option in Psychology)
- 1987 - 1990 Florimont Institute  
Maturité Fédérale D

### SKILLS

- SOFTWARE Photoshop, Illustrator, Premiere, After Effects Certification 2009  
Languages/Frameworks : HTML, CSS, ActionScript, ASP, PHP, .net
- LANGUAGES French, Spanish, English

### RECOMMENDATIONS

Valérie de Caboga  
Corporate ID, Chopard

"MC is an AD who brings together experience and creativity. She is very efficient, becomes deeply involved in what she does and is a colleague you can truly rely on. MC is also an interesting person, full of humour, with a lively personality and interested in what is happening around her. She is, as well, very cultured and knowledgeable about the world of design. I had tremendous pleasure working with her and I highly recommend her."

May 26, 2009

Philippe Lapertosa  
Business Manager, Label Technologies

"MC is a very creative and professional person. I enjoyed my time working with her on several web projects. I could always rely on MC to complete tasks on time and with a high-level of quality. MC is also an incredibly interesting person and a lot of fun to be around. I highly recommend her."

August 3, 2009

Alexandre Lampis  
Consultant

"I've had the chance to collaborate directly with MC for almost ten years. Thanks to her deep design and creative knowledge she helped grow our two persons team into a full-fledged and successful digital agency. MC is an outstanding artistic director with a very creative yet pragmatic and customer-driven approach. Her curiosity, culture, experience and attention to both details and the bigger picture are a tremendous asset. She knows how to approach every member of her team, collaborate with the other teams involved in a web production process and get them to give their best. MC's passion and attention to design, user interaction and creativity inspires the best from everyone she works with. She is a very hard worker, but always with a healthy level of humor. I strongly recommend her for artistic director responsibilities."

September 27, 2009

### INTERESTS

Organize the best BBQs in Carouge. Seek out new magazines and trends. Read Guy Kawasaki's posts. Tweeting from anywhere with my iPhone. Get my brain washed by hours of gardening. Vespa is the best way to move about in the city, don't you think? I love Japan. Less is more.