

Yannis DESMURGER

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ART DIRECTOR / MULTIMEDIA CREATIVE

Versatile and experienced creative professional, I transform brand values into 360° campaigns (print, digital, video and social media). Organized and detail-oriented, I master graphic design, motion design, 3D and generative AI to achieve marketing goals. Proactive under pressure, I manage projects autonomously while bringing constructive, result-driven energy to the team.

Key Skills

- Art Direction
- Graphic Design
- Motion Design
- Digital Communication
- 3D/FX
- AI

Toolbox : Adobe CC, After Effects, Première Pro, Maya, Midjourney, Runway, KreaAi.

Professional Experience

- **Art Director / Graphic Designer**
McDonald's Réunion - Dedicated Marketing Agency (Jan 2020 - Dec 2024).
 - Led art direction: visual strategy, storytelling, TV storyboards.
 - Design and adapt 360° campaigns (print, web, social media).
 - Supervise product photo shoots and commercial film productions.
 - Create logo, packaging and products photo editing.
 - Produce and edit promotional videos (TV, web, social media).
 - Represent the agency at the McDonald's Master Class in Dubai.
- **Freelance Multimedia Creative**
Desyan Creative - Communication Studio (Jan 2016 - Dec 2019).
 - Manage a creative studio: prospecting, budgeting, client relations.
 - Develop branding and print materials.
 - Build websites (showcase & e-shop) and digital communication assets.
 - Design logo, packaging and visuals.
 - Produce animated content and web videos.
- **2D/3D Motion Designer**
Vibrason Productions - Audiovisual Productions (Jul 2010- Aug 2015).
 - Design TV commercials and animated loops for dynamic screens.
 - Create 3D animations and FX for TV programs.
 - Contribute to post-production: compositing, visual effects, color grading.
 - Assist film crew on commercial, corporate and institutional shoots.

Education

- **Diploma in screen, 3D Animation & Special Effects** - SAE Institut, Perth.
- **Certificate IV in English for Academic Purpose (IELTS 6)** - Phoenix School, Perth.
- **Certificat in Image and Sound** - ILOI, La Réunion.

Languages

- **French** (native).
- **English** (professional).

Interests

Street Art, Padel, Cooking, Travel, Meditation.

