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## Profile

Creative mind looking for challenges. Proactive temperament and naturally curious, I am a problem solver with a positive attitude. Passionate about Art and design, I want to use my skills and abilities in order to thrive personally and professionally.

## Languages

French : Mother tongue  
- Excellent speaking and writing

English : Advanced - C1

German : Good basis - B1

## Awards

2015  
Price for my signage concept  
for Lavaux - UNESCO

2010  
Price in History of Arts  
École Supérieure d'Arts Appliqués  
1800 Vevey - Switzerland

## Interests



# FLORIAN GUEX

- DESIGNER -

## Skills

Creativity	●●●●●●●●	Drawing	●●●●●●●●
Concept	●●●●●●●○	Marketing	●●●●●●●○
Writing	●●●●●●●●	Presentation	●●●●●●●○
Communication	●●●●●●●○	Flexibility	●●●●●●●●

## Programs

**2D : Photoshop / Illustrator / Indesign / Autocad / Adobe Reader**

**3D : Blender / Skechup pro / Relux**

**Others : Microsoft suite / After effect / Logic Pro**

## Education

### Bachelor in Visual Merchandising Design

École Supérieure d'Arts Appliqués, Vevey / 08.2014 - 07.2016

Visual Merchandising Design is all about how we enhance a product or a service. As a student, I was trained in order to be able to manage a project in all its details, from the brief to the final result. Marketing, professional presentation and semiology are subjects as important as the design courses included in those studies.

### Federal VET Diploma in Decoration + School Certificate (award delivered for high quality of work)

École Supérieure d'Arts Appliqués, Vevey / 08.2007 - 07.2011

During those studies, I learned how to build and execute what I draw and imagine. In other words, it is where I learned how to apply a concept and to produce it. Decorators often work for shops, but they can also work for events, exhibitions or theatres.

### Federal Vocational Baccalaureate in Art

École Supérieure d'Arts Appliqués, Vevey / 08.2007 - 07.2010

Integrated to the VET Diploma in Decoration  
Additional subjects : History of Art, Communication, Marketing and Philosophy.

## Experiences

### In Visual Merchandising Design

**Swatch** / 07.2017 - Today

Visual Merchandising Project Leader in charge of enhancing the product visibility inside the store. Design store windows, displays and other VM material that will be implemented in all the markets worldwide. Contact with the suppliers, external agencies and the other departments within the company. Prototype the design initiatives. Material research. Mood and iconographic research and analysis. Development of special set-up for events. Edit guidelines sent to all the markets, showing how to organise and decorate the stores. Project management. Give support to the markets. Call for tender and check budget. Fast paced International environment.

**Heidi.com - Swiss fresh fashion** / 03.-07.2016

During design studies

Visual Merchandising Designer in charge of reworking the identity and the brand communication strategy. Iconographic research, sociology and consumer psychology analysis. Complete marketing analysis and competitive intelligence. Development of the storytelling. Design of the new furnitures for the shop with call for tender. Project management and Gantt diagram. Final results presented to the client.

**Théâtre de Vidy** / 01.-03.2016

During design studies

Visual Merchandising Designer in charge of creating a new space concept for visitors in a form of a terrace. Also in charge of the communication to promote it. Design of the furnitures, model making, material research and call for tender. Final results presented to the client.

**Lavaux - World Heritage** / 03.-07.2015

During design studies

Visual Merchandising Designer in charge of reworking the branding and corporate identity of Lavaux. Find new communication and promotion concept. Imagine a new signage respecting the landscape. Final results presented to the client.

**International Olympic Committee** / 01.-03.2015

During design studies

Visual Merchandising Designer in charge of designing two products integrating IOC and sport values. Iconographic research. 3D printing for prototype. Call for tender. Final results presented to the clients.

**Corum - Swiss luxury watch brand** / 08.-12.2014

During design studies

Visual Merchandising Designer in charge of designing the windows for Corum's booth for Baselworld 2015. Work on proposals for a new ADN. Material research. Prototype making. Marketing analysis. Final Results presented to the client.

### In Design

**Aebischer & Bovigny** / 04.03. - 31.05.2018

Lighting designer in charge of placing and calculating the lights into indoor and outdoor spaces by using Relux software. Make the lighting plans on Autocad. Provide expertise concerning the lighting to the architects. Contact with the suppliers.

**Créactif Sàrl** / 18.10.2016 - 28.02.2017

Designer in charge of creating communication material and exhibition concepts. Contact with the clients, suppliers and printers. Prepare ready to print files. Manage project and call for tender. Support clients with special needs.

**La Messe Records** / 04.2016 - 08.2017

Designer in charge of the conception of visual contents. Graphic design for merchandising and 3D printing. Creation of animated teasers. Work on demand.

**Orchestre de Ribaupierre** / 07.2014 - today

Graphic designer in charge of the conception of their communication material on demand. Create the visual concepts in connection with the program and provide ready to print files.

### In Decoration

**Musée Ethnographique de Neuchâtel** / 11.2011

Decorator : in charge of making the furnitures and the set-up for the exhibition «Les fantômes des collections».

**Théâtre de Vidy** - 6 months internship / 09.2010 - 01.2011

Decorator : in charge of creating small exhibitions linked to the theatre pieces. Decor and furniture building. Give support to the communication team during events. Installation of the decor on stage. Creation of graphical material like banners, ads and promotional gifts.

### Other

**Swiss Army** / 07. - 10.2012 and 07. - 11.2013

Grade : Sergeant in the Healthcare troops.

Sergeant in charge of teaching and training the recruits and soldiers. Help my chief during his everyday tasks. Team management. Support civile authorities during events. Take care and manage the aid post.