PATRICK RAVEAUX

BRAND DESIGNER & CREATIVE STRATEGIST

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PROFILE

Brand designer & Creative strategist with experience across identity systems, packaging, Art Direction and creative production. Currently running the in-house creative studio at DAK Coffee Roasters — responsible for 100+ packaging designs assets, motion content, and trade show activations. Previously worked with Vogue, GQ, ELLE, FEST, HUMANOID. Skilled in Adobe Creative Suite, Figma, and Midjourney. Based in Amsterdam.

SKILLS

BRAND: Brand identity, design systems, packaging, art direction, visual guidelines
DESIGN: Layout, editorial design, print production, presentation design
CONTENT: Creative direction, photography, video, motion graphics, social assets
STRATEGY: Concept development, campaign development, trend research, positioning
TOOLS: Adobe CC Suite (Illustrator, InDesign, Photoshop, After Effects, Premiere Pro) Figma, Midjourney, Sketchup

EXPERIENCE

BRAND & MARKETING DESIGNER
DAK Coffee Roasters | Amsterdam, The Netherlands | Feb 2024 – Present

Ran comprehensive brand and creative strategy for specialty coffee roaster, operating as in-house creative studio responsible for brand identity, visual design, content production, and experiential activations.

- **Brand Identity & Design Systems:** Developed packaging for **100+ seasonal coffee motion releases**, expanded packaging design, print collateral, and brand guidelines ensuring visual consistency across product lines and marketing channels.
- **Creative Direction & Production:** Led photography, videography, and motion graphics production for product launches and marketing campaigns. Managed **20+ Creative briefs** for product launches and social content
- **Spatial & Experiential Design:** Conceptualized and delivered **3+ 3D booth designs and retail activations** for trade shows and pop-up experiences, overseeing on-site implementation and brand expression.
- **Marketing & Campaign Strategy:** Supported email marketing, social media content strategy, and multichannel campaigns. Collaborated on product launch positioning and seasonal offering development.
- **Multidisciplinary Execution:** Managed end-to-end creative workflows spanning photography, animation, packaging, environmental design, and digital asset creation. Produced **100+ motion graphics** for social media campaigns

BRAND & CULTURE CREATIVE | JUNIOR CREATIVE
Boomerang. Part of Publicis Groupe | Amsterdam, The Netherlands | Sep 2022 – Feb 2023

Contributed to integrated advertising campaigns and brand activations for global FMCG and lifestyle clients within Publicis network.

- **Brand Activation:** Assisted in creative execution for **Birra Moretti's "Sale di Mare"** experiential campaign, developing visual concepts and supporting on-site brand storytelling
- **Trend & Cultural Insights: Co-authored 30-page trend report** (Boom Dossier) synthesizing cultural analysis and consumer behaviors into strategic frameworks for client campaigns
- **Internal Communications:** Designed branding and communication assets for agency initiatives such as ADnight, maintaining visual consistency and cultural alignment
- **Creative Collaboration:** Participated in concept development, brainstorming sessions, and client presentations across diverse advertising projects
- **Production Support:** Assisted in asset generation, presentation design, and campaign deliverables within collaborative agency workflows

EXPERIENCE CONTINUED

ACCOUNT MANAGER| CREATIVE & BRAND STRATEGIST
Underpromise | Amsterdam, The Netherlands | Jun 2021 – Sep 2021

Managed multidisciplinary creative projects for fashion, lifestyle, and hospitality clients, bridging account management and creative execution.

- **Account Management: S**erved as primary client contact for Hermès, The Collection, PAN Amsterdam, Humanoid, FEST, and Table du Sud, overseeing project workflows, timelines, and stakeholder communication across branding and campaign initiatives
- **Brand Strategy & Concept Development:** Improved brand identities and conceptual frameworks informed by cultural insights and competitive positioning for premium lifestyle clients
- **Art Direction:** Oversaw visual storytelling and creative production including photography coordination, graphic design oversight, and multichannel content development
- **CRM & Digital Strategy:** Supported customer engagement strategies through email marketing, content planning, and digital asset creation matched with brand objectives
- **Cross-Functional Collaboration:** Coordinated between creative teams and clients to ensure seamless project execution from brief through final delivery

CREATIVE DIRECTION & EDITORIAL PHOTOGRAPHY
Freelance | Europe | Oct 2016 – Dec 2024

Self-directed fashion photography practice, specializing in conceptual editorials for international publications. Combined photographic craft with art direction and graphic design to create distinctive visual narratives.

- **Editorial Photography**: Produced fashion editorials for **Vogue**, **Harper's Bazaar**, **GQ**, **ELLE**, **Grazia**, and **Kaltblut Magazine**, delivering high-concept imagery across beauty, fashion, and portrait genres
- **Creative Direction**: Managed on-set execution including styling, lighting, composition, and talent coordination to achieve editorially-aligned visual storytelling
- **Concept Development**: Conceptualized original editorial narratives informed by cultural trends and artistic references, translating briefs into cohesive photographic campaigns
- **Production Management**: Managed end-to-end workflows spanning location scouting, casting, shoot logistics, and post-production across European markets
- **Post-Production**: Executed advanced retouching and image editing to publication standards using Adobe Creative Suite
- **Cross-Disciplinary Approach**: Implemented graphic design principles into photographic practice, creating layered visual storytelling that merges conceptual development with technical craft

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EDUCATION

BACHELOR'S DEGREE – International Fashion & Branding | Amsterdam Fashion Institute 2020 – 2024

SPECIALISATION: Brands & Innovation, Global Trend watching

BACHELOR'S DEGREE – Industrial Product Design | Hogeschool Van Amsterdam 2014 – 2018

PUBLICATIONS & ACHIEVEMENTS

VOGUE PORTUGAL – Um Porto De Ninguém 2019
L'OFFICIEL HOMMES UKRAINE – The Outfielder 2019
GQ PORTUGAL – The Fishermanlin 2019
VOGUE PORTUGAL – Forcas Do Oculto 2019
ELLE CROATIA – Cover - March Issue 2019
GRAZIA CROATIE – Cover - March Issue 2019