

Lucie Boudoire

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Brand & Digital Design

Strategic Video & Visuals · Generative AI · International Experience

Professional Experience

DIGITAL BRAND CONTENT PROJECT MANAGER — PARFUMS CHRISTIAN DIOR (LVMH)

Internship · France · Jan. 2026 – Present (6 months)

- Translate multi-axis marketing briefs into image-led visual concepts for global launches, maintaining the balance between the Maison's heritage and contemporary digital codes.
- Develop 20+ forward-looking moodboards and source 15+ creative talents (photographers, videographers) while framing shooting intentions.
- Coordinate a complete production chain (concept → post-production) with 10+ experts, ensuring consistent quality across 100% of deliverables.
- Drive the delivery of 300+ digital assets under tight time constraints, in strict compliance with the Maison's deadlines and standards.
- Conduct trend benchmarks to integrate innovative formats and strengthen the brand's digital presence.

ART DIRECTOR & CREATIVE IA — ACEBEEES

Assistant · Brazil · Aug. 2024 (6 months) · Digital creative agency specializing in AI films

- Design 10 advertising films using a complete AI stack (Midjourney, Runway, Luma), to develop differentiating narrative universes for global films.
- Structure a production pipeline from A to Z (script → image → video) to deliver high-fidelity concepts in short cycles.
- Ensure the post-production of 200+ visuals, to guarantee chromatic consistency and a premium aesthetic.
- Edit and produce 30+ videos adapted to the formats and constraints of premium social media platforms.

ART DIRECTOR & BRAND DESIGNER — FREELANCE

Worldwide · 2024 – Present · Cosmetics, Tech, Fashion, and Culinary sectors

- Accompany brands from creative intention to the deployment of complete visual universes (photo, video, digital), aligned with their business objectives.
- Create 20+ visual identities by translating abstract positioning into structured and immediately actionable brand systems.
- Integrate generative tools (Midjourney, Runway) into the creative workflow, reducing design phases by 40% while maintaining a premium rendering standard.

DIGITAL DESIGNER UI-UX — LUDICIUS

Internship · France · Jul. 2023 (5 months)

- Design narrative UI interfaces where each screen becomes a visual scene, generating +15% user retention across 3 platforms.
- Conduct behavioral analysis across 10 market segments to define creative directions and anticipate emerging digital usages.
- Simplify information architecture through 25 user testing sessions, reducing journey complexity by 30%.

Education

DOUBLE MASTER'S DEGREE — INTERNATIONAL DESIGN STRATEGY

L'École de design Nantes Atlantique & Universidade Presbiteriana Mackenzie (São Paulo) · 2024 – 2026

- Drive 360° brand positioning for global actors (Lacoste Brazil, CREMME, Paderi, etc.), from the analysis of cultural insights to the deployment of consistent visual ecosystems.
- Materialize strategic concepts into tangible prototypes, articulating a premium aesthetic vision with industrial viability.

Tools & Software: Adobe Creative Cloud (Illustrator, Photoshop, Lightroom, InDesign), After Effects, Premiere Pro, Figma, Blender, Spline, Framer, WordPress

Creative AI: Midjourney, Runway, Hailuo, Kling, ElevenlabsLuma and more

Skills: Art direction, Brand identity, Creative direction, Content strategy, Brand guidelines, Moodboarding, Creative production, UI/UX design, Social media content, Image direction

LANGUAGES

French - Native

English - C1 (Advanced)

Portuguese (Brazil) - A2 (Elementary)

