

PROFIL

With 15 years of experience as a Graphic Studio Manager, I leverage my team management skills and English proficiency to orchestrate high-quality graphic projects. Adept in art direction, UX/UI design principles, and agile workflow management, I successfully oversee designers, ensuring visual consistency and timely delivery. My passion for aesthetics and commitment to excellence make me an effective and creative leader.

SKILLS

PLANNING / TRAFFIC
/PRODUCTION

MANAGEMENT

GRAPHIC DESIGN

ADOBE CREATIVE SUITE

ADOBE ACROBAT PRO

FIGMA

OFFICE 365

GENERATIVE AI

LANGUAGE

FRENCH

ENGLISH

SOFT SKILLS

- CREATIVITY
- ACTIVE LISTENING
- LEADERSHIP
- RESPONSIVENESS
- GOAL ORIENTATION
- AUTONOMY
- CUSTOMER SERVICE
- CURIOSITY
- TEAMWORK

ABOUT ME

Passionate about restoring vintage cars and motorcycles, vinyl records, cassettes, and design objects from the last century. I find inspiration and creativity in the art of bringing past objects back to life. Each project is a fusion of nostalgia and innovation.

LINKS

Website Portfolio
<https://www.thierrycaplat.com>

THIERRY
CAPLAT
TRAFFIC STUDIO MANAGER
UX/UI CERTIFIED
FRENCH / ENGLISH

PROFESSIONAL EXPERIENCE

SGXGRAPHICS

Paris - April 2024 - Present

Senior Studio Manager

- Headed a dedicated packaging production studio of 5 senior designers, managing end-to-end artwork execution for **L'Oréal** accounts (**La Roche-Posay** and **Vichy**).
- Successfully spearheaded over 1,000 annual projects, achieving an outstanding 98% client satisfaction score.
- Managed and coordinated packaging projects for the **Le Petit Marseillais** brand in Europe (hybrid role, supplying services for **Johnson & Johnson**).

AUDIOPTIC TRADE
SERVICES

Clamart - 2016 - 2024

Traffic Studio Manager

- Strategically drove graphic production for leading French optical companies **Optic 2000**, **LISSAC**, **Gadol**, and **Audio 2000**.
- Dynamically managed a creative team of 4 graphic designers and optimized workflow for over 1,000 annual projects.
- Developed visual identity across all communication platforms and executed integrated advertising campaigns.
- Conducted effective briefings and maintained continuous interaction with project managers.

PURPLE AGENCY

Paris - 2016

Studio Coordinator

- Led a creative team of 5 designers, optimizing talents and workflow efficiency.
- Acted as project lead for key pharmaceutical initiatives (**MSD** and **Pfizer**), ensuring high client satisfaction.

CIPE

Port Louis - 2012 - 2016

Digital Production Manager

- Deployed an effective online publishing strategy, with 35,000 publications and 2 million web pages indexed.
- Provided dynamic leadership to a team of 10 designers, heavily optimizing productivity in Mauritius.

MALAKOFF MÉDÉRIC

Paris - 2011 - 2012

Studio Manager

- Led a creative team of 7 graphic designers focused on visual design, POS displays, signage, and digital identity.

UNILEVER EUROPE

Leatherhead (UK) - 2011

Art Production Specialist

- Packaging Project Manager for **Omo & Surf**, optimizing both creative and technical aspects.

CREATIVE WORKS

Epsom (UK) - 2009 - 2011

Freelance Art Director

- Innovative design of print communication materials for multinational corporations, including **Alsthom**, **Areva**, **Schneider Electric**, and **Kimberly-Clarck**, with multilingual adaptation.

JOHN BROWN MEDIA

Londres (UK) - 2008 - 2009

Art Director

- Designing the "Orange magalogue" connecting the **Orange** with its users.

CIPL

Luxembourg - 2000 - 2008

Magazine Studio Manager

- Supervision of the graphic studio for the leading monthly magazine in the computer purchasing press market.

PRESSIMAGE

Montreuil - 1994 - 2000

Studio Manager

- Led creative teams for gaming and multimedia magazine editions, improving editorial techniques and graphic creation.

EDUCATION

CFPJ Paris
1996

LPEP Vincennes
1994

Study and improvement of editorial techniques, graphic design creation

BTS in Communication and Advertising

CERTIFICATION

PYRAMYD
2024

Designer UX/UI



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