Polina MANGOT

Art Director

www.polinamangot.com

07 50 33 67 21
po.mangot@gmail.com

Paris 75013

A creative and detail-oriented Art Director with a decade of experience spearheading brand identities and transforming complex concepts into seamless visual stories. My background in design is complemented by a guest lecturing tenure at the University of Paris, providing me with a unique strategic and pedagogical perspective on communication. Trilingual and culturally driven, I am dedicated to crafting narratives through impactful imagery.

Professional experience

January 2022 - présent

ART DIRECTOR | «Groupe Profession Santé», Malakoff

- **Brand Strategy:** creation and rollout of new visual identities (logos, brand guidelines) for various brands across all print and digital touchpoints ;
- Revitalization of **UI/UX frameworks** for the group's media and educational platforms to enhance user engagement ;
- Production of high-impact **motion graphics and illustrations** to drive performance in digital marketing and social media campaigns.

October 2021 - Fabruary 2026

WEB DESIGN INSTRUCTOR | « University of Paris », Paris

Design and delivery of a comprehensive program for «Webdesign» course (Master's II students), focusing on interface and visual design fundamentals and practical workshops.

January 2018 - December 2021

WEB DESIGNER | «Groupe Profession Santé», Malakoff

- Working on **user expirience and visual appeal** of the group's web sites ;
- Developing **diverse visual assets** for multi-channel marketing campaigns.

February 2014 - December 2018

WEB DESIGNER | «IZEOS», Ivry-sur-Seine

- **Rebranding and redesign** of e-commerce and media platforms ;
- Created **static and animated visual content** specifically tailored for online learning.

October 2013 - February 2014 - FREELANCE GRAPHIC DESIGNER

September 2013 - GRAPHIC DESIGN INTERN | «Handidoo films», Paris

Développement graphique d'une série d'animation pour enfants.

Formations

2014-2015 - MULTIMEDIA GRAPHIC DESIGN (work-study program)
École Multimedia, Paris, France

2012 - 2013 - GRAPHIC DESIGN
StudioCréaParis, Paris, France

2007 - 2012 - MASTER'S DEGREE IN ADVERTISING
Higher School of Economics (HSE) University, Moscow, Russia

CORE SKILLS

Visual identity
UX/UI design
Illustration
Motion Design

TOOLS

Figma
Photoshop
Illustrator
After Effects
Première
InDesign
Firefly
Canva

LANGUAGES

French - bilingual
English - fluent
Russian - bilingual
HTML5, CSS3 - advanced