





Benoit Meney

Graphic & Web Designer

Contact

 meneyb@gmail.com

 715-370-4968

 meneyb.com

Profile

Accomplished graphic artist and designer recognized for consistently developing innovative approaches to encourage creativity and visual product improvement. A respected leader with a history of working in fast-paced business environments and demonstrating success across global industries.

Adept in creating brand messages, strategies, and impactful graphic productions. Resourceful and hardworking with vendor sourcing expertise.

Career Highlights

- Spearheaded digital strategy with Petco's two largest e-commerce channels, resulting in over 27 million unique visitors every year.
- Delivered Fiskars' brand message and image across new product lines and brand acquisitions.
- Created label and point-of-sale designs for million-dollar contracts in the French apparel design industry.

Professional Experiences

Senior Graphic Designer

Big Fat Designs, LLC

2019-present

Wausau, WI

- Work closely with clients to create the project vision and designs concepts, consistently meet deadlines and requirements, and maintain high client satisfaction and retention rate.
- Lead creative efforts from inception and production to successful completion.
- Analyze different brand stories to establish guidelines and craft original artwork.
- Work with clients to gather and define requirements, establish scope and manage project milestones.
- Design digital displays used in online advertising.
- Conceive and manage video production and social marketing campaigns.

Art Director

Petco and subsidiary f/k/a Drs. Foster and Smith

2008-2019

Rhineland WI

- Directed a team of 12 individuals and produced designs which exceeded business targets.
- Successfully transformed the marquee legacy brand to align with Petco's (parent company) rebranding efforts across all digital channels, print catalogs, advertising, and private-brand packaging.
- Acted as a liaison between the CEO and the creative department to improve production process and streamline team's collective efficiency.
- Led new product launch marketing operation and achieved a 52% category-growth, due to successful launch using national trade-show presence.
- Oversaw day-to-day operations for a production team specializing in webcasting, commercials, and special events. Created video series which positioned in-house veterinarians as industry leaders and increased brand engagement.

Graphic Designer

- Improved internal process for a more efficient internal editorial development.
- Created designs and collaborated with the creative team to complete catalog production, direct mail, email, web and social media campaigns. to successful launch using national trade-show presence.

Graphic Designer

Fiskars Brands, Inc.

2006-2007

Madison, WI

- Created unique collection designs for scrapbooking and craft scissors lines.
- Supported product-engineering with tailored packaging design.
- Coordinated incorporation of acquired brands into Fiskars brand identity.
- Established trusting relationships with designers, vendors, and key clients.



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Professional Attributes

- Visual Identity
- Art Direction
- Website Development
- Consumer Experience
- Front-End Development
- Interactive Design
- Animation
- Photo Editing
- Editorial Design
- Packaging
- Illustration
- Social Marketing

Technical Expertise

- Adobe Photoshop
- Adobe XD
- Figma
- Adobe Illustrator
- Adobe After Effects
- Adobe Dreamweaver
- Adobe InDesign

Languages

- English (fluent)
- French (native)
- Spanish (basic)

Professional Experiences (continued)

Graphic Designer

Kenton Peters, Architect

2006

Madison, WI

- Crafted a broad range of designs for print materials, banners, and 3D elevations.
- Built editorial and branded portfolio to complete downtown development project for investors.

Graphic Designer

Site Industries

2001–2003

Paris, France

- Created project layouts and design for million-dollar corporate contracts under extremely tight deadlines.
- Applied creative expertise in label and apparel design for companies such as Roland Garros, DKNY, Quicksilver, Winston, Marese, Morgan, Carre Rouge, among others.
- Built corporate brands by acting as a direct contact with the client to guide them during the creative process.

Education

E.S.R.A. International Film School

ESRA Diploma 3D bachelor- 3D Animation.

1999–2001

Paris, France

National School of Fine Arts

Post-diploma exposition at Lambinet museum.

1997–1999

Versailles, France

Portfolio

meneyb.com

behance.net/benoitmeney