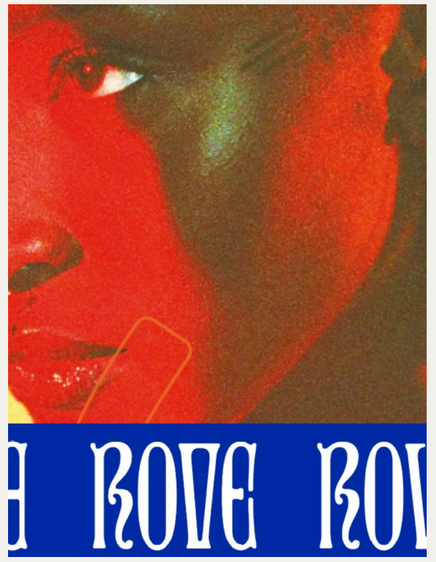
Zineb Belkacem.

Graphic Designer & Art Director









Paris / Manchester
belka.zineb@gmail.com

I'm a graphic designer and junior art director based in Paris. At GT Company I handled art direction for the **Kodak** and **AgfaPhoto** brands — from packaging to digital campaigns, adapted into six languages and many retail formats.



EXPERIENCE

GT Company — Junior Art Director
Paris · 03/2025 – 03/2026
Art direction for Kodak & AgfaPhoto; print, e-commerce and social visuals within international brand guidelines; multilingual roll-outs (FR, EN, DE, IT, ES, PL); product packaging and print-ready files; brand-guideline updates.

AXA Group Operations — Apprentice Designer
Paris · 2022 – 2024
Internal campaigns and interactive newsletters sent to 10,000+ employees.

Artim — Graphic Design Residency
Marseille · 2020 – 2024
Brand identities, logos, print and digital.

EDUCATION

LISAA Paris
Master's, Digital Art Direction / 360° Communication
2022 – 2024

Intuit.lab Paris
Bachelor's, Visual Communication Design
2021 – 2022

Arts et Métiers Luxembourg
BTS Graphic Production
2019 – 2021

SKILLS

Art direction
Brand identity
Packaging
E-commerce & campaign design
Multilingual adaptation
Editorial design
Print production files
Photography

TOOLS

Photoshop · Illustrator · InDesign
Figma · After Effects · PowerPoint
Flux · Midjourney

LANGUAGES

French — native
Arabic — native
English — fluent (C1)

01 — AGFAPHOTO · REALIMOVE MC3X

MC3X. Filming, made simple.

BRIEF

Launch the MC3X, AgfaPhoto's pocket camera for people who simply want to film: make it stand out against competing pocket cameras, position it as the best-value semi-premium choice, and make it sell on e-commerce platforms.

MY ROLE

Art direction, packaging, motion and e-commerce content — in a team of two, over one month.

OUTCOME

One coherent identity from the box to the product page: packaging, A+ modules, web and newsletter banners and a retail leaflet.

Tools — Photoshop, Illustrator, Figma, After Effects, Flux, Midjourney
Team — 2 · Timeline — 1 month



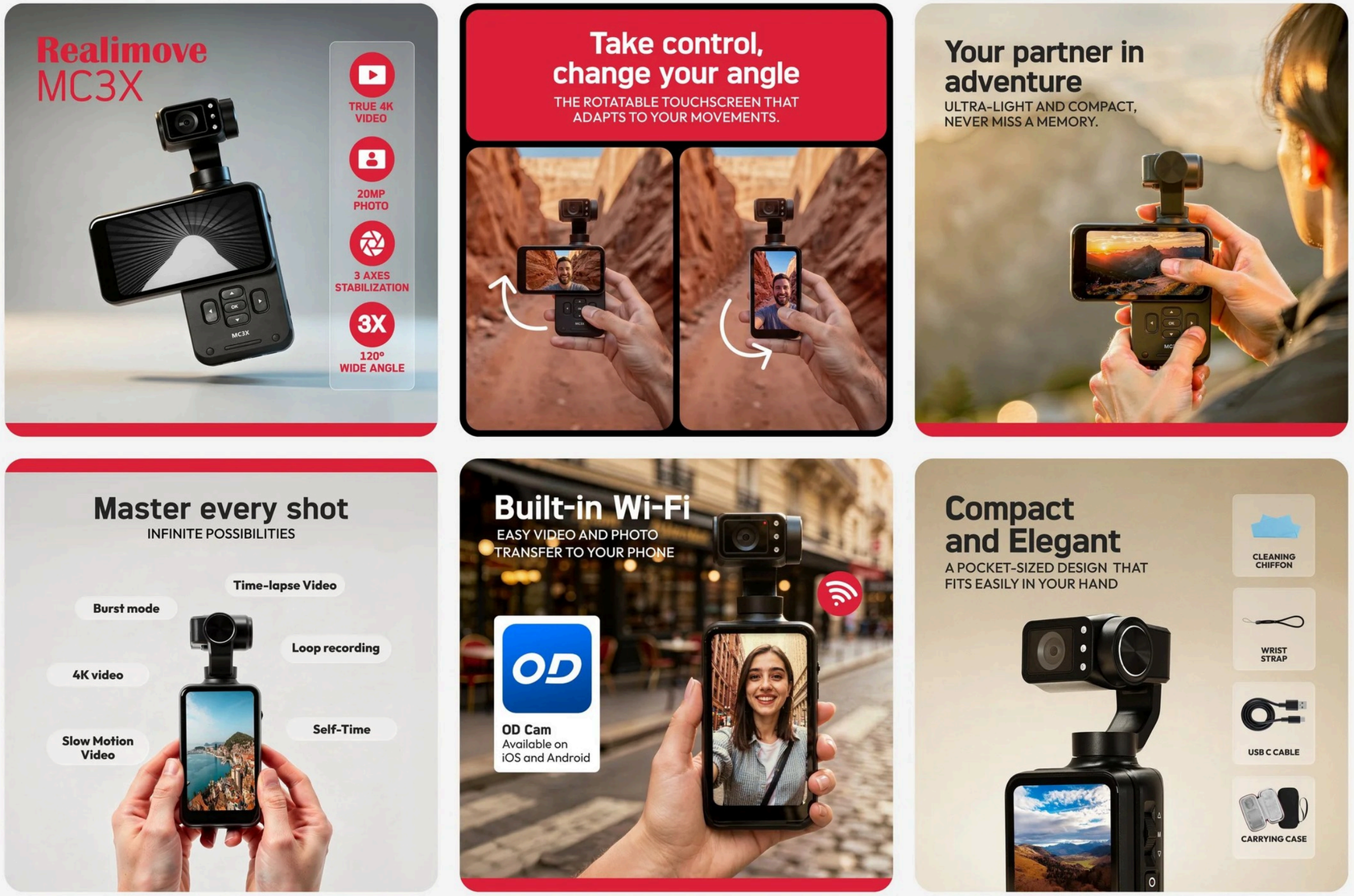




CONCEPT

Filming your memories shouldn't require being a professional — or paying like one. Switch it on, press, film.

Packaging — product-first front panel with the key features as icons. **Key visual** — the brand hero for the launch.

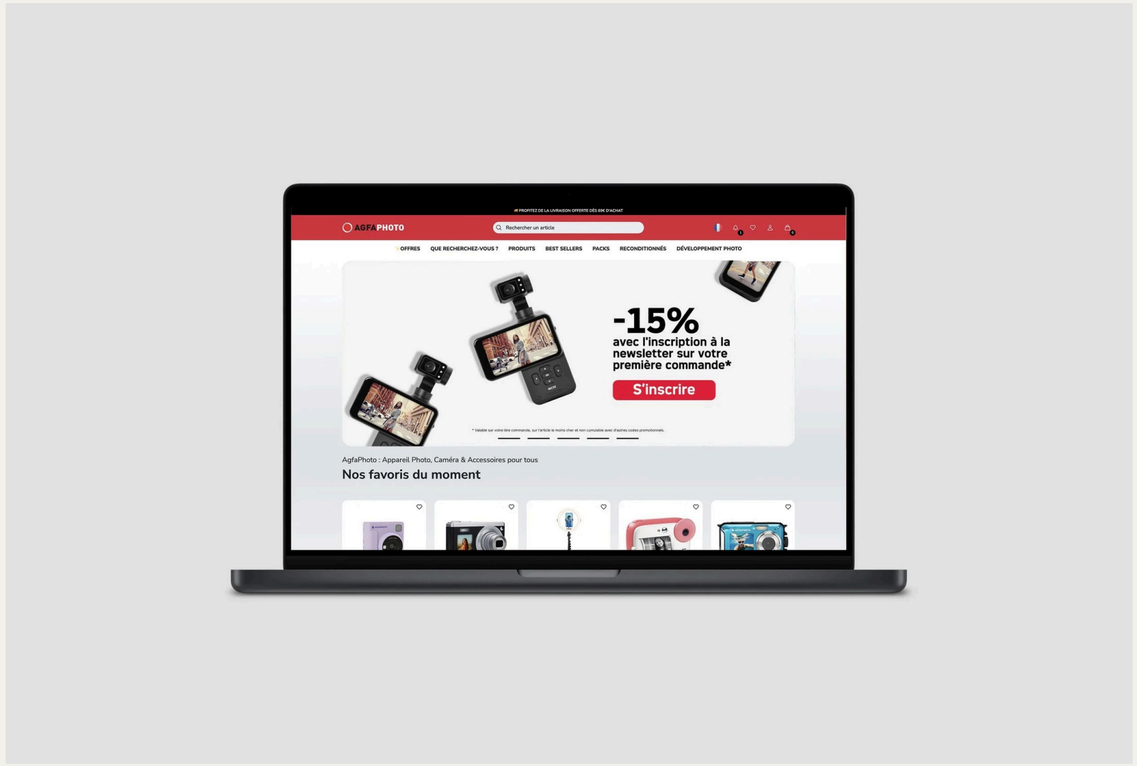


E-COMMERCE · A+ CONTENT

Six modules, one story.

Amazon-style A+ modules that turn each feature — rotating screen, stabilisation, Wi-Fi, compact size — into a single, scannable message, in the same visual language as the box.









Retail leaflet · Website · Newsletter · Banner — the launch carried through print and every digital touchpoint.

02 — SELF-INITIATED BRIEF · SALLOWMERE, 2026

The Longest Night. A gifting system.

BRIEF	Self-initiated brief: a Christmas gift range for Sallowmere, an invented London candle & home-fragrance house — designed with UK premium department-store gifting in mind, where a pack has three seconds on shelf and a second life under the tree.
MY ROLE	Naming, identity, packaging architecture and dielines, art direction of the packshots, campaign key visual, newsletter and social.
OUTCOME	Self-initiated — not a client commission. Four SKUs, two fully specified dielines and a launch kit across email and social.

Year — 2026 · Personal project · Fictional brand
Packshots & scenes — AI-generated concept renders, art-directed; logo, type and layouts composited by me



CONCEPT

Dark outside. *Glowing* within.

The range is built on the winter solstice — the longest night of the year. Every pack is matt moss green outside; a die-cut moon opens onto an ember-orange lining, so the glow is the reveal. A gold moon-phase row runs across the range, from new moon on the carton to full moon on the gift set.

MOSS	EMBER	PARCHMENT	SAGE	GILT	INK
#1E2A24	#C8502E	#F1E8D8	#AEBDB3	#B89A5E	#121614

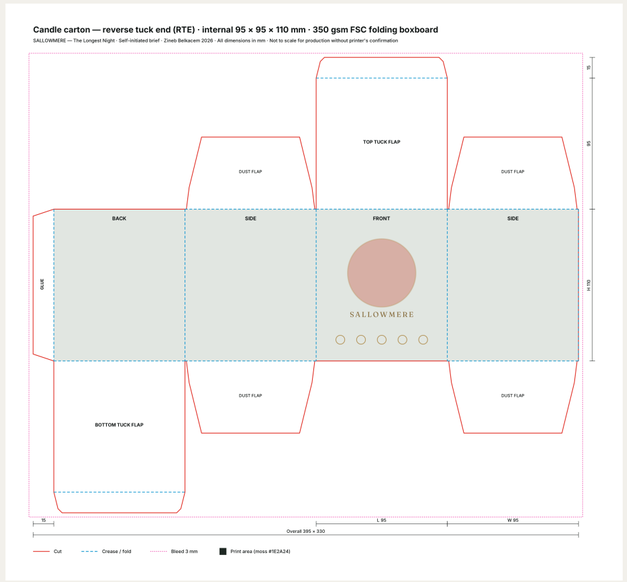
Aa

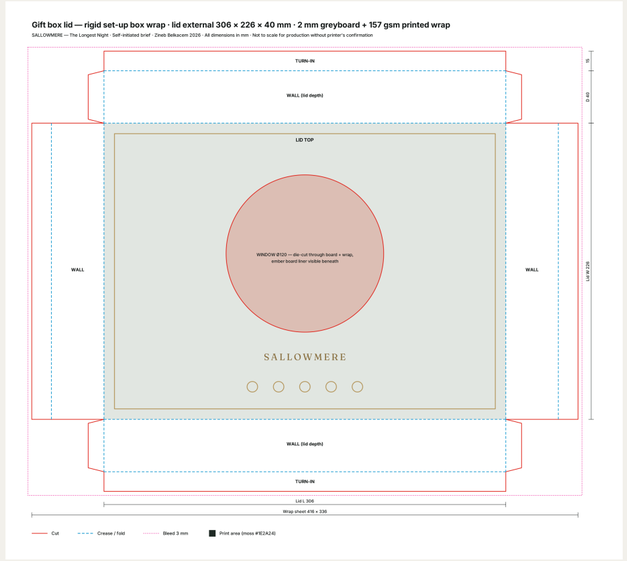
Fraunces Light — wordmark & headlines

Aa

Inter Medium — information & legal













01 · GIFT SET

Rigid lid box

306 × 226 × 40 mm lid · Ø120 mm moon window · candle, diffuser, matches

02 · CANDLE

Reverse tuck-end carton

95 × 95 × 110 mm · 350 gsm FSC board · gold hot-foil

03 · VOTIVE TRIO

Sleeve & tray

240 × 90 × 75 mm · moss sleeve slides off an ember tray

04 · GIFT BAG

Paper gift bag

260 × 110 × 320 mm · ember grosgrain handles



On 21 December the dark arrives at four. Our winter collection is made for that hour — smoked fir, blood orange and cedar, wrapped in moss green and lit from within.

DISCOVER THE GIFT EDIT



The Longest Night Set
Candle, reed diffuser & long matches
£85



Ember Candle
220 g · 50-hour burn
£48

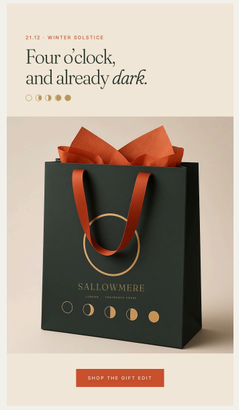


Moon Phase Trio
3 × 70 g votives
£42



Wrapped, always
Every order arrives in our gift bag
COMPLIMENTARY









CAMPAIGN

Light the *longest* night.

Key visual, lifestyle scene, Christmas newsletter (600 px-wide email) and social in 4:5, 9:16 and 1:1 — the ember circle carries from pack to screen.

NEWSLETTER · LIFESTYLE · FEED 1080×1350 · STORY 1080×1920 · POST 1080×1080

03 — SELF-INITIATED BRIEF · CLATTERPOD, 2026

Clatterpod. Snacks that make a racket.

BRIEF

Self-initiated rebrand of a fictional British DTC snack brand. ‘Pulse & Grain Co.’ made chickpea crisps that tasted great but looked like every other ‘healthy’ snack — kraft, a leaf, the word ‘wholesome’.

MY ROLE

Strategy, naming, logo system, palette, type, graphic device, packaging range, website hero, social launch and out-of-home.

OUTCOME

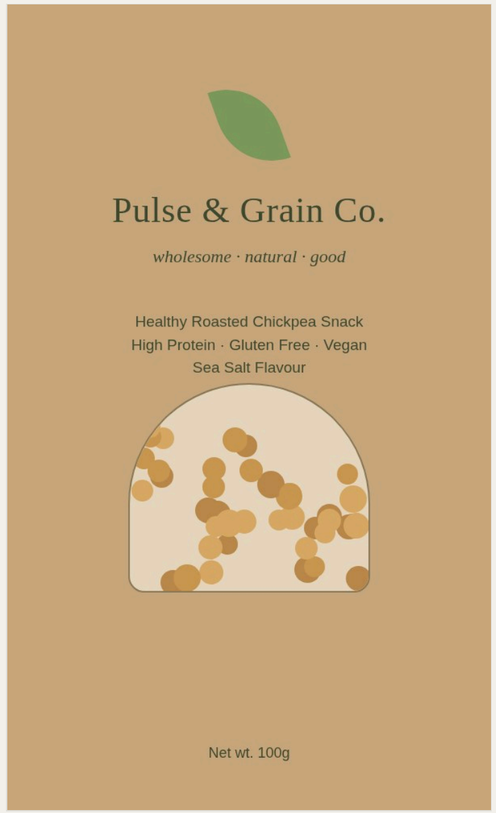
Self-initiated — not a client commission. A full identity, three SKUs and a launch campaign across web, social and OOH.

Year — 2026 · Personal project · Fictional brand

Packshots, scenes and bus shelter — AI-generated concept renders; all artwork, logo and type designed and composited by me



BEFORE → AFTER



Before (fictional). Kraft, a leaf, 'wholesome · natural · good'. Polite, forgettable, interchangeable.



After. One shout per flavour, a jittery wordmark and a colour you can spot from the end of the aisle.

THE PROBLEM

The product was good; the brand only talked about virtue. To 18–34-year-old snackers, 'healthy' reads as 'diet', so it blended into the kraft-and-green wall on shelf and disappeared in the feed.

POSITIONING

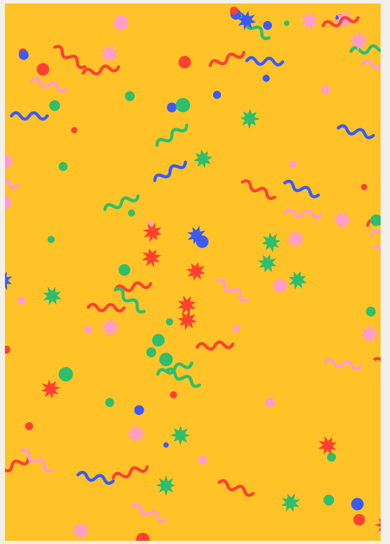
The loudest snack in the cupboard. Lead with crunch and pleasure; let the protein be the bonus, not the headline.

TONE OF VOICE — LOUD, CHEEKY, GENEROUS, NEVER PREACHY

'Healthy snacks shouldn't whisper.'
'Say it with your mouth full.'
'Crunch at full volume.'
'Sorry to the neighbours.'

clatterpod





RACKET RED	YOLK	BLUEBELL	PEA POP	BUBBLEGUM	OAT	LIQUORICE
#FF4436	#FFC72C	#3D5AFE	#2FBF71	#FF9ECF	#FFF4E0	#161616

Aa

Bricolage Grotesque ExtraBold, 80% width — shouts

Aa

Space Mono — facts, weights, small print



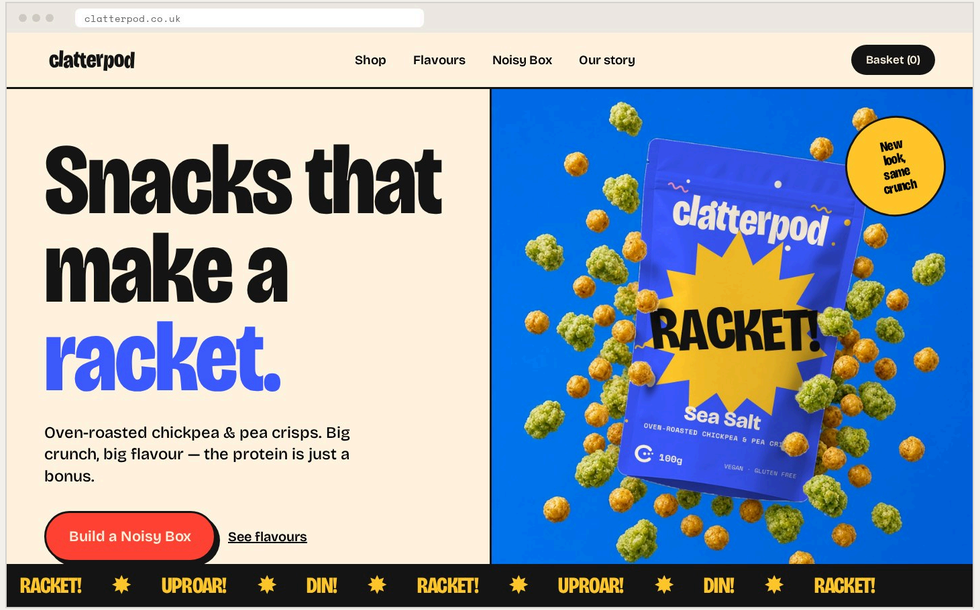




JITTERY WORDMARK · ‘C-POD’ MONOGRAM (PEAS TUMBLING OUT) · NOISE PATTERN · PALETTE · TYPE · PACK FRONTS: ONE SHOUT PER FLAVOUR



Healthy snacks shouldn't whisper.









Landscape bus-shelter poster, website hero with the 'Noisy Box' subscription, and launch social in 4:5, 9:16 and 1:1.

OOH · WEBSITE · SOCIAL — STREET SCENE AND PACKSHOTS ARE AI-GENERATED CONCEPT RENDERS

04 — SELF-INITIATED BRIEF · FJELO, 2026

FJELO.
The city, folded.

BRIEF	Launch campaign for FJELO F1, a fictional European folding e-bike. One idea rolled out to eight formats in four languages — without hand-resizing a single banner.
MY ROLE	Concept, art direction, identity, key visual, modular grid, copy & localisation (EN/FR/DE/ES), template and batch-export scripts, automated QA, motion.
OUTCOME	Self-initiated — not a client commission. One JSON file and one template generate 36 QA-checked renders, an 8-second film and a GIF.

Year — 2026 · Personal project · Fictional brand
Bike, station scene and metro wall — AI-generated concept renders; logo, layouts, type, copy, scripts and composites by me



FJELO

Concept · fictional brand

The city, folded.

14 kg. 80 km of range. Folds in 10 seconds.

From €1,890

Pre-order →



6-sheet in a metro corridor. The poster is the 1200×1800 template output, perspective-warped onto an AI-generated blank panel.

FJELO

Wordmark in Archivo Expanded with a ‘fold mark’: a square whose corner folds over in Volt — the product idea as a symbol.

FOG	GRAPHITE	VOLT	STEEL
#E8EBED	#1D2125	#C6F432	#8C949C

Aa Ää Éé

Archivo Expanded (width 112, weight 820) — headlines

`14 kg · 80 km · 10 s`

IBM Plex Mono — specs, legal, data

KEY VISUAL (MASTER 16:9) · OOH · IDENTITY — BIKE AND METRO WALL ARE AI-GENERATED CONCEPT RENDERS



ONE SOURCE OF TRUTH

8 formats × 4 languages, generated, not resized.

```
"de": {
  "headline": ["Die Stadt,", "gefaltet."],
  "spec": "14 kg · 80 km · in 10 s gefaltet",
  "price": "Ab 1.890 €",
  "cta": "Vorbestellen"
}
```

A modular grid (unit = short side ÷ 24) with three archetypes — **tall, square, wide** — reflows every element per format. Headlines auto-fit by binary search; the 9:16 format keeps clear of Story UI zones; banners drop copy by priority.

AUTOMATED QA

Every render is checked for overflow, minimum type size (9 px on banners, 12 px on social), safe margins and text collisions. **Run 1: 24/32 passed** — CTAs shrinking below 9 px, a headline/spec clash on the billboard, and the long French price colliding on OOH. Fixed in the template; **final run: 36/36** (incl. the 16:9 master).

ROWS: EN · FR · DE · ES — OOH 2:3, 9:16, 4:5, 1:1, 160×600, 300×250, 970×250, 728×90 · BIKE IS AN AI-GENERATED RENDER

01
Brief →
Product truths, audience, 4 markets, 8 placements.

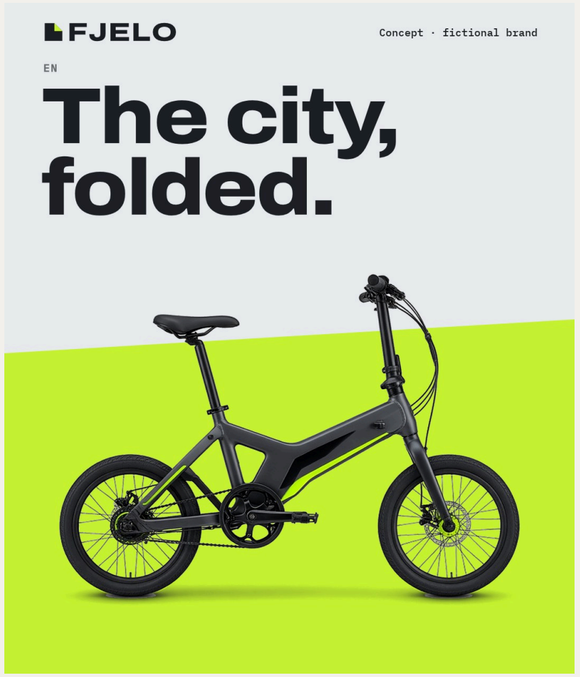
02 · AI
AI concepting →
Product, scene and blank-panel renders generated, then selected and retouched.

03
Art direction →
Idea, fold mark, palette, type, master key visual.

04
Template →
Modular grid + 3 layout archetypes in HTML/CSS; copy in one JSON file.

05
Batch export →
Python + Playwright render 36 PNGs (1× and 2×) in ~15 s.

06
QA
Overflow, legibility, safe zones, collisions → qa_report.json.



0:01.5 · EN



0:02.9 · FR



0:04.9 · ES



0:07.5 · end card

8-second launch film (1080×1350, MP4 + GIF preview), built entirely in code. The same JSON drives the motion: the Volt band wipes in, the bike rolls on, the headline folds in and refolds through EN → FR → DE → ES, spec chips pop in, and the end card shows all four lines. Frames rendered with Playwright, encoded with FFmpeg.

PROCESS DIAGRAM · MOTION STILLS — BIKE IS AN AI-GENERATED RENDER

05 — KODAK & AGFAPHOTO · GT COMPANY, 2025–26

Retail campaigns, built as a system.

BRIEF

Turn each retail moment — French Days, summer sales, Promotion Week — into campaigns for the Kodak and AgfaPhoto brand licences, within international brand guidelines.

MY ROLE

Junior Art Director: key visuals, layouts and the roll-out across web, marketplace, affiliate and newsletter formats.

OUTCOME

Campaigns adapted into six languages (FR, EN, DE, IT, ES, PL) and into formats from a 728×90 banner to a 1410×587 web hero.

Tools — Figma, Photoshop, Illustrator
Brands — Kodak, AgfaPhoto (licences)





KODAK · 2025–2026

Summer, in every format.

Web hero for Summer Sales 2025 (EN, shown at 1:1) and 2026 product tiles: one sunny beach set, bold price badges, the product always the hero.

Tiles shown at actual pixel size (283×288; 600×600 at half size).









ONE MASTER, EVERY FORMAT

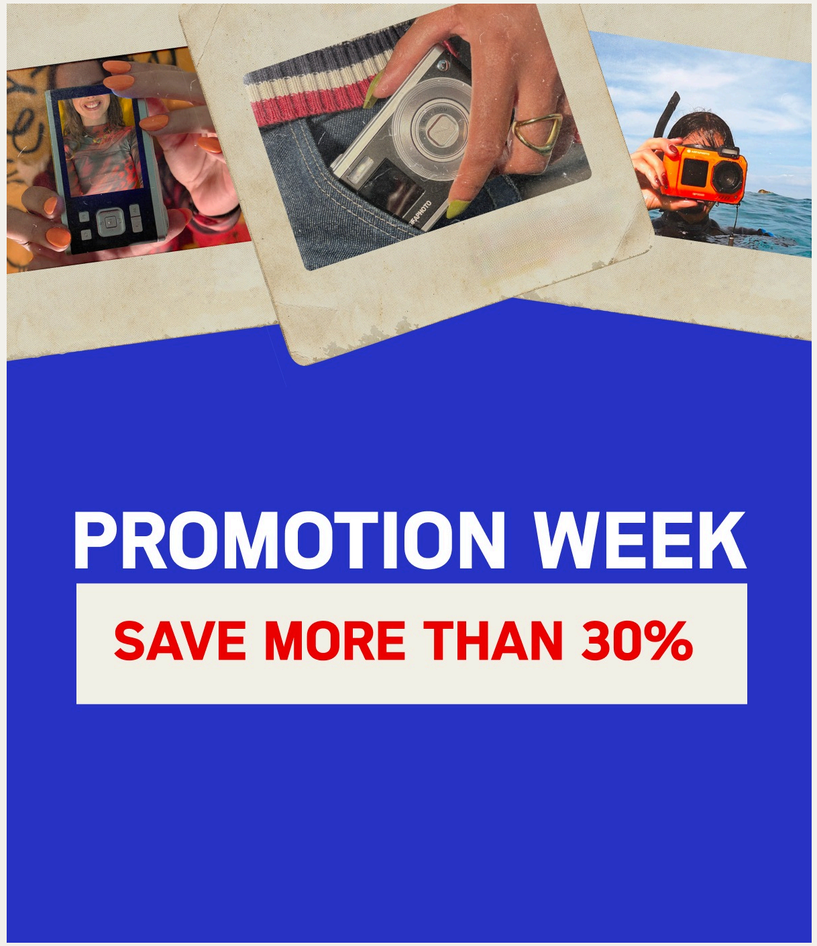
Promotion Week

A single layout — scattered photo prints on AgfaPhoto blue — rebuilt for newsletter, affiliate and display placements, then adapted per language. Shown at actual pixel size (EN).

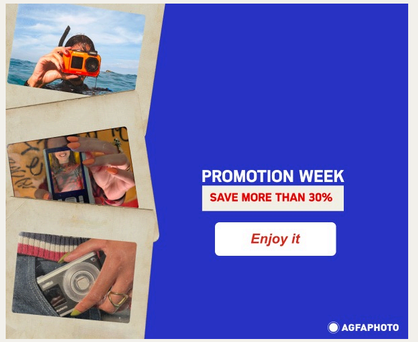
SIX LANGUAGES

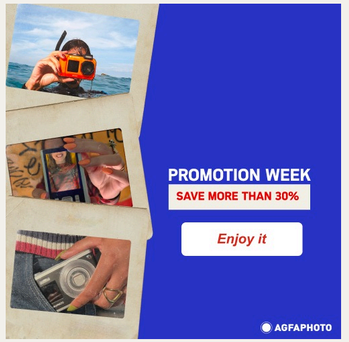
FR EN DE IT ES PL

Campaigns were adapted into French, English, German, Italian, Spanish and Polish.









600×700 newsletter · 160×600 skyscraper · 300×250 rectangle · 250×250 square · 728×90 leaderboard



AGFAPHOTO · 2025–2026

Red, direct, product-first.

French Days, seasonal offers and bundles: AgfaPhoto red, oversized price messaging and clean cut-out products, adapted per market — here the Italian ‘Offerta stagionale’ leaderboard.











French Days (mobile) · Realishot DC9200 · Vlogging packages · Color 400 film · IT leaderboard



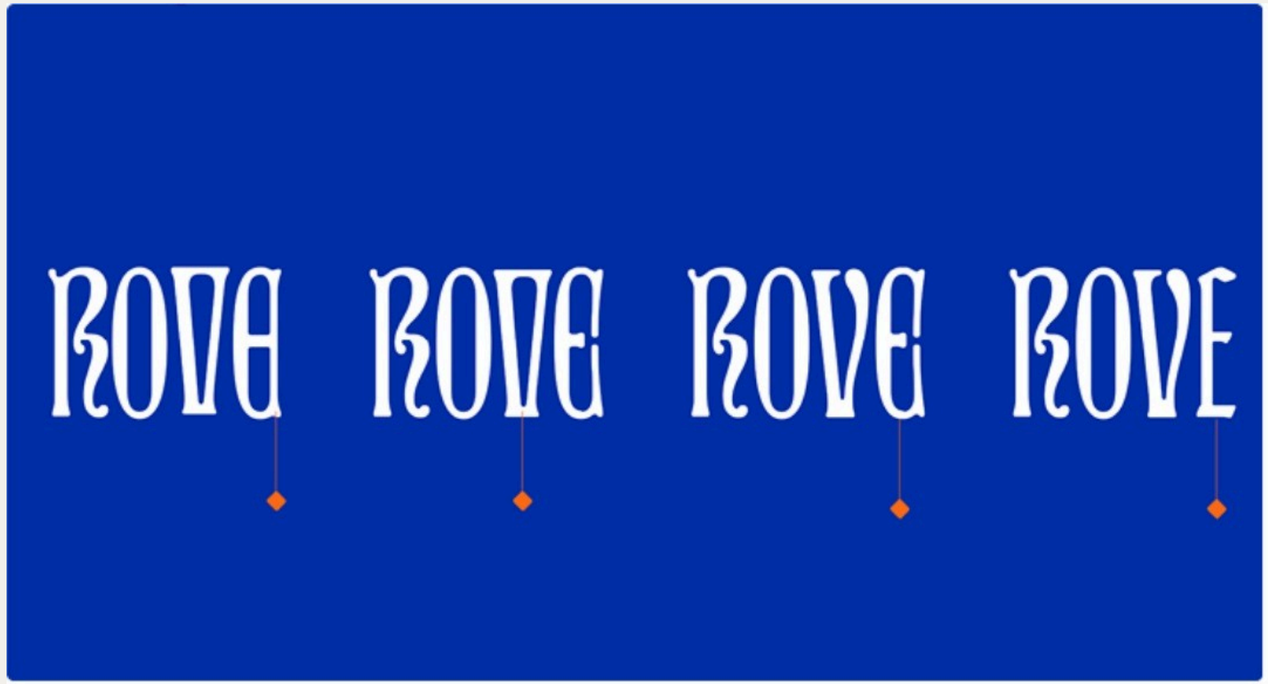
06 — ROVE · PARIS, 2024

ROVE.
Brand identity & digital design.

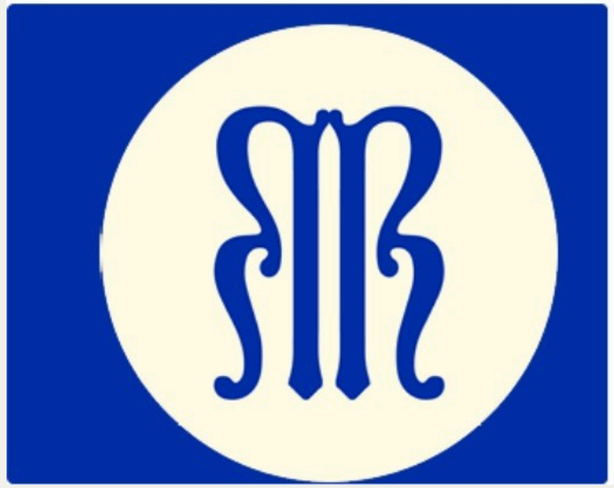
BRIEF	Create the identity and digital presence of ROVE, a Paris culture platform covering music, exhibitions and workshops. Student competition entry, in partnership with my school.
MY ROLE	Brand identity, digital design, content creation and visual strategy.
OUTCOME	A complete system: display wordmark, monogram, app and web screens, editorial spreads and street applications.

Year — 2024 · Location — Paris

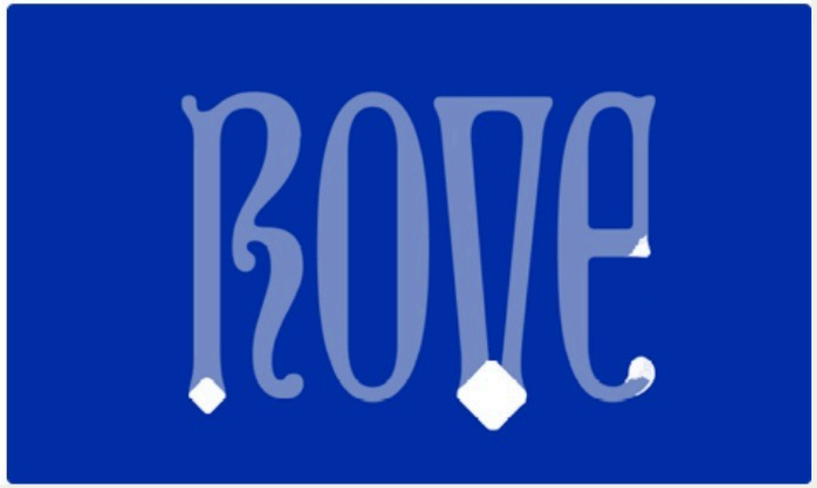



ROVE ROVE ROVE ROVE

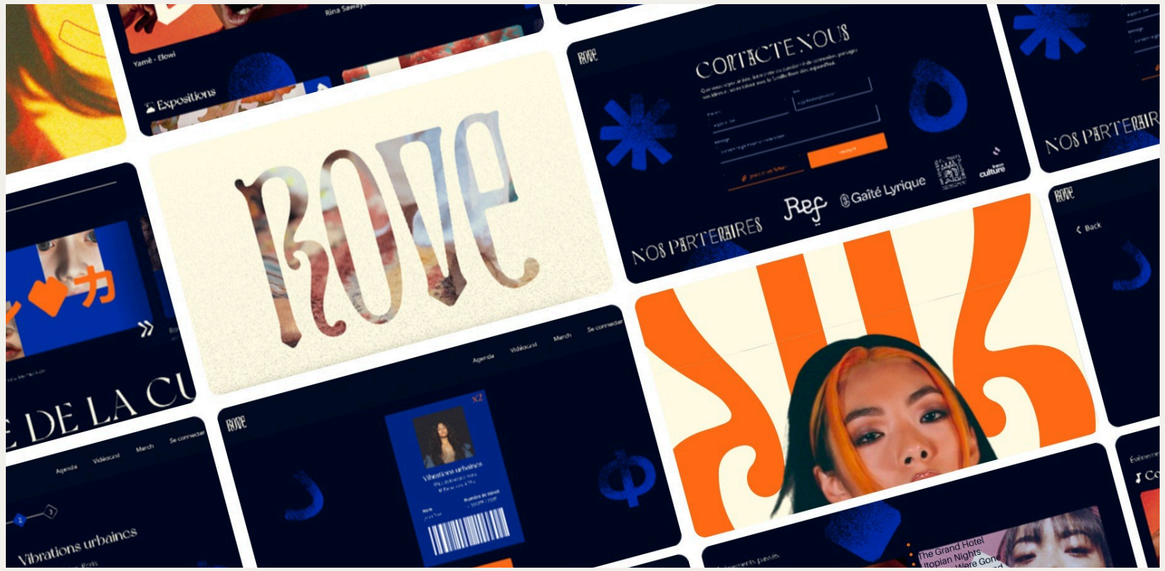







ROVE


ROVE
Derniers épisodes
17 mars '24
YENDRY, la voix latino-américaine qui monte
La chanteuse dominicaine se produit jeudi chez Rove dans le cadre des Créatives. L'occasion de dé...
Musique
Regarder
Ajouter à ta liste
20 février '24
Vivre en symbiose, Lina Ghotmeh
Plus qu'une méthode de travail, "l'archéologie du futur" est une véritable approche du paysage bâti...
Architecture
Ajouter à ta liste
ROVE


ROVE
CONTACTE-NOUS
NOS PARTENAIRES
Vibrations urbaines


ma douleur en art
Coup de coeur
l'Odyssée de l'Art
Page 30

07 — PAPES · LEBANON, 2023

PAPES. Identity & packaging.

BRIEF

Build the visual identity of PAPES, a smoking-accessories brand, and roll it out across its products. Freelance client project.

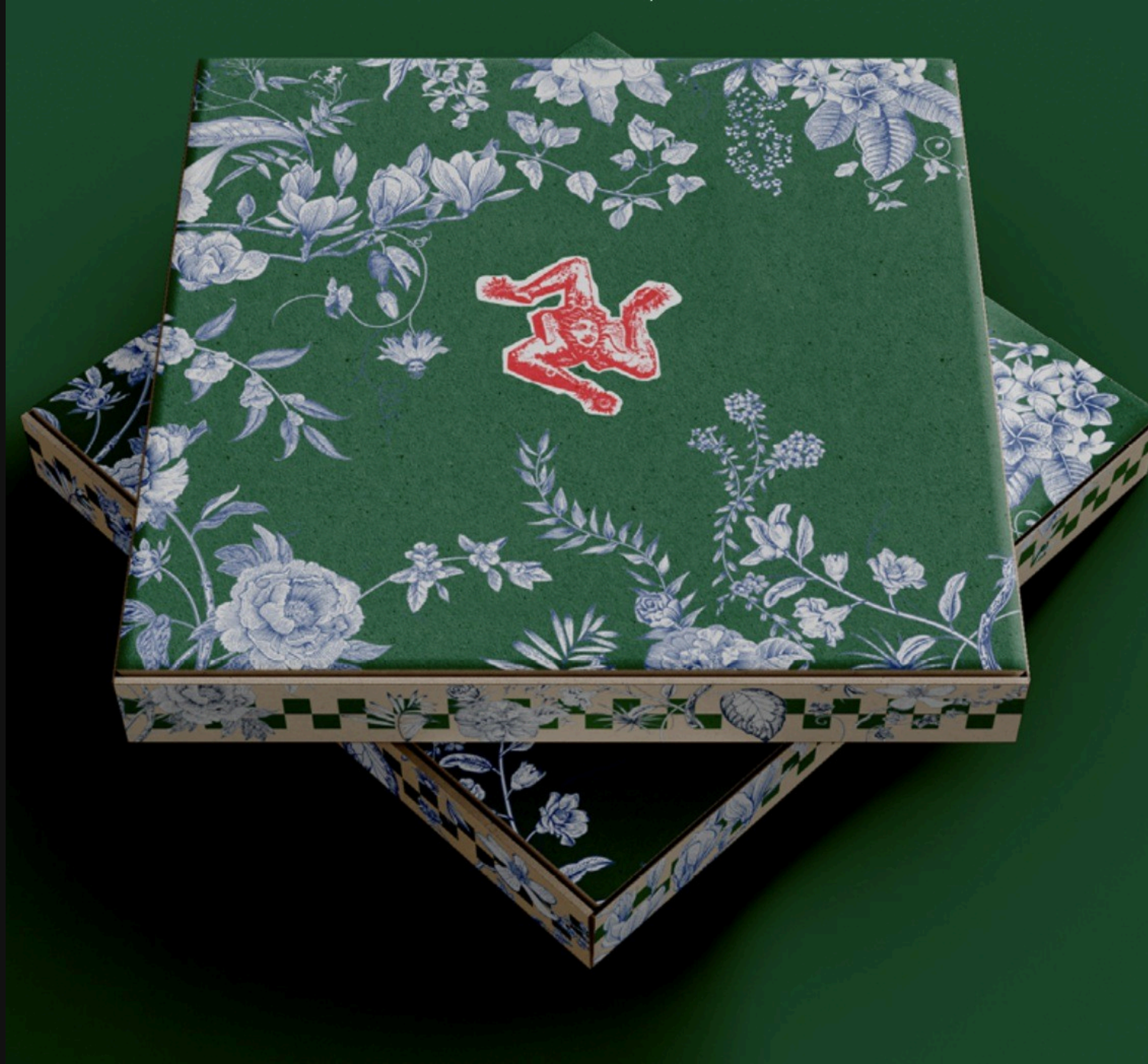
MY ROLE

Visual identity, logo design, graphic and editorial design, roll-out.

OUTCOME

A logo and floral pattern system applied to boxes, rolling papers, matchbox, cigarette pack, ashtray and merchandise.

Year — 2023 · Location — Lebanon

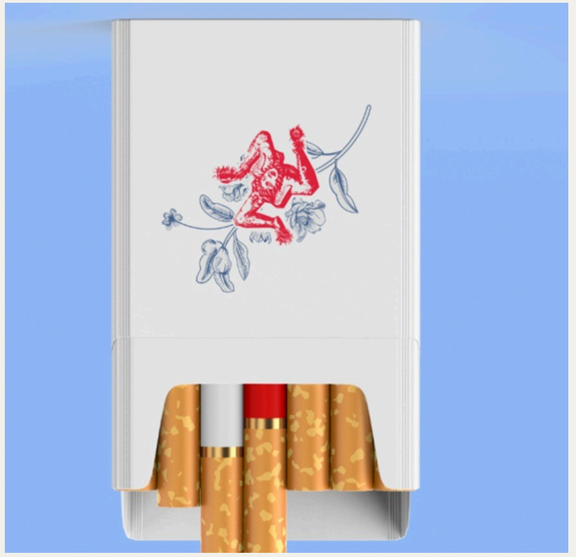














LOGO · ROLLING PAPERS · ASHTRAY · MATCHBOX · PACK · MERCH

08 — LES SALINS · MARSEILLE, 2022

Les Salins, Scène nationale de Martigues.

BRIEF	Design the season programme of Les Salins, the scène nationale (national stage) of Martigues. Project for a publishing house.
MY ROLE	Concept, editorial design and visual identity.
OUTCOME	From wireframes to the January–March 2022 programme: grid, typographic cover system and spreads.

Year — 2022 · Location — Marseille









Wireframes → spreads. Pink duotone photography, orange accents and broken typographic titles across the season.

09 — LA MANUFACTURE DU BÂTIMENT · MARSEILLE, 2024

La Manufacture du Bâtiment.

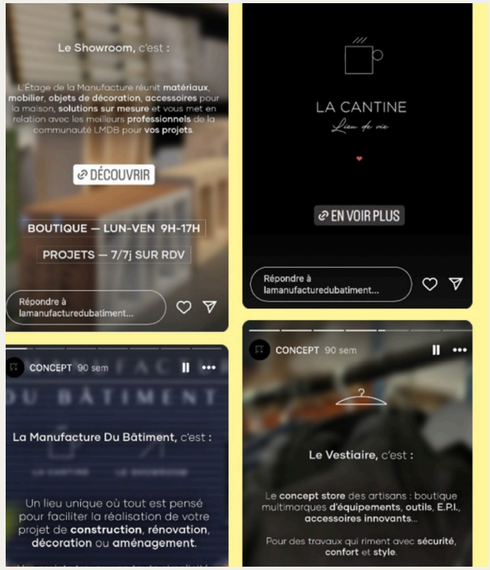
BRIEF	Create the identity of La Manufacture du Bâtiment, a showroom-boutique and canteen bringing together building, renovation and decoration professionals. Created during my residency at Artim, Marseille.
MY ROLE	Iconography, visual identity, graphic design, digital branding and art direction.
OUTCOME	Identity applied to signage, social stories, cups, menu, events calendar, flyers and stationery.

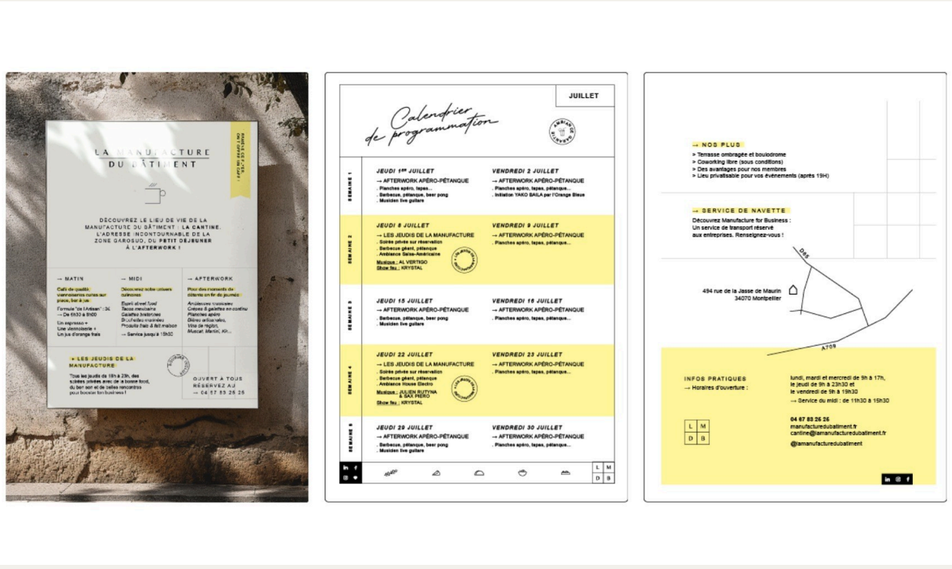
Year — 2024 · Location — Marseille




LA CANTINE
LMDB


LA MANUFACTURE DU BÂTIMENT
Des solutions travaux sur mesure
Votre projet clé en main
Tout commence par une rencontre, avec notre décoratrice au Showroom, Julie.
Passionnée et ultra créative, elle saura vous proposer les agencements adaptés à votre style de vie et dénicher les pépites qui feront la différence dans votre intérieur et votre extérieur. En s'appuyant sur plus de 130 marques reconnues ou innovantes, sur notre pôle travaux tous corps d'état et notre atelier de menuiserie, nous rendons votre projet unique.
La Rencontre
Bienvenue au Showroom.
Julie, décoratrice d'intérieure, vous accueille autour d'un café. Vous offrir un moment privilégié, être à votre écoute et concrétiser votre projet en toute sérénité, c'est tout cela qui nous anime à la Manufacture du Bâtiment.
Le Projet
Tout est possible.
De l'architecture à la décoration, le Studio Créatif vous apporte des solutions sur mesure, selon vos envies et votre budget. En neuf et en rénovation, pour votre intérieur ou votre extérieur, profitez de notre expertise de A à Z.
Le Résultat
Effet « WoW » garanti.
Grâce aux planches d'inspirations, et aux plans 2D/3D, nous assurons le suivi artistique et technique du chantier. Avec notre atelier de menuiserie et notre pôle travaux, nous réalisons votre projet, comme si c'était le nôtre.
Bienvenue
DÉCOUVREZ LA CARTE
ET RÉGALEZ-VOUS !


Le Showroom, c'est :
L'Étage de la Manufacture réunit matériaux, mobilier, objets de décoration, accessoires pour la maison, solutions sur mesure et vous met en relation avec les meilleurs professionnels de la communauté LMDB pour vos projets.
DÉCOUVRIR
BOUTIQUE — LUN-VEN 9H-17H
PROJETS — 7/7j SUR RDV
Répondre à lamanufacturedubatiment...
LA CANTINE
Lieu de vie
EN VOIR PLUS
Répondre à lamanufacturedubatiment...
CONCEPT 90 sem
La Manufacture Du Bâtiment, c'est :
Un lieu unique où tout est pensé pour faciliter la réalisation de votre projet de construction, rénovation, décoration ou aménagement.
CONCEPT 90 sem
Le Vestiaire, c'est :
Le concept store des artisans : boutique multimarques d'équipements, outils, E.P.I., accessoires innovants...
Pour des travaux qui riment avec sécurité, confort et style.


LA MANUFACTURE DU BÂTIMENT
DÉCOUVREZ LE LIEU DE VIE DE LA MANUFACTURE DU BÂTIMENT : LA CANTINE. L'ADRESSE INCONTOURNABLE DE LA ZONE DAROQUO, DU PETIT DÉJEUNER À L'AFTERWORK !
→ MATIN
→ MIDI
→ APTERWORK
+ LES JEUDIS DE LA MANUFACTURE
OUVERT À TOUS
RÉSERVEZ AU
Calendrier de programmation
JUILLET
SEMAINE 1
JEUDI 1er JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
VENDREDI 2 JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
SEMAINE 2
JEUDI 8 JUILLET
→ LES JEUDIS DE LA MANUFACTURE
VENDREDI 9 JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
SEMAINE 3
JEUDI 15 JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
VENDREDI 16 JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
SEMAINE 4
JEUDI 22 JUILLET
→ LES JEUDIS DE LA MANUFACTURE
VENDREDI 23 JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
SEMAINE 5
JEUDI 29 JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
VENDREDI 30 JUILLET
→ AFTERWORK APÉRO-PÉTANQUE
→ NOS PLUS :
→ SERVICE DE NAVETTE
494 rue de la Jasse de Maurin
34070 Montpellier
INFOS PRATIQUES
→ Horaires d'ouverture :
lundi, mardi et mercredi de 9h à 17h,
le jeudi de 9h à 23h30 et
le vendredi de 9h à 19h30
→ Service du midi : de 11h30 à 15h30
04 67 89 26 26
manufacturedubatiment.fr
cantine@lamanufacturedubatiment.fr
@lamanufacturedubatiment


LA MANUFACTURE DU BÂTIMENT
L M
D B

Let’s make something.

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BASED IN Paris / Manchester
PORTFOLIO [portfolio link — to add]