# Camille Vitré

Designer · Visual Communication · Digital and print media

I love matching needs with the means available: understanding what is at stake and finding the concrete solution that gives each project, from the most handcrafted to the most technological, its own visual language and customised tools. Visual identity, website, wedding stationery or passing on knowledge: I approach every project with curiosity, precision and pragmatism, and I even invent the tools it needs. Versatile and independent, I am even happier working in a team.



https://koya.li

+41 77 437 87 15 · CAMILLE@KOYA.LI · HTTPS://KOYA.LI · GILLY (VD), SWITZERLAND · FRENCH (NATIVE) · ENGLISH (C1)

## Work experience

2023 – 2025 · FÉLINS POUR L'AUTRE · SWITZERLAND · FREELANCE

### Wedding planner

- Design and coordination of bespoke weddings, from understanding the couple's wishes to delivery on the big day.
- Consistent visual universes: graphic identities, invitations, websites, menus, signage, stationery and personalised items.
- Custom production processes for small runs: prototypes, tests and optimisation of hand-made production.
- Print-ready files for special finishes (foil, spot varnish…) within the printers' technical constraints.
- Coordination of suppliers from many different trades and deadline management.

2021 – 2024 · ĒRACOM · LAUSANNE · 50 %

### Teacher, UI design & web development

- Designed and taught courses in UX/UI, Figma, HTML, CSS and WordPress for vocational students and adults retraining for a new career.
- Passing on principles and methods so that students understand their tools rather than simply apply them.
- Learning follow-up and continuous adaptation of course content; substitute teaching in InDesign, Illustrator, Padlet and Notion.

2020 – 2024 · CAMILLE VITRÉ WEB & DESIGN · SWITZERLAND · FREELANCE

### Multimedia designer

- Custom WordPress themes, visual identities for new brands, online communication and stationery.

2018 – 2020 · WEBLOYALTY INTERNATIONAL SÀRL · EYSINS · 100 %

### Web designer

- Design and development of modular WordPress themes for the corporate website and the company blogs.
- Corporate website redesign in 2019, from evolving the brand guidelines to the WordPress 5 theme.
- Banners, infographics, data visualisations, newsletters; editor training in a partly English-speaking team.

2016 – 2018 · GENEVA UNIVERSITY OF ART AND DESIGN (HEAD) · 40 %

### Teaching assistant — Visual communication

- Teaching assistance in web design, web development, WordPress and After Effects; support for student projects.
- Training on production machines, poster and signage commissions, coordination between students and the school's clients.

## Skills

**Design thinking & problem solving**
Needs analysis, turning requests into concrete solutions, user-centred design, information architecture, testing and process improvement.

**Design & visual communication**
UX/UI, visual identity, branding, naming, illustration, pictograms, infographics, data visualisation, print and digital media.

**Fabrication & custom processes**
Prototyping, designing tools and production methods, cutting, folding, bookbinding, screen printing, laser, CNC. Print-ready files for special finishes: foil, spot varnish.

**Teaching & knowledge sharing**
Teaching materials, making technical topics accessible, tool training, documenting methods, passing on know-how.

**Project management & coordination**
Listening, planning, client relations, supplier coordination, deadline tracking, from concept to delivery.

**Tools**
Figma, Claude Design, Adobe Suite, HTML, CSS, PHP, WordPress · Google Workspace, Microsoft 365, Notion, Jira, Confluence.

## Education

2014 – 2016 · HEAD — GENEVA

### Master of Arts HES-SO in Media Design

Hans Wilsdorf Foundation Award for Excellence 2016 · Union des Français de l'Étranger Award 2016

2011 – 2014 · HEAD — GENEVA

### Bachelor of Arts HES-SO in Visual Communication

2007 – 2011 · CENTRE DE FORMATION PROFESSIONNELLE ARTS

### Swiss Federal VET Diploma (CFC), Interactive Media Designer