

Louise Roo

22 years old, Paris & Reims, France
Multidisciplinary graphic & digital designer, I blend art direction, editorial design, signage and interactive experiences.

Contact

→ contact@louiseroo.fr
→ +33 (0)7 83 84 42 72
→ Web portfolio: louiseroo.fr
→ Instagram account: @louiserroo

Skills

Languages

French, native speaker
English, C1 level
Spanish, B2 level

Software

Adobe Suite, Glyphs, Blender, Figma
Web development, HTML, CSS,
Processing, paged.js
Touchdesigner and Resolume Arena

Techniques

Risography, screen printing, linocut
Digital and film studio photography, video editing, calligraphy, plotter

Education

DNSEP Graphic & Digital Design
ESAD Reims → 2024-2026

→ Master's thesis on the identity systems of graphic designers in art centers
Contemporary Art
"Territories of Mediation"

→ Graphic research project on travel memory, transmedia work on remembrance "I Remember"

→ Passed with honors

DNMADE Graphic Design & Digital Technology, Augmented Graphics
Prévert, Boulogne → 2021-2024

→ Bachelor's thesis on the transposition of typographic characters, followed by a project on the renewal of these forms in public space

General Baccalaureate Mathematics, Physics-Chemistry, European English section, Visual Arts option
Rabelais, Meudon → 2020-2021

→ European Distinction

Hobbies

Exhibitions (MAC VAL, Grand Palais)
Sports (Running, CrossFit, Skiing)
Literature (Zweig, Foenkinos)
Cooking and pastry making
First aid (PSC1) validated in June 2026

Professional Experience

2026

→ Art direction and graphic design for *EKES Magazine No. 3*, "Ecological Vivacities." Complete visual design in collaboration with *Apolline Evrard*, under the direction of *Rozenn Canevet* and *Brice Domingues*.

→ Creation of visual content and on-site coordination for the *Ibus 1campus* program for *UCPA* and *Crous*. Photo production, video reporting, and interviews; administrative and logistical management of a group of 60 students.

2025

→ 4-month internship at *GR20 Paris*, a multidisciplinary creative agency, under the direction of *William Hessel* and *Claire Huberdeau*, Art Directors. Design of a restaurant's visual identity, graphic research. Exhibition and signage design, content prioritization. Technical signage and its adaptation. Editorial design under constraints. Creation of communication materials. Participation in weekly production meetings, simultaneous management of multiple projects.

→ Graphic design and art installation at the *Reims Opera* as part of the «Art Deco in Reims, Modern Follies, 1925-2025» program for the 2025-2026 season. Graphic design of the exhibition plan in collaboration with *Eugénie Joly*.

→ Data visualization and graphic research within the framework of the *Brain Roads* program (dir. *Olaf Avenati*). Interactive exploration of the brain, presented in conferences (*Brain Roads* at Villa Douce, Reims and *Ontonautics Days* at the École Camondo, Paris). Creation of the graphic design for the poster used to promote the lecture series at Villa Douce. Sketch published in *Culture et Recherche no. 149*, a journal of the Ministry of Culture.

→ Live graphic projection for a musical and choreographic performance during the 2025 *Semaine Forte* at ESAD Reims, *Video Device Out*, directed by *Bureau Commun*.

2024

→ Creation of an interactive immersive experience, "Traces of Life" in partnership with the *CROUS of Reims*, *Paul Fort*. Programming and graphic design.

→ A virtual reality cabinet of curiosities created using photogrammetry, produced in the engraving workshop of *Raül Velasco* and *Kristin Meller*.

→ Interactive mapping and graphic design of posters for «*Vous êtes ici*» (You Are Here), *Malakoff National Stage*, and *Mathieu Simonet*

2023

→ 3-month internship at *Cake Design*, a visual identity and luxury publishing agency, under the supervision of *Jessica Martinato*, Art Director. Design and adaptation of communication materials using brand guidelines for clients in the hotel, restaurant, and luxury sectors. Editorial layout and image retouching. From initial graphic research to final mock-up. Integration into a professional workflow. Direct collaboration with the graphic design team.

→ Development of the «*Typothèqueeeeeeeee*» website with the help of Benjamin Dumond, redesign and publication in July 2025
typothequeeeeeeeee.alwaysdata.net/

→ Development of a responsive website for the DNMADE open house at Jacques Prévert High School, bug fixes, and adaptation of the design guidelines for the desktop version: *jpo.dnmade-prevert.fr/jpo2023/*

2022

→ Publication of a two-page spread in *Gros Gris magazine*, issue #8, «*À table!*», in collaboration with *Quentin Dissard*

Event Volunteering

2026 - European Swimming Championships, medal ceremony hostess

2026 - Versailles Ironman 70.3, bib distribution

2026 - ATHX Games Paris, Metcon station judge

2026 - Paris Marathon, bib distribution

2024 & 2025 - Reims Champagne Run, medal (2024) and bib (2025) distribution

2024 - Paris 2024 Olympics, volunteer marathon course marshal cycling