

Wilfrid Mongo Gouala

ART DIRECTOR & PRODUCT DESIGNER

wmg@willmakesgraphics.com +33 (0)6 60 34 50 82 Garges-lès-Gonesse, France

ABOUT ME

Art Director with over 10 years of experience in visual design, branding, and digital media. I incorporate generative AI tools into my creative processes (concept art, mood boarding, asset generation, hybrid workflows) to accelerate the ideation phase while ensuring a high standard of artistic direction across all media (print, digital, UI, motion).

TRAINING COURSES

2021 — **MOTION DESIGN COURSE (6 MONTHS)**
L'École Française — 2D Animation, Video Graphics, and After Effects Workflows.

2021 — **PHOTOGRAPHY COURSE (2 MONTHS)**
L'École Française — Shooting, framing, lighting, and editing.

2012 — **RNCP LEVEL 5 CERTIFICATE — GRAPHIC DESIGNER/WEB DESIGNER**
ItecomArtDesign, Paris 9th arrondissement

LANGUAGES

- French (Native)
- English (Business)
- Spanish (Basics)

PRO TOOLS

Ps Ai Id Ae Pr

IA TOOLS

CAREER PATH

FREELANCE ART DIRECTOR
Since 2022

- Consulting & Creative Direction: Defining visual identities and creating content across multiple media (digital, UI, motion graphics, photography, and video).
- Hybrid Workflows & AI: Using generative AI tools (Midjourney, BananaPro) to optimize the ideation, rapid prototyping, and creation of custom visual assets.

ART DIRECTOR / PRODUCT DESIGNER
QOBUZ, Pantin | 2017 • 2021

- Guardian of Brand Identity: Definition, evolution, and implementation of the global visual identity guidelines
- Management & Creative Lead: Overseeing the graphic design team, managing schedules, and monitoring production.
- Product & UI Design: Supervision and creation of UI/UX interfaces for the digital ecosystem (Web, Desktop, and Mobile applications).
- Cross-Media Campaigns: Artistic direction of customer acquisition campaigns (print, billboards, digital, partner kits).

GRAPHIC DESIGNER / INTERFACE DESIGNER
QOBUZ, Paris | 2014 • 2017

- Digital & Print Production: Design of web layouts, newsletters, banners, digital brochures, and event materials.
- UI & Visual Design: Creation of interface elements and user flows to continuously improve applications.

SENIOR GRAPHIC DESIGNER AND WEB DESIGNER
ABEILLE MUSIQUE, Paris | 2012 • 2014

- Packaging & Music Publishing: End-to-end design of album covers, CD box sets, booklets, posters, and point-of-sale materials.
- Web Communication: Photo editing and retouching, animated banners, and promotional campaigns.