



Creative Lead

Brand, Product & Digital

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Multidisciplinary designer with seven years of experience, turning complex challenges into cohesive brands, digital products and experiences. From strategy to execution, I connect art direction, UX/UI, content and technology.

Experiences

Founder & Creative Lead 09/24 - Present
StudiOx.Agency

- Supporting startups and companies in shaping and structuring a cohesive creative presence across brand, product and digital touchpoints.
- Defining brand identities, designing digital products and websites, producing content, and deploying consistent visual systems across channels.
- Translating business goals and complex challenges into clear, distinctive and immediately actionable creative solutions.

Head of Design 02/2022 - 08/2024
Summit Mining

- Defined and led the company's overall art direction and brand identity, working directly with the CEO to ensure consistency across all creative initiatives.
- Designed and deployed a cohesive visual ecosystem across every key touchpoint: service identities, digital products, web, print, social media, sales and investor materials, and events.
- Led creative strategy and hands-on production from early concepts through final delivery, while establishing shared visual standards across the entire company ecosystem.

Junior Art Director 03/2019 - 09/2021
ViiBE Communication

- Contributed to the development and structuring of the brand and product experience during a period of rapid company growth.
- Designed the visual identity, web application and key communication assets, working closely with the product and leadership teams.
- Created pitch decks, investor presentations and communication materials that supported the company's growth from 3 to 20 employees and its Series A fundraising round.

Education

Two Master's Degrees 2016 - 2021
EEMI 75

- Product Owner & Chief Design Officer
- Business Operations Manager

RNCP Level 7 qualifications

Languages

- French : **Native**
- English : **B2**

Driving Licences

- Car (B) : **Yes**
- Motorcycle (A) : **Yes**

Core Skills

Creative Direction & Brand

- Brand positioning, visual identities, brand systems, campaigns and content.

Product & Digital Experiences

- UX/UI, design systems, websites, prototyping and product-tech collaboration.

Creative Leadership & Execution

- Creative vision, cross-functional coordination, team support and hands-on production.

Tools

- Figma · Adobe Creative Cloud · Final Cut Pro
- Webflow · Next.js · GitHub · Vercel
- HTML · CSS · JavaScript
- Generative AI Codex, Hermes

Interests

- Rugby
- Web3 & Crypto
- Photography, video and editing
- Cars, motorcycles and mechanics