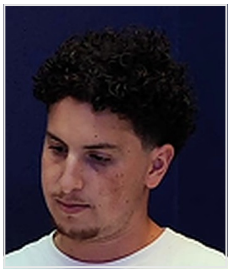
OPEN TO WORK · PARIS

Ilias Daoudi

Art Director · Brand · Motion · AI



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I'm Ilias Daoudi, an art director based in Paris. For more than five years I've been designing brand identities and bringing them to life in video, motion and advertising. I use AI to produce faster, once the idea is found.

EXPERIENCE

2026 — **Motion designer & editor** · Pitchy
Motion design and video editing.

2023 — 2026 — **Brand, motion & AI designer** · Freelance
Brand launches, video content, art direction for artists and events, social campaigns. One assignment in Dubai.

2024 — 2025 — **Brand & motion designer** · MONI
Identity, motion and video ads on Google, Meta, Snapchat and TikTok.

2022 — 2023 — **Art director & motion** · Mad Jacques
Art direction, motion and marketing assets.

2021 — 2022 — **Graphic & motion designer** · Néo-Soft Groupe
Print, digital and motion assets.

EDUCATION

2024 — **Master's · Digital art direction** · ECV Digital

2022 — **Bachelor · Art direction** · Sup de Créa · INSEEC

2020 — **BTS · Web design** · Next Formation

EXPERTISE

Brand identity
Platform, logo, visual system and guidelines, for a clear, consistent brand that can grow.

Figma | Illustrator | Photoshop | InDesign

Motion & film
Brand films, social ads, UI motion and editing, from storyboard to export.

After Effects | Premiere Pro | Blender | Rive | LottieFiles

AI design
Generated images, video and voice, built on an art direction set beforehand.

Midjourney | Firefly | Runway | Kling | Veo | ElevenLabs | Higgsfield

Strategy & performance
Hooks, funnels and A/B tests: I design to convert, then measure CTR, CVR and cost per signup.

Meta Ads | Google Ads | TikTok Ads | Snapchat Ads

LANGUAGES

French **English** · professional

SELECTED WORK

+ 11 more on the portfolio

01 **MONI**
A million users, one diaspora.

02 **Sorare**
The European Nights trailer, with Zidane.

03 **mym × Venus 2027**
10 creators in chrome, up to the fair.

04 **MyShelfScore · Voodoo**
Angle, Meta ads, funnel.

05 **Smaak**
The athletes' grocery, at Basic-Fit.

06 **Pitchy**
Three films, three motion styles.


STRENGTH


AGILITY


FREEDOM


PATIENCE


ESSENTIALS


STRATEGY

Beauty isn't the brief.