

Maxence Ducher

SENIOR VISUAL DESIGNER • CREATIVE & TECHNICAL LEAD



Senior visual designer with 15+ years of experience at the intersection of creativity and technology. Specialized in visual systems and scalable creative production.

I work on complex projects where visual excellence must align with operational efficiency.

INFORMATION

PHONE: +41.78.219.10.32

EMAIL: maxence.ducher@gmail.com

PORTFOLIO: maxenceducher.ch

FRENCH: Native

ENGLISH: Professional working proficiency

SKILLS

DESIGN

Art Direction, UI Design, Visual Identity, Print & Packaging.

MOTION

After Effects (Expert), 2D Animation, Video Editing.

MANAGEMENT

Studio Leadership, QA, Project Management.

TECH

- Adobe CC (Expert Ps, Ai, Ae, Pr, Indd).
- HTML5/CSS, JavaScript, Automation, Responsive Email, AI Tools.

EDUCATION

BTS in Visual Communication

2002 > 2005

Bellecour School of Applied Arts

EXPERIENCE

VISUAL COMMUNICATIONS SPECIALIST

2023 > 2026 • SpinetiX

Event Production

Design and production of large-scale trade show booths (ISE, InfoComm), including wall graphics and synchronized screen content.

Product Videos

Production of hardware launch videos (iBX series), translating technical specifications into clear and educational animations.

360° Marketing Support

Creation and adaptation of sales enablement tools (guides, presentations, flyers), ensuring brand consistency across all touchpoints.

FREELANCE (MISSION)

2023 • DxO Labs

Workflow Automation

Design of a JavaScript-based solution to automate tracking and multilingual translation management.

CRM Performance

Production and integration of global email campaigns (6 languages), optimized for responsive layouts and dark mode.

CREATIVE TEAM MANAGER

2009 > 2023 • Re-Mind PHD

Studio Management & Art Direction

Leading the creative team and ensuring production quality for major accounts (Disney, Weight Watchers, Uber Eats).

Digital Advertising & IAB

Technical supervision and production of complex display campaigns (Rich Media, DCO), fully compliant with IAB standards.

Web & Email

Design of responsive email templates and performance-driven landing pages.

Motion

Production of case study videos to showcase agency success in competitions.

GRAPHIC DESIGNER

2006 > 2009 • LDLC Group

Dealtonic Period (Flash Sales Platform)

High-volume production of video teasers and landing pages in a fast-paced environment.

360° Production

Design of complete marketing assets, from digital (newsletters) to print (packaging, POS).