

## Contact

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Portfolio



in



WhatsApp

## Education

2021-2019

### Master's degree

**MEEF** - Teaching, Education and Training Professions  
Major in secondary education course in Fine Arts

University of Lille - France

2003-2000

### Bachelor's degree

Fine, Visual and Space Arts  
Major in Advertising

Saint-Luc Institute Brussels - Belgium

## Certifications

2021-2020

**Bachelor Digital Learning Designer**  
(Instructional designer)

Skillbar - France

2005

### Graphic design

**Desktop Publishing Operator**

Forem Cepegre - Belgium

## Skills & competencies

### Design & creativity

- Graphic design & identity
- Visual & publication design
- Branding & composition
- Edition & advertising
- Storyboarding & storytelling
- Visual art & multimedia editing
- Fine arts
- Drama acting

### Communication & marketing

- Communication strategies
- Media & marketing strategy

## Wharton Alison

### Graphic designer | Art director | E-learning designer

With 20 years of experience, I specialize in graphic design, advertising, social media management, marketing, and communication across various sectors, including corporate and government organizations, education, the culinary industry, non-profits, and publishing. In addition, I am a visual artist and a teacher of design, fine and applied arts.

I studied as an Art Director in Advertising, Graphic Designer, Art Teacher, and E-Learning Designer, which has given me a diverse and well-rounded skill set.

As a British citizen proficient in French, I bring strong communication skills, creativity, adaptability, and a proactive, solution-oriented approach to every project.

## Experiences

### 2024 - 2023

University of Lille - France

#### Media, marketing, communication & graphic design specialist

Created visual designs and educational support materials tailored for project managers, instructional designers, educational advisors, and academic researchers in higher education.  
Organized and promoted events and the work of the department and its collaborators.

- Conceptualized and designed visual and educational resources using multimedia, achieving 90% department utilization.
- Strategized communication and marketing plans, effectively advertising educational events for the department and its collaborators.
- Enhanced the department's presence with a fresh and impactful visual approach.

### 2022

Harmonie Mutuelle, groupe VYV & Skillbar - France

#### Instructional designer & assistant project manager

Delivered an e-learning module on fire safety for 4,880 staff at Harmonie Mutuelle.

- Contributed to strengthening client engagement by delivering a second training module for Skillbar's client HM.
- Developed a training module by analyzing needs, defining the budget, planning deliverables, and creating chapters using iSpring and multimedia resources.

### 2019 - 2004

City hall - France

#### Senior graphic designer & communication officer

Collaborated with various departments, the mayor's office, institutions, associations, journalists, and printers to deliver impactful various communication solutions.

- Conceptualized and designed diverse visuals and graphic identities, including those for 55% of the town's associations.
- Expanded communication channels by designing the town's first website and managing multiple social media platforms.
- Increased social media followers and subscriptions through engaging storytelling via written articles, interviews, videos, and photography, ensuring viral campaign success.
- Enhanced the town's visual identity by rebranding its logo, magazine, and website, revitalizing the overall communication strategy.
- Developed and implemented strategic communication plans to effectively promote events and initiatives.

### 2015 - 2012

Magazine Cake Design France - France

#### Co-founder, head of marketing & communications, art director, & senior graphic designer

Pioneered the co-creation and publication of the first international French cake design quarterly magazine.

Collaborated with local and international companies across the food, creative hobbies, and events industries, alongside partners, PR professionals, and journalists.

- Social media management
- Website UX/UI design & management

### Content development

- Writing & content creation
- E-learning Design

### Technical proficiency

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere Pro, XD)
- QuarkXPress
- iSpring, Moodle, Storyline, Rise 360
- PowerPoint (PPT), Word, Excel
- Vegas Pro
- CapCut
- Canva
- TYPO3
- Artificial Intelligence (AI) tools

And others

### Teaching & mentoring

- Teaching & training
- Creativity coaching

### Core strengths

- Attention to detail
- Problem-solving
- Organization
- Time management & prioritization






### Adaptability & collaboration

- Flexibility & adaptability
- Autonomous work & teamwork
- Open-mindedness
- Learning agility
- Cultural intelligence
- Plurilingualism

### Personal attributes

- Enthusiasm
- Joyful
- Social
- Determined
- Observant
- Creative and out-of-the-box thinking

## Hobbies

-  Painting & art
-  Photography
-  Design & decoration
-  Improvised acting, drama & singing
-  Travelling

- Achieved cumulative sales of 160,000 magazines over three years, scaling production from 1,500 copies sold nationally in the first edition to 18,000 copies sold internationally by the second edition, distributed across France and 14 countries.
- Organized and managed the editorial line, artistic direction, communication and marketing strategies, and events for the magazine.
- Promoted the magazine, client advertisements, and related products on a global scale.
- Launched the magazine's Facebook page and a campaign, gaining over 1,000 followers in the first week.
- Supervised budgets and marketing initiatives, successfully driving subscriptions, attracting new clients and collaborators, and enhancing fan engagement.
- Centralized social media efforts, digital marketing strategies, and SEO techniques to maximize reach and sales.
- Developed UX and UI designs for the magazine's website in collaboration with the webmaster.
- Conceptualized and designed graphic identities, branding, visual content, and point-of-sale materials, while also editing photos for promotional purposes.
- Produced interviews, product tests, articles, and newsletters to drive sales and secure new contracts.
- Communicated fluently in both English and French, significantly expanding the network of international clients and collaborators.
- Managed freelancers and collaborators, including renowned French and international cake design influencers.
- Developed marketing communications strategies in collaboration with influencers and corporate partners.
- Served as a consultant, mentor, instructor, and competition judge in cake design, increasing visibility, securing contracts in the events and food industries, and boosting sales.

## Other experiences

**2023 - 2019**  
LAHO - CCI training center / Watteaux & Escaut school - France

### Fine arts, applied arts & design part-time teacher

Taught high school students and students enrolled in a professional sales course.

**2018 - 2012**  
Magazine Cake design France  
L'Arbre à Gâteaux - France

### Part-time trainer & consultant specialist in cake design, creativity & design

Trained and advised professionals, amateurs, & businesses.

## Languages

### English

Native/Bilingual proficiency



### French

Bilingual proficiency



### Dutch

Limited working proficiency



### Spanish

Elementary proficiency



## References

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