Loïca Andriamonta



GRAPHIC DESIGNER

Visual communication – Print and digital – Editorial content and social media
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Profil

Graphic designer and communications professional, I create visual and editorial materials that make messages clear, consistent and engaging. I work from editorial strategy through to graphic production, across digital and audiovisual formats.

Compétences

Graphic design	Graphic design, layout, graphic production, print and digital materials
Visual communication	Visual identity, brand guidelines, adaptations, brand consistency
Project management	Supplier coordination, production monitoring, printing and rollout
Audiovisual formats	Motion design, video editing, filming and content production
Tools	Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Blender, Figma, Canva, Affinity

Expériences professionnelles

Graphic Designer / Internal Communications Officer - SNCF Réseau - sept.2025 - sept 2026
Led the rollout of a new visual identity across 15+ internal materials distributed to employees: flash bulletins, signage and newsletter.
Designed and produced 3 videos from filming to final delivery: interviews, a retrospective and worksite reports; 300+ cumulative views.
Coordinated 2 internal magazines: scoping, graphic production, print monitoring and distribution.

Communication officer - SNB/CFE-CGC - mars 2025 - août 2025
Defined and led the editorial strategy on LinkedIn, Instagram and Y ouTube to modernize the brand image.
Designed visual content tailored to social media, at a rate of 3 to 4 posts per week: 11% growth in LinkedIn followers in 4 months.

Communication officer - AMD Blue - sept 2024 - novembre 2024
Contributed to the company's rebranding in the context of a merger and acquisition: created the logo and brand guidelines.
Developed employer brand communications on LinkedIn and built a 6-month editorial calendar to support recruitment campaigns.

Research officer - Adecco Group Foundation - sept 2022 - sept 2024
Structured the editorial line of studies and magazines based on strategic analyses and sector monitoring: 5+ analyses produced.
Contributed to the production of 3 magazines, from editorial design to delivery, in collaboration with suppliers: distributed to hundreds of employees.

Formation

MBA in Art Direction - My Digital School - 2024 - 2026
Design culture, 3D, motion design and video, marketing, UX/UI, client workshops and multidisciplinary group work.

Master's inPolitical Science, specialization in Public Affairs - HEIP - 2022 - 2024
Communication and media training, influence strategies, sociology and message structuring for targeted audiences.

Bachelor's in Political Science and Sociology - Sorbonne Paris Nord - 2019 - 2022
General sociology, statistics and research methodology.

Informations complémentaires

Langues	French (bilingual), English (fluent), German (fluent), Malagasy (native language).
Engagement	Secretary and event coordinator for a faith-based youth association : organization, logistics, set design and coordination. Also educational activities for children aged 5 to 7.