

Ju.  
tai

## presentation

branding

UX/UI

illustrations



# Hi !

I am **Juliette Taillefer** or **Jutai**, a student about to obtain a Master 2 in 'Design and Strategy' at ECV Paris and looking for an for a 4 to 6 month internship starting in July 2021.

Branding, UX-UI, illustrations...  
This document presents an extract of my work.

If you want to see more, I invite you to consult my online portfolio at the following address  
**[juliettetaillefer.com](http://juliettetaillefer.com)**

# ENM's 60th birthday event

*branding - 2018*

presentation

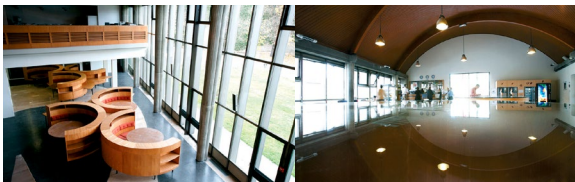
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The École Nationale de la Magistrature (ENM) wanted to rejuvenate its image on the occasion of its sixtieth anniversary.

The site presents **a characteristic organization dear to the students, with many forms and geometrical and geometric patterns**, I wanted to create a strong identity with a diversity of shapes and colors.



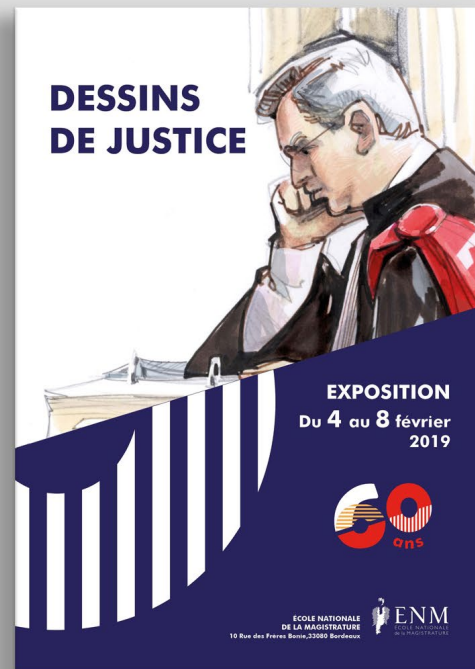
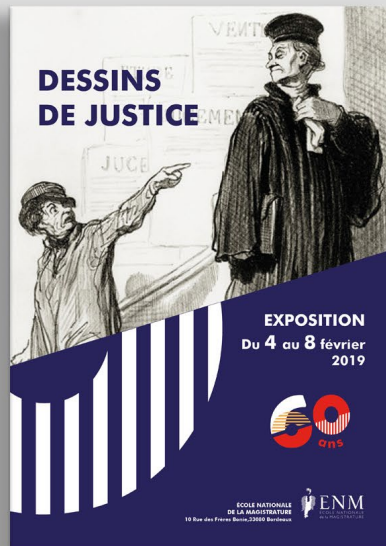
© Rodolphe cellier - photographies du site de l'ENM à Bordeaux.



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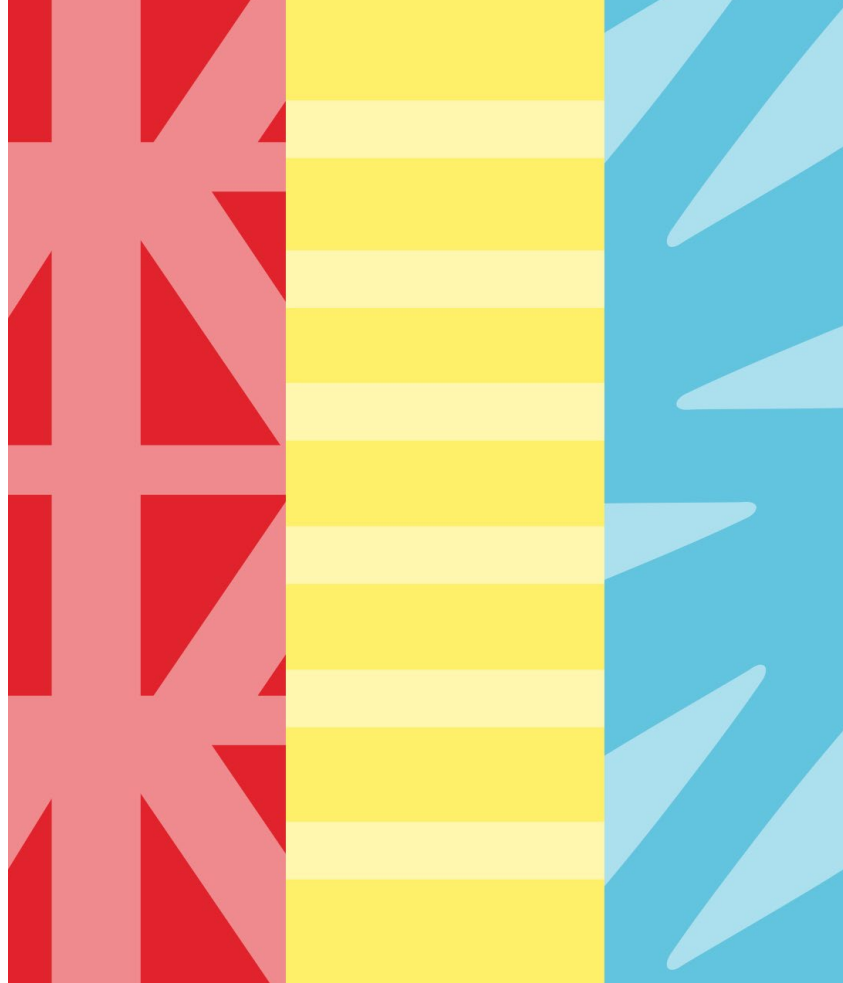
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# à la bon'heure

*strategy - branding - packaging*

It's a partnership between two companies, the **Société Nationale des Chemins de fer Français (SNCF)** and **Innocent**, the smoothie brand of the Coca Cola© group.

It is an ephemeral event taking place in all the stations of Paris, and consisting in making the moments of waiting happier while discovering a new range of smoothies.



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# compause

*branding - packaging*

Creation of a foodtruck offering products from local producers.

A unique packaging, thousands of possible combinations. The customer can select the size of his jar and «compauser» it as he wishes.



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# c'est dans la boîte

*strategy - UX/UI - branding*

**\*\*PROJECT IN PROGRESS.**

Graduation project on the theme of student nutrition.  
First look at the visual identity of the project. Soon on  
my website.



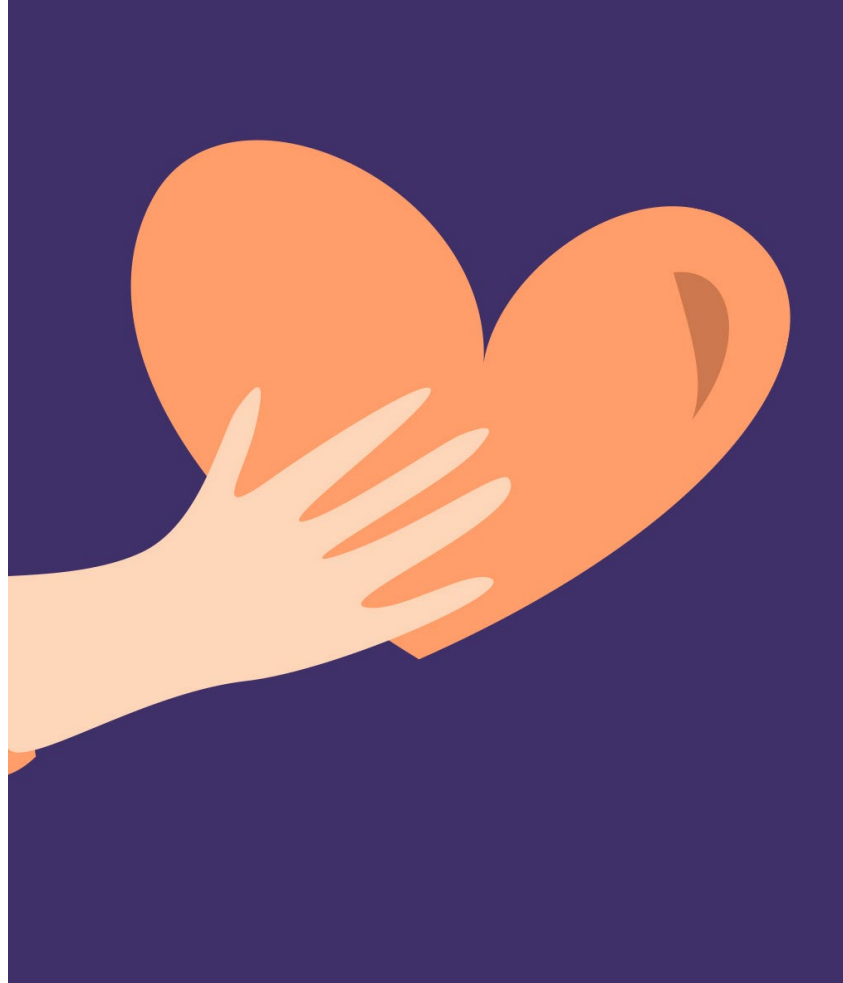
C'est dans  
la Boite

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# febe

*UX/UI - branding - illustrations*

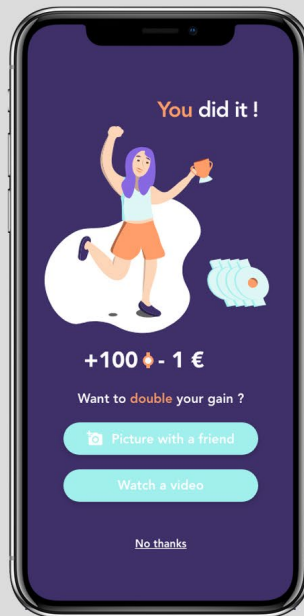
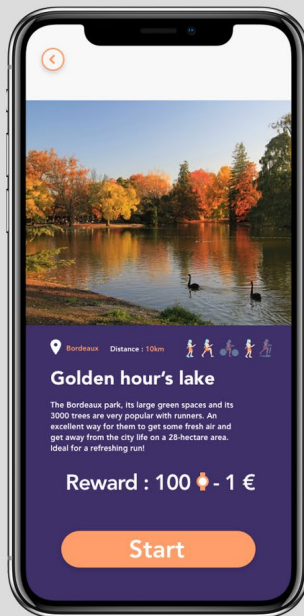
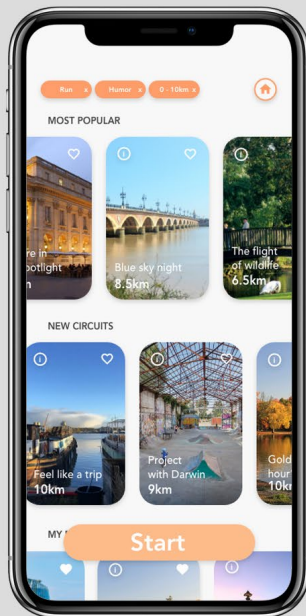
**Febe** is a fun and supportive sports application for women. It offers fun sports routes defined by themes. Each of your sports activities linked to the application allows you to collect a certain number of points which will then be exchanged for money that you can donate to the women's cause of your choice.



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# home switch home

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*design sprint - UX/UI - strategy*

**Home switch home** is a free application that allows you to connect with a person at a distance and define a virtual trip (duration, objectives - for example learning to cook traditional dishes of the country, or discovering the traditions with a local, dances, small legends etc.) and the person will embark the user in his life to make him travel and vice versa. There is a video space, online, to be able to exchange moments with the person, to practice dance simultaneously, to cook together... The goal is to share the time of a trip, the life of the other, to be able to immerse oneself in another culture and to try to create memories as during a real trip.

HOME  
SWITCH  
HOME



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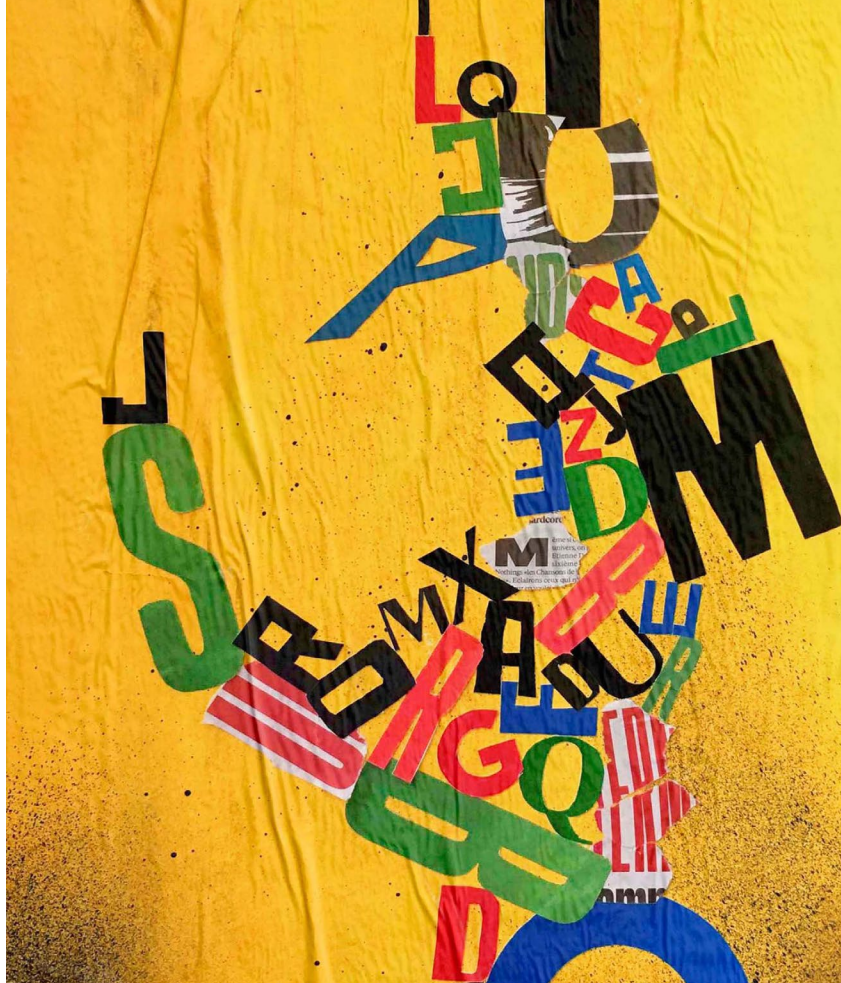


# typographic poster

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*Typographic Poster's contest for students - 2018*

This poster was made as part of the «Mois du Graphisme d'Échirolles;», a biennial graphic design event held in France. In 2018, the famous poster festival has the theme «Poland - A Graphic Revolution» and the biggest names of the Polish school are exhibited. On the occasion of this event, a student poster competition is organized to allow young people to present their talent too. The aim of the competition is to design a typographic poster on the theme of the Circus, in accordance with the principles of the Polish school.



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# stencil font

*lettering design - typography - poster*

This project consists of the creation of a complete typographic alphabet that can be used as a stencil. For this work, I wanted to create a very floral typeface and I was inspired by the shape of roses, that's why I gave it the name of florali. I then thought of a possible use of my typeface on the poster of a festival in Bordeaux, France, called «La Nuit verte».



florali

juliette taillefer

a b c d e f  
g h i j k l  
m n o p q  
r s t u v w  
x y z

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# illustrations personalized

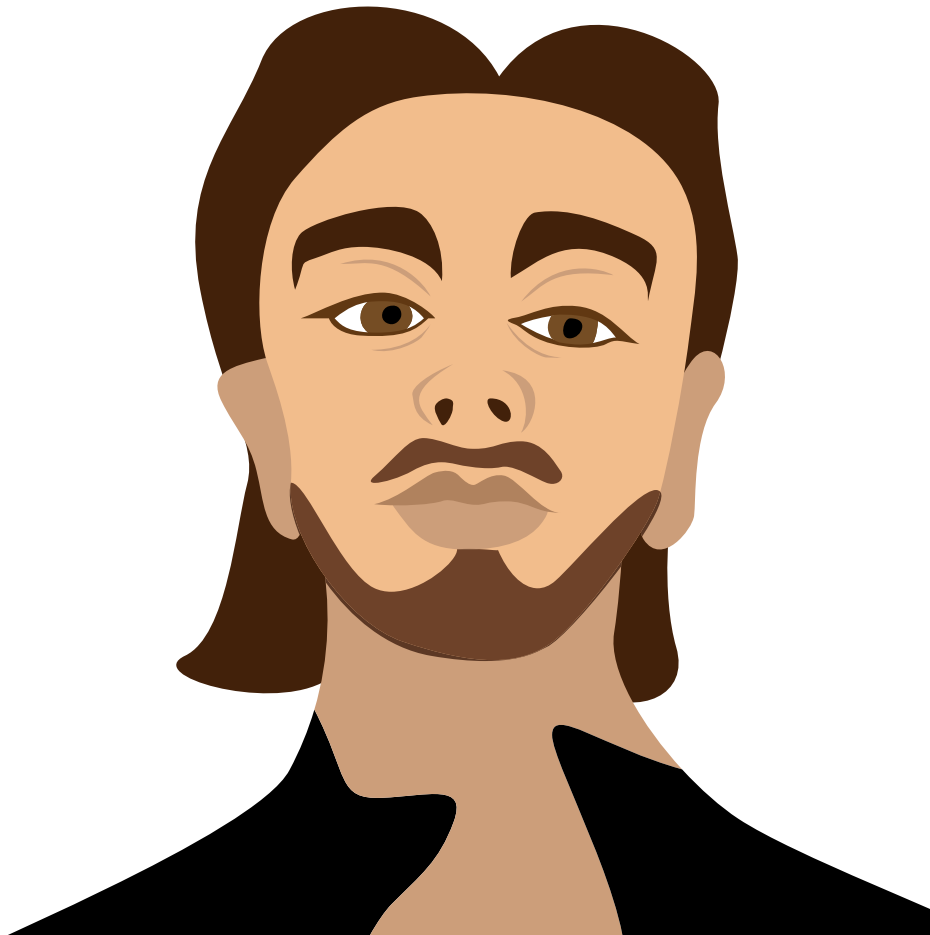
*personal projects*

Creation of illustrated portrait paintings, based on the biography of a person.



# illustrations of characters

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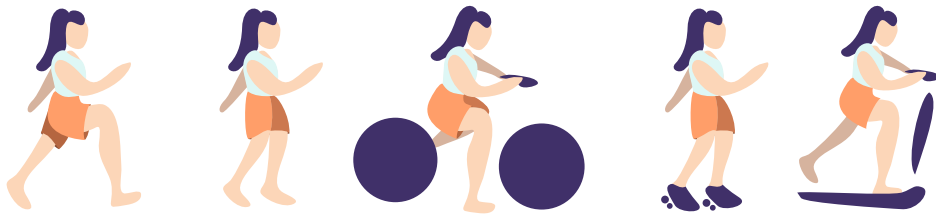








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**Contact me !**

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