

# ANGELIQUE PERROCHAUD

## SUMMARY

A multidisciplinary visualiser with a practice grounded in visual storytelling, through conceptual design, cultural identity, and urban landscapes. My work bridges the worlds of fashion, music, and digital media, through channelling retro aesthetics with contemporary image-making. My practice has evolved through my skills in moving image, VFX, graphic design, AI integrations and brand identity. I aim to embody the narratives of underground youth culture and socio-political ideas in urban landscapes, through cultural representation, lived experiences, and identity.

### Angélique Perrochaud

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### Portfolio:

<https://angeliqueperrochaud.squarespace.com/home/>

### Linkedin:

<https://uk.linkedin.com/in/angeliqueperrochaud/>

## EXPERIENCE

### ★ Visual Content & Design Lead - HANABI

Volunteer role - streetwear brand (August 2025 - Present)

- Editing brand content (video and image-based) for use on social platforms and the website.
- Designing graphic assets to support social media, graphic t-shirt designs, and marketing efforts.
- Assisting with the visual styling of product and campaign shoots. Organising and maintaining visual content in shared folders.
- Collaborating with the creative, marketing, and social media teams on branded output.

### ★ Production & Wardrobe Assistant - This Here Ltd Freelance (August 2025)

- Social media advertising project for a high-profile campsite in the New Forest.
- Assisted camera crew in video production, set dressing, cast styling, and various other errands.

### ★ Art Director & Set Designer Assistant - Boomerang Studios

Freelance (July 2025)

- Assisted the set designer with sourcing props and set dressing for a filmed episode of an upcoming series, from concept to on-site execution.
- Designed and hand-painted key set decorations to match the series' visual style.
- Supported on-site production tasks, ensuring smooth coordination between art, camera and talent teams.
- Featured as an on-screen extra to contribute to the scene's atmosphere.

### ★ Art Director - Personal and Professional Project Final university project (February - June 2025)

- Directed a music video that explored youth culture and the social inflections of capitalism in the urban environment.
- Conducted videography with professional camera equipment, styling, direction, visual effects using Adobe Photoshop & Premier Pro.
- Strengthened my artistic values in cultural representation, multimedia agendas, and addressing socio-political ideas through conceptual and contemporary image-making.

### ★ Creative Director & Digital Designer - Creative Directions Project

University project (January - March 2024)

- Rebranding 'Rolling Stone' magazine through recreating their aesthetic with modern creative trends.
- Designed personal font for branding typography.
- Applied Adobe Creative Suite, Procreate, and generative AI.
- Strengthened my skills in magazine design.

## EDUCATION

### ★ University of the Arts London - London College of Fashion

Upper Second Class Honours - BA(Hons) Fashion  
Imaging & Illustration

Developed a multidisciplinary practice across moving image, VFX, brand identity, and graphic design, with a focus on visual storytelling and creative innovation. I challenged cultural and social themes through bold, concept-driven design, shaping a strong and distinctive artistic identity through multimedia.

### ★ Brockenhurst College

A-Level Fine Art, A-Level Graphic Design

Built a strong foundation in Adobe Creative Suite, whilst mastering brand identity and marketing material design. My skills spanned rebranding, mixed-media, analogue methods, composition, and experimental design.

## SKILLS

### Technical Skills

- Adobe Creative Suite
- Generative AI
- Procreate
- Website building
- Blender (3D)
- Canva
- Various printing techniques
- Camera equipment
- Fashion styling
- Set design
- Brand identity
- Marketing materials

### Professional Skills

- Art direction
- Creative problem solving
- Trend awareness
- Conceptual thinking
- Cross-team collaboration & communication
- Project management
- Budgeting & resource coordination
- Sustainability-focused

