

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 channeling 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

Angelique.Perrochaud@Outlook.com
+44 7990 093431
Southampton, UK

Portfolio:

<https://angeliqueperrochaud.com>

Linkedin:

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



EXPERIENCE

★ Visual Content & Design Lead (Volunteer)

HANABI Streetwear - Virtual
August 2025 - December 2025

- Impacted HANABI's visual identity, by creating eye-catching social media assets and unique graphic t-shirt designs, aligning with HANABI's themes and brand identity.
- Transformed archival illustrations into contemporary t-shirt designs through pattern and colour development, contributing to a successfully launched product range.
- Collaborated with the creative, marketing, and social media teams on branded output.

★ Production & Wardrobe Assistant (Freelance)

This Here LTD - Hampshire, UK
August 2025

- Supported production and wardrobe coordination, ensuring visual consistency across talent and scenes and contributing to a cohesive, on-brand final campaign.
- Provided hands-on creative and logistical support throughout the production process for a high-profile campsite campaign in the New Forest, helping the shoot run smoothly and efficiently.

★ Art Director & Set Designer Assistant (Freelance)

Boomerang Studios - London, UK
July 2025

- Collaborated with the set designer to source props and deliver set dressing from concept through on-site execution, for a completed episode of an upcoming series.
- Digitally designed and hand-painted original wall art and key set elements, supporting the series' visual language and contributing to a screen-ready final scene.
- Supported on-set production coordination between design, camera, and talent teams, helping ensure a smooth shoot and successful episode delivery.
- Featured as an on-screen extra, contributing to the scene's atmosphere in the final cut.

★ Art Director - Personal and Professional University Project

BA(Hons) Fashion Imaging & Illustration (Grade A) - London, UK
February - June 2025

- Directed and completed a music video, exploring London youth culture and the social inflections of capitalism within the urban environment.
- Executed end-to-end videography and post-production, including professional camera operation, styling, direction, and visual effects using Adobe Photoshop & Premier Pro.
- Developed a conceptual, mixed-media visual approach to communicate socio-political themes through contemporary image-making and cultural representation.

★ Creative Director & Digital Designer - Creative Directions University Project

BA(Hons) Fashion Imaging & Illustration (Grade B) - London, UK
January - March 2024

- Rebranded Rolling Stone magazine by reinterpreting its iconic visual identity, through contemporary creative trends while retaining its cultural heritage.
- Redesigned the Rolling Stone logo and developed a custom typeface, establishing a cohesive and modernised typographic system.
- Produced a suite of rebrand assets, including analogue-inspired magazine covers, a redesigned website concept, billboard artwork, and a physical mock-up display of covers.
- Delivered a fully realised editorial design system, demonstrating strong composition, layout, and cross-platform brand consistency.

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 UX/UI Design
- Website building tools
- Blender (3D)
- Canva
- Colour management & print preparation (ICC profiles, PPI, bleed, CMYK/RGB workflows)
- Sublimation printing
- DSLR camera & camcorder experience, including professional lens equipment and stabilisation equipment.

Professional Skills

- Art direction
- Brand Identity
- Fashion Styling & Set Dressing
- Trend awareness
- Cross-team collaboration & communication
- Project management
- Budgeting & resource coordination
- Sustainability-focused

