

# Handmade Beauties

## Portfolio 2024



I'm a 23-year-old graphic designer based in Toulouse, with a strong sense of humor that infuses my work and a deep interest in social design. Graduated with a DSAA in Graphic Design, specializing in Public Service Design from InSituLab, I am particularly interested in ways to offer autonomous graphic practices to my clients and partners

## Mes projets

Les Herbes Folles  
Signage and Graphic  
Autonomy Tools

Maman Magazine  
Editorial Layout

Canacool  
Boat lettering

Semaine Mondiale  
Santé & Sécurité  
Logo and motion design

Le Petit  
Musée d'Art  
Educational Workshops  
and Mediation

La Colonne d'Autonomie  
Autonomous Graphic  
Tools System

L'œil  
Nonman Fester  
Visual Identity and Publishing

Rapport  
d'Impression  
Edition

La Cinématheque  
Fusion en Fête !  
Visual Identity

Riso-métro-dodo  
Micro-edition

Famille en bois  
Modular Kit

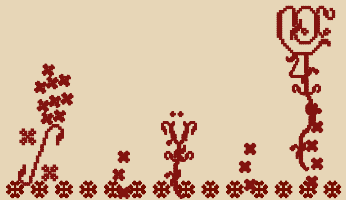
Obvi Pavi  
Ephemeral Signage

intentions  
Prospective  
Service Design

Even West  
Silkscreen Printing

H\*S\*T\*P  
Graphic Facilitation  
and Logo Design

Faites place  
au soleil  
Participatory Design



# Hannah Beaudeau

Graphic  
designer and  
Public Service  
Designer

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hannah-beaudeau.fr  
hannah.beaudeau@gmail.com  
References available upon request

## Skills

Visual identity system and  
graphic charter

Editorial design

UI/UX design

Contextual and site-  
specific design

Participatory design  
workshops

Storytelling

Writing skills

Public speaking

Silkscreen printing and  
Risograph printing

Adhesive signage  
installation

HTML/CSS

## Soft Skills

Team spirit

Communication

Listening and  
observation

Autonomy

Adaptability

## Softwares

InDesign

Illustrator

Photoshop

After Effects

Suite Affinity

Figma

Microsoft Office

## Driver's License

## Languages

French: Native  
Language

English: Fluent (C1)

2016: Host Family Trip in  
Yorkshire

2019: Trip to London

2022: Trip to Los  
Angeles

Italian: Working  
knowledge

2015: Trip to Naples

2017: Road trip to Nord  
Italy

## Education and Qualifications

**DSAA (MA) in design, Major in Graphic  
Design and Public Policies** /2021—2023/  
Lycée le Corbusier, Illkirch-Graffenstaden

**DNMADE (BA), Major in Graphic Design  
and Visual Identity** /2018—2021/  
2018—2021  
Lycée des Arènes, Toulouse

**Baccalauréat STD2A (BTEC National in  
Applied Arts) with Honours** /2015—2018/  
Lycée Montplaisir, Valence

## Employment History

**Cabaia: sales consultant** /Déc 2024/  
Sales advice, merchandising, cash handling.

**Du Pareil Au Même : sales consultant**  
/Sept 2024—Déc 2024/  
Sales advice, merchandising, store opening  
and closing, cash handling.

**Cause à effet : donor recruiter**  
/Fev—Aug 2024/

**Midica : sales consultant** /Sept —Dec 2023/  
Sales advice, shelving, facing, inventory

**CapFun : animator and receptionist** /Juil—Aou 2021/  
Reception management, children's club, adult  
evening entertainment

## Internships

**Fabrication Maison** /Fév 2023/  
Signage for the Natural Color Festival of Lauris

**Horizome** /Juin—Aou 2022/  
Setting up, managing and running events and  
workshops, signage

**Carbone Paroles** /Sep 2020/  
Setting up of the the Ring theater's  
opening scenography

**Delort Imprimerie** /Mai 2019/  
Packaging assistant and observation  
of the steps of printing process

## Events

**72° Rencontres de Lure** /Aou 2024/  
Volunteer

**Participation in Public Innovation Labs Day at Conseil  
régional du Grand Est** /23 nov 2022/

**Format(s)** /Oct 2022/  
Volunteering, running the refreshment stand

**Hacking Health Camp** /Mars 2022/  
Participation as a Designer in the HSIP Working Group



Two-month partnership with the Toulouse-based agency *InterCalaires* as part of the urban rehabilitation project for *Les Herbes Folles*, aimed at creating signage for this third place, developing internal communication materials, and

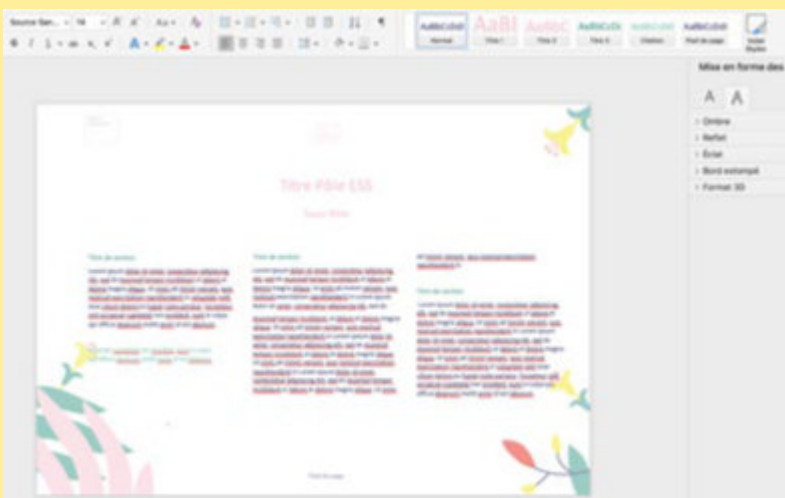
designing a collaborative mural using a set of giant dominoes. *Les Herbes Folles* is a collective space focused on culture and the social and solidarity economy.



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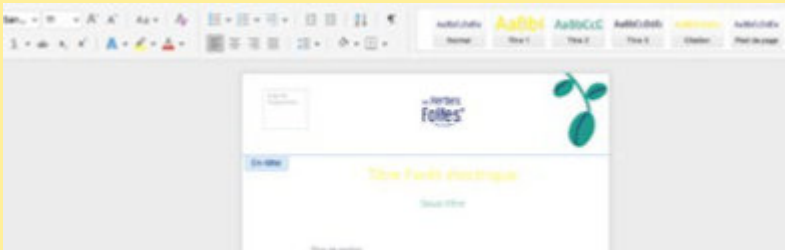
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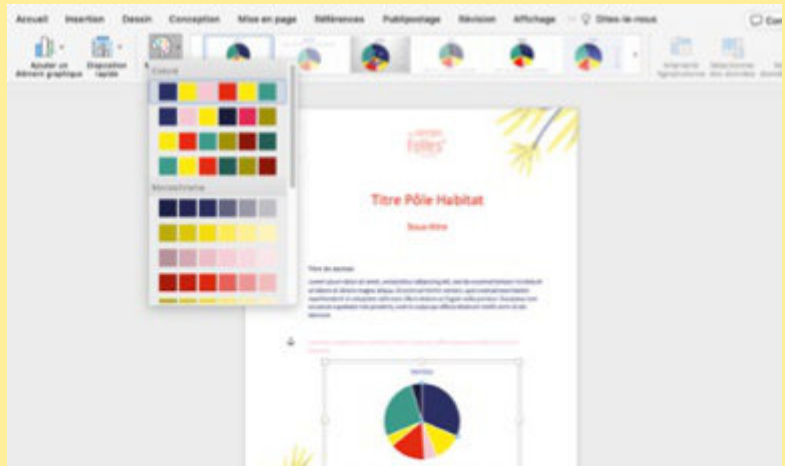
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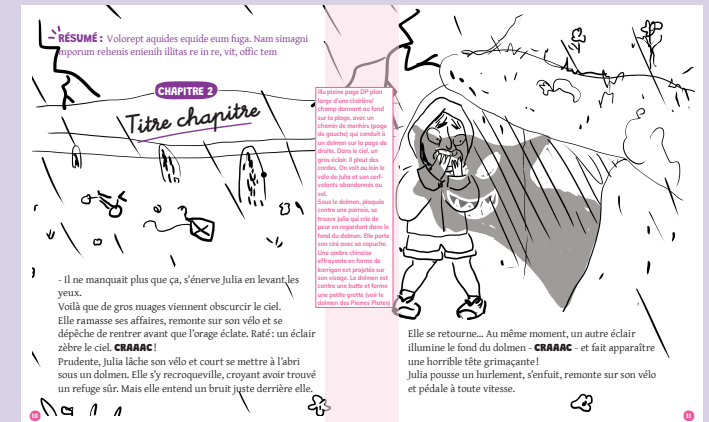


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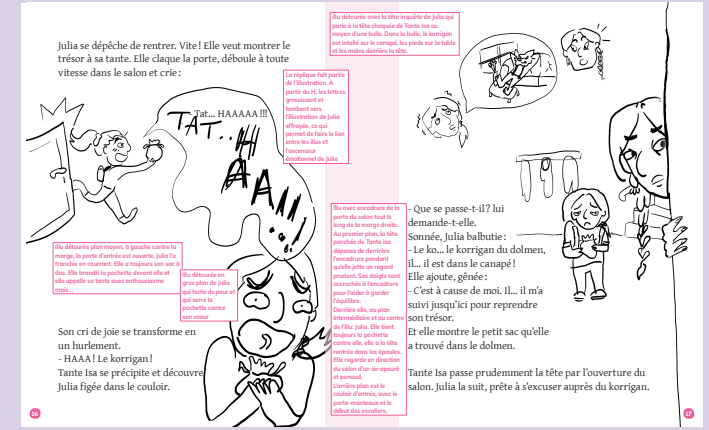
1. Mural created around a giant domino set to bring together the various members of the space.  
2 & 4. Projection of the implemented signage.

6. Informational panel.  
7 to 9. Templates for internal communication materials adapted for Word to empower users of the third place.

3. Giant domino carved from a polystyrene board.  
5. Model of the signage post.



1. Layout design for the Agenda section and creation of illustrative pictograms.
2. to 4. Excerpts from the preliminary layout of the Narrative section: Text segmentation of the narrative, writing descriptions of the shots and details for commissioning the illustrator, accompanied by explanatory sketches.





Caracole

Caracole

**Boat lettering**  
2024

Design, production, and installation of adhesive vinyl lettering for the transom and hull of a sailboat.



# Semaine Mondiale Santé & Sécurité

Logo and motion design  
2024

Development of a mascot logo to represent an internal company event for the "World Health and Safety at Work Week." The mascot logo instills confidence and strengthens connections with the audience by

humanizing the event. The overall design conveys the positive atmosphere essential for an annual event focused on prevention.



Sécurité  
au travail



Santé et  
empathie



Médecine  
et soins



mondial

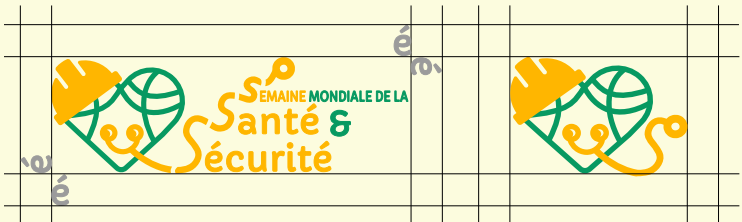


visibilité,  
prévention  
et sécurité

Hannah Beaudeau

5 août 2024

## Usages



La zone de protection du logo correspond à la hauteur du «é» de «Sécurité»

### Le logo Primaire

Il s'agit du logo primaire, à privilégier pour les usages institutionnels (en-tête de lettre, cartes de visite, cartes de correspondance...) ou quand le nom de l'événement doit apparaître.

### Le logo Secondaire

Cette variante est à privilégier lorsque l'espace est un peu limité, ou à usage de goodies et autres objets souvenirs, tels que les mugs, et les tee-shirts.



### Couleurs

Le logo existe en noir ou en blanc, seulement quand la situation l'oblige: fonds photographiques ou fonds de couleurs saturées, et ce à condition de garantir une bonne lisibilité de ce dernier.



<https://drive.google.com/file/d/1TApSWWSmK5NEe2KhqXqt7c4aQxNsiy2/view?usp=sharing>



A series of educational workshops within the framework of MuséoLab aimed at introducing the lesser-known professions in museums to the young residents of the Port du Rhin neighborhood. Children are invited to co-design their own imaginary and fictional museum,

allowing them to "step into the shoes" of museum professionals—specifically, the mediators. This project was conceived and executed in co-creation with the students of the CM1-CM2 class at the Rhin primary school.



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1. Glasses "to see what cannot be seen at first glance in the artworks."

2. Poster for the opening of the Petit Musée d'Ici.

3. Presentation of the Petit Musée d'Ici.

4. Reflections on ways to provide access to artworks for visitors.

5. Descriptive audio headset and a pair of wings "to view the artworks from above."

6. Object identity cards, the first tool to introduce mediation to children.

7. Photogrammetric capture of Casrole the Dromedary and its mediation installation to experience its interior.

8. Puppets of the mediators with their super-tools.

9. Holographic watch "to travel through time and observe marine creatures."

10. Tentacular gloves for visitors to "touch and feel the artworks without damaging them."



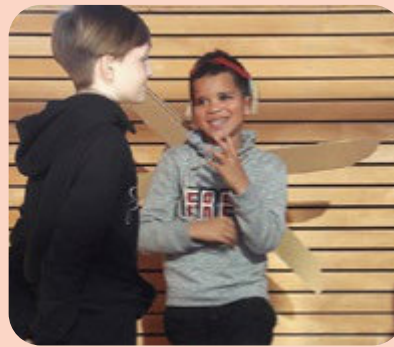
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# La Colère s'amuse

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## Autonomous Graphic Tools System 2023

This graduation project invites a re-examination of the relationship that women and gender minorities have with anger, aiming to create new forms of graphic protest

through a variety of tools, ranging from stickers to paper theater costumes, and including slogan cannons.



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1. Workshop for creating slogan cannons

2. Slogan cannons

3. Slogan cannon firing

4. Action-oriented anger stickers

5. Set of anger stickers

6. Open-source website compiling project resources

7. Publication of the thesis *La Colère s'amuse*

8. Anger thermometer workshop in preparation for a costume creation workshop

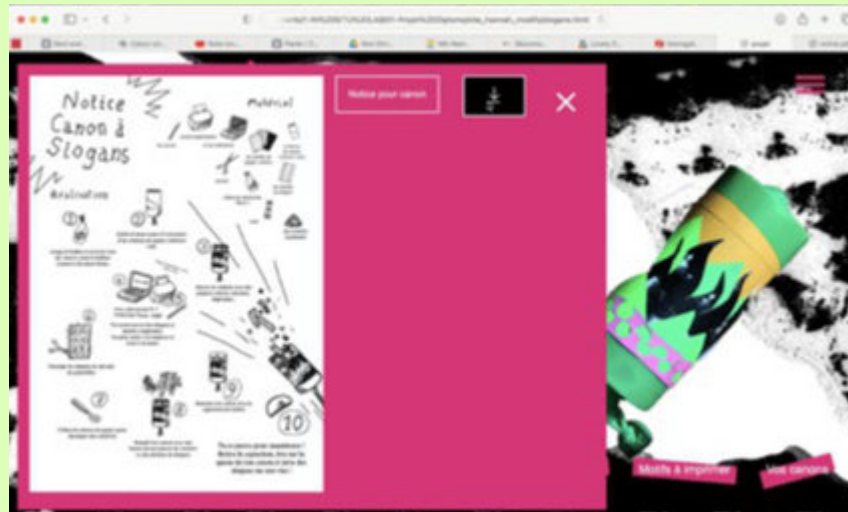
9. Flyers for the Costumed Angers workshop

10. Costumed Angers workshop

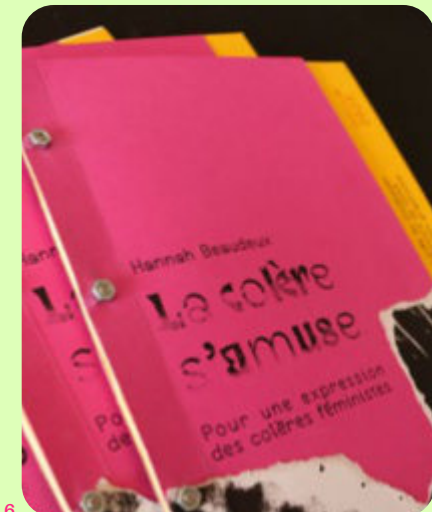
11.to 15. Series of photographs featuring Anger Costumes and the Slogan Cannon Belt



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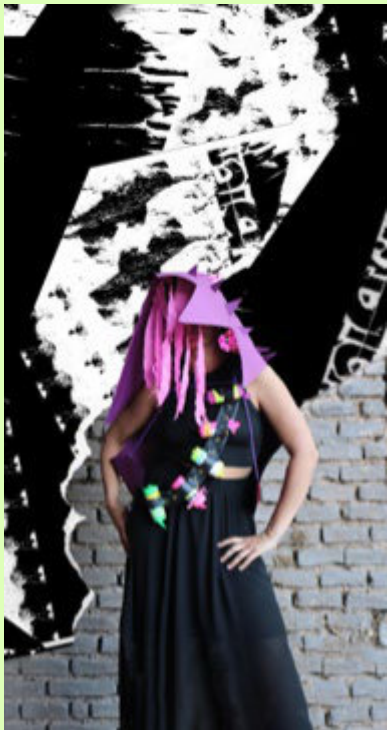
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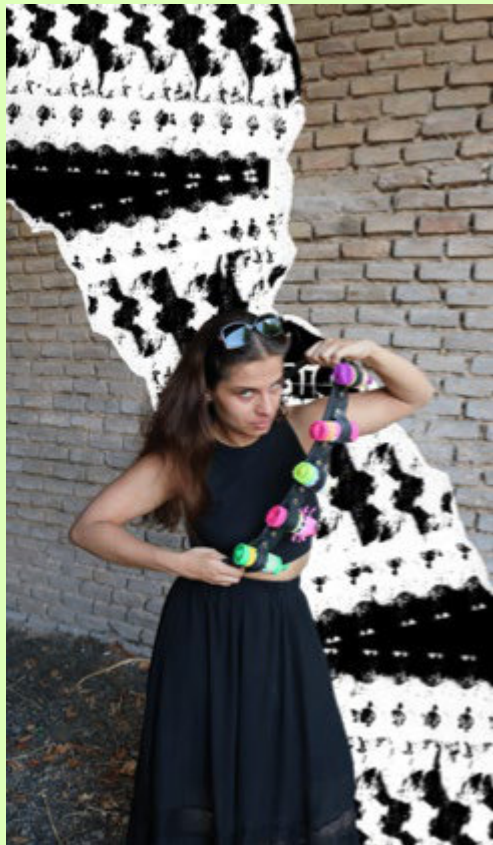
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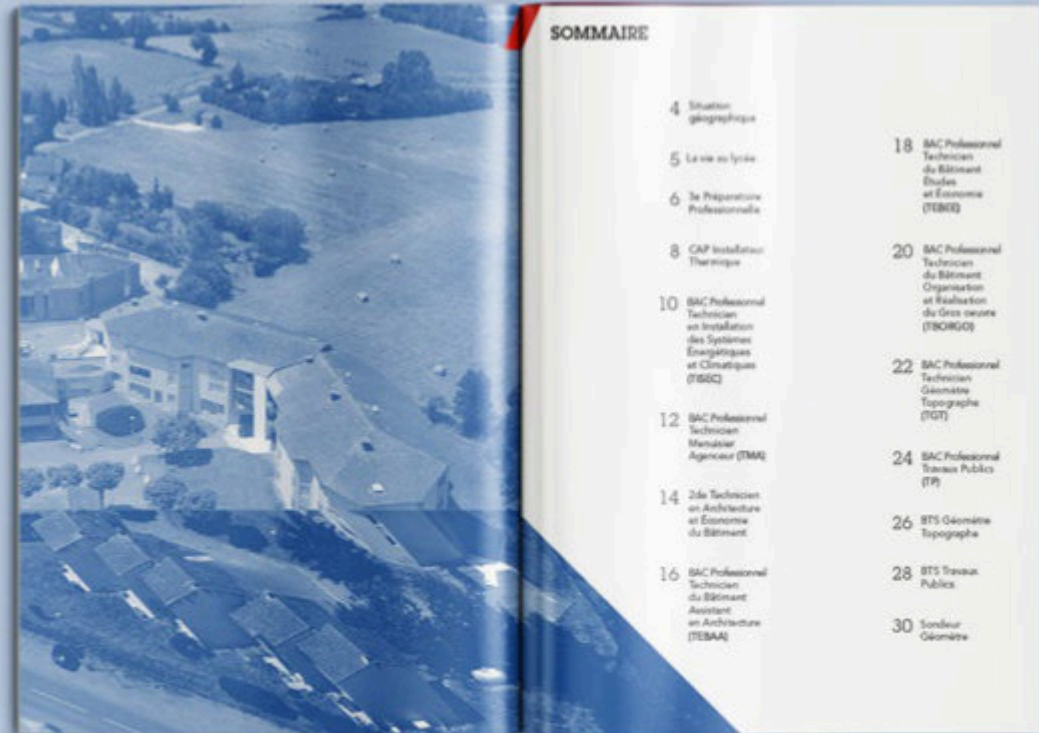
# Lycée Norman Foster

## Visual Identity and Publishing

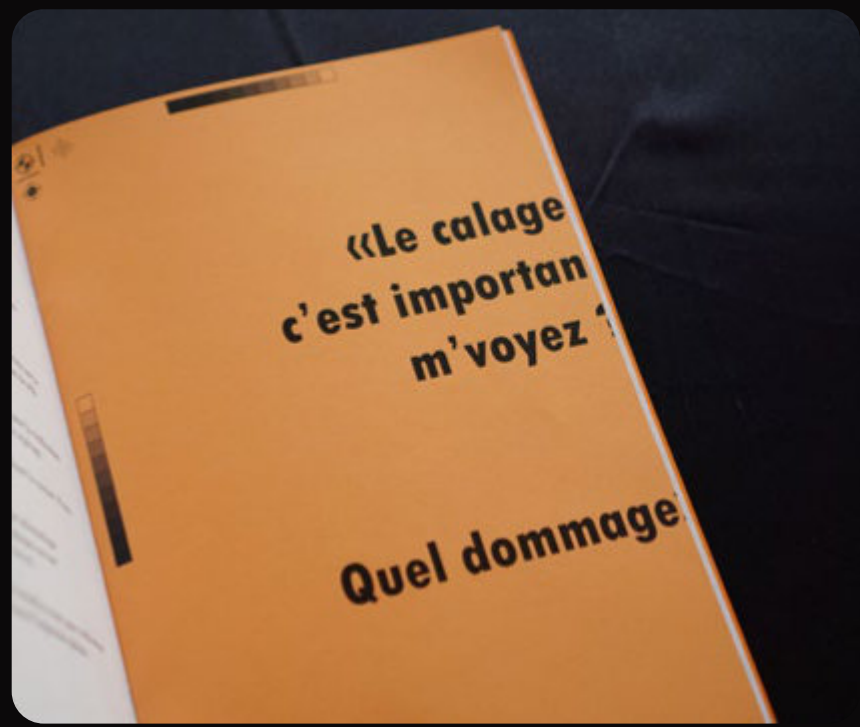
2020

Visual identity and layout design of an informational brochure for the Norman Foster High School,

a vocational school specializing in building trades, public works, and surveying.







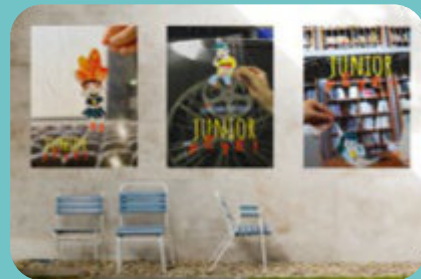
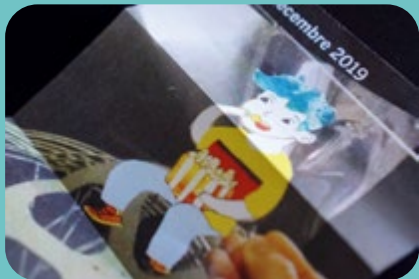
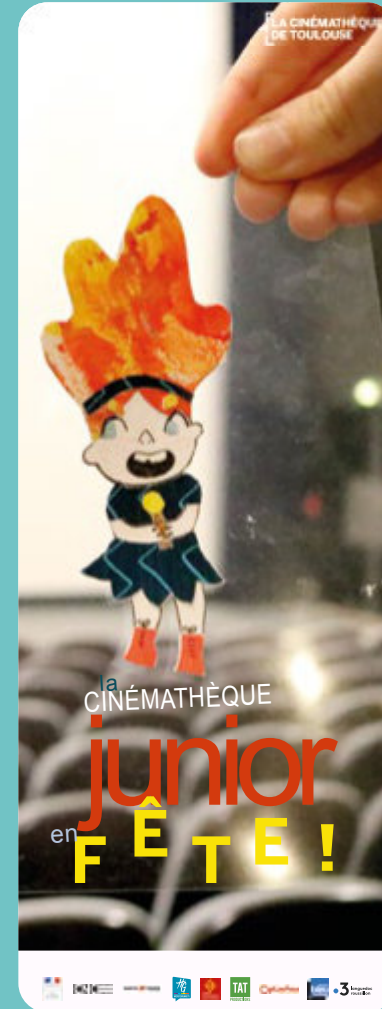


# La Cinémathèque Junior en Fête!

## Visual Identity 2019

Visual identity for the Cinémathèque Junior en Fête! event, created through a system of "augmented reality" characters made from colorful paper cutouts. The child is highlighted as the central figure of the festival.

Cinémathèque Junior en Fête! is organized by the Cinémathèque de Toulouse for a young audience, who will participate in various workshops centered around cinema.



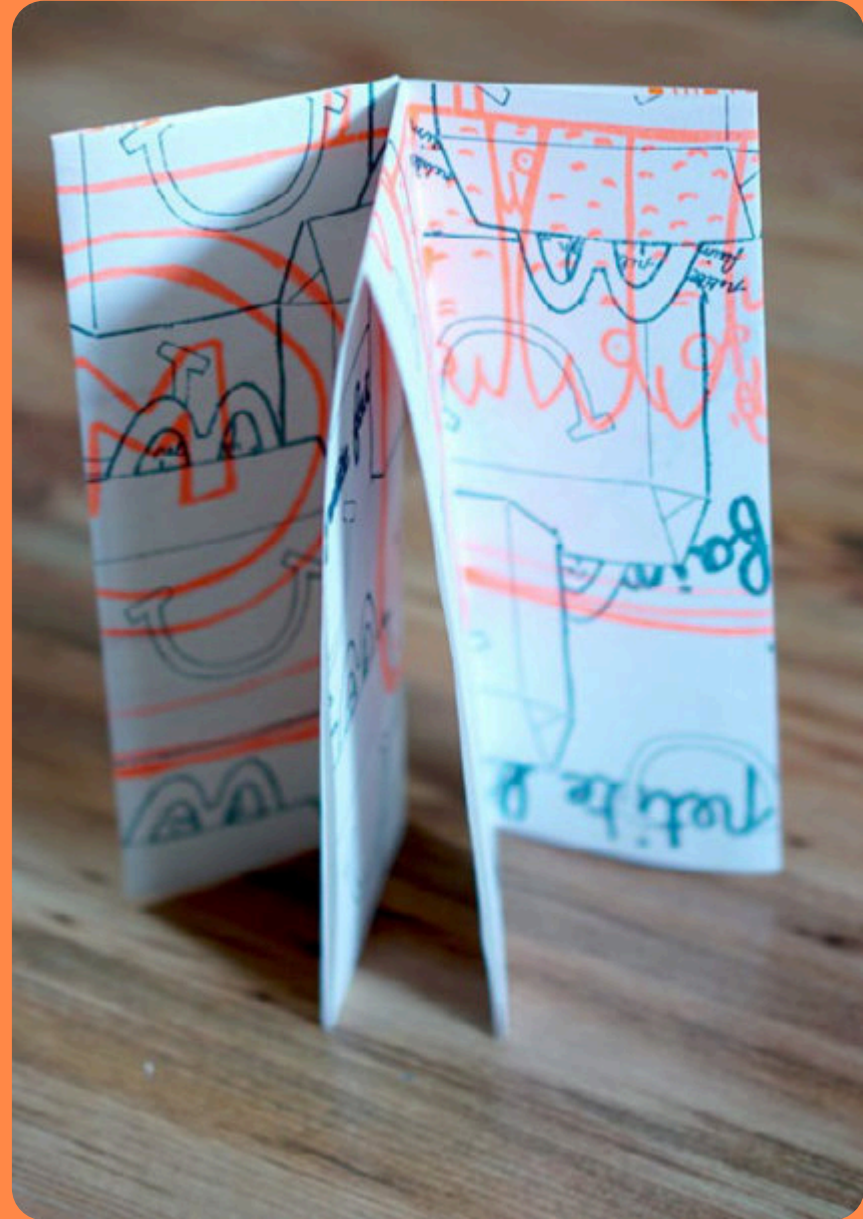


# Risograph

Micro-edition  
2020

Micro-edition of risography in collaboration, blending the daily routines of the two creators: one takes the subway,

packed like a sardine, while the other indulges in a little treat at McDonald's.



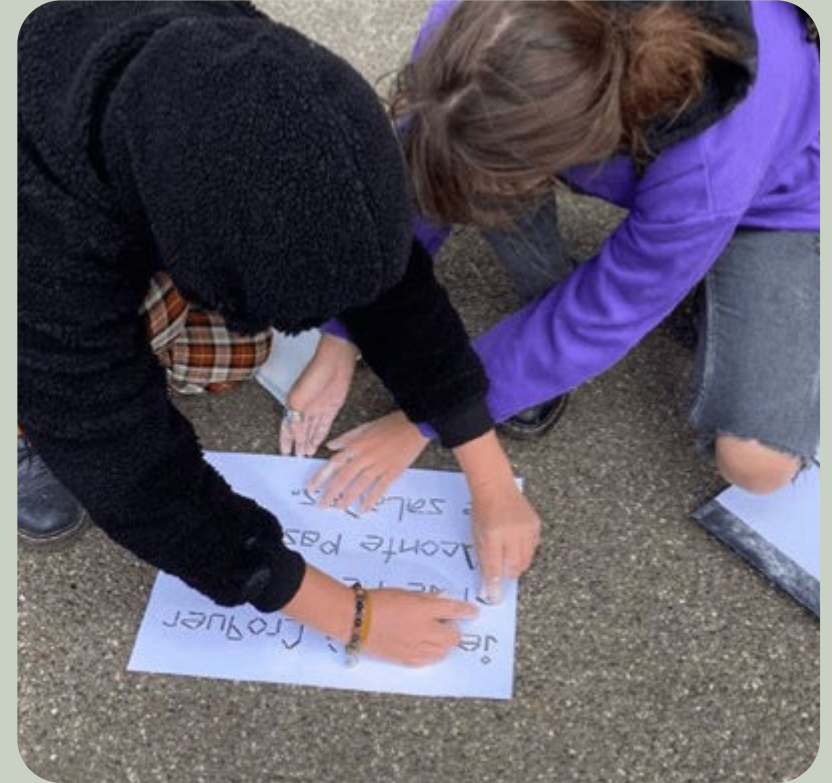
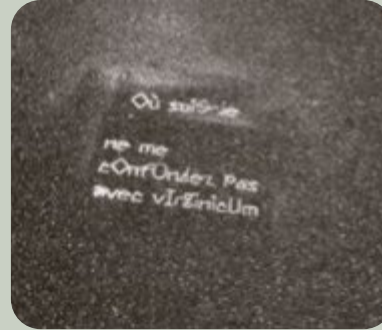




## Ephemeral Signage 2021

Installation of educational ephemeral signage using chalk spray for the Science Festival in Strasbourg. This included a portion of a plant-based hide-and-seek

activity, guiding passersby to discover urban plants and their properties.





Design residency at the BNU (National University Library) of Strasbourg aimed at rethinking user interactions. Our spatial responses explore the in-between spaces and propose a new way to conceptualize breaks for the users of the BNU.

Materially, the building's interstices represent our opportunity to engage with this in-between. *interstices* symbolically embodies the balance between taking a break and the serious investment of work time.



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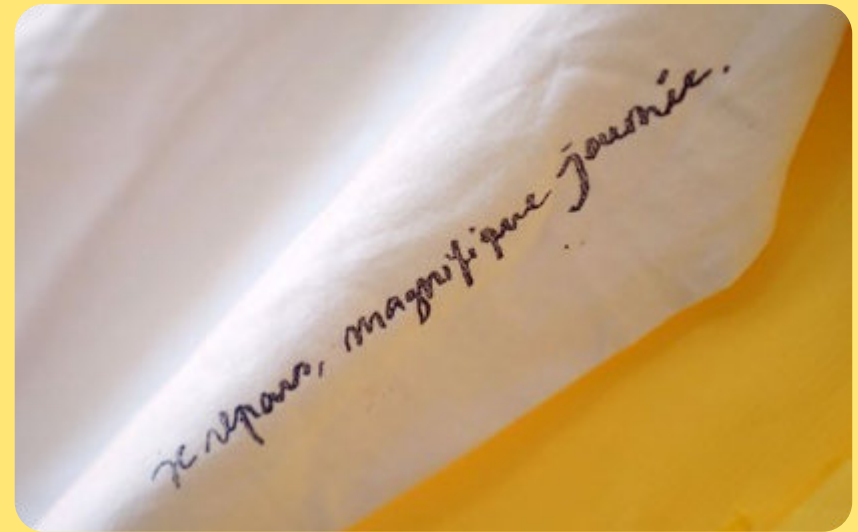


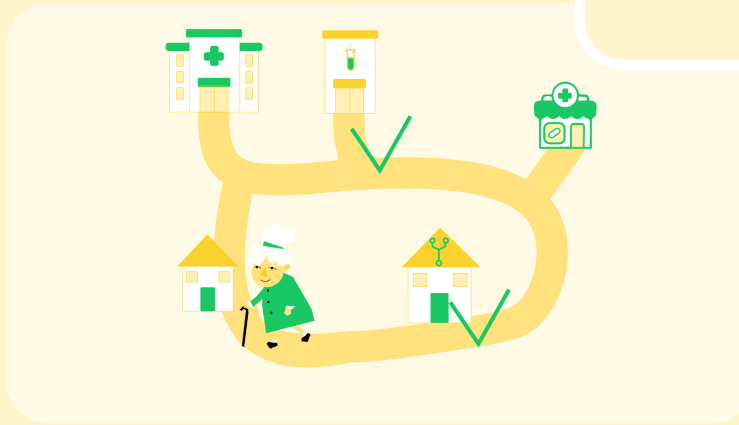
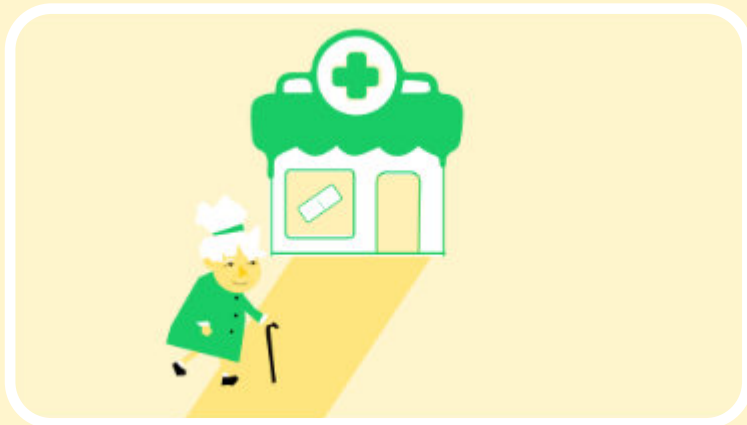
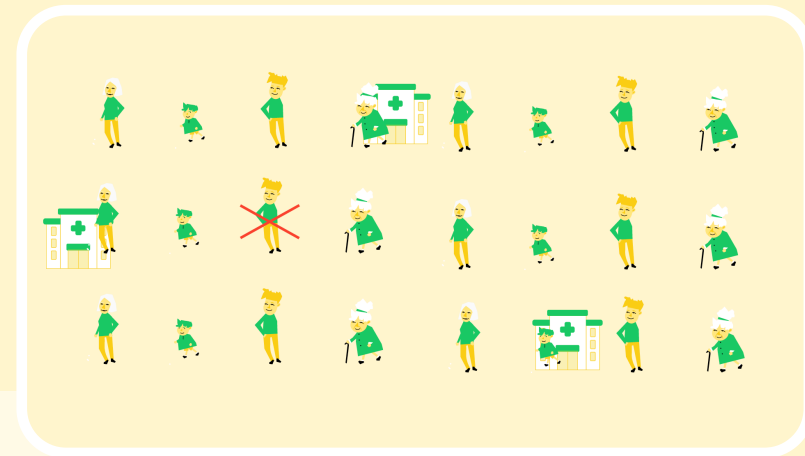
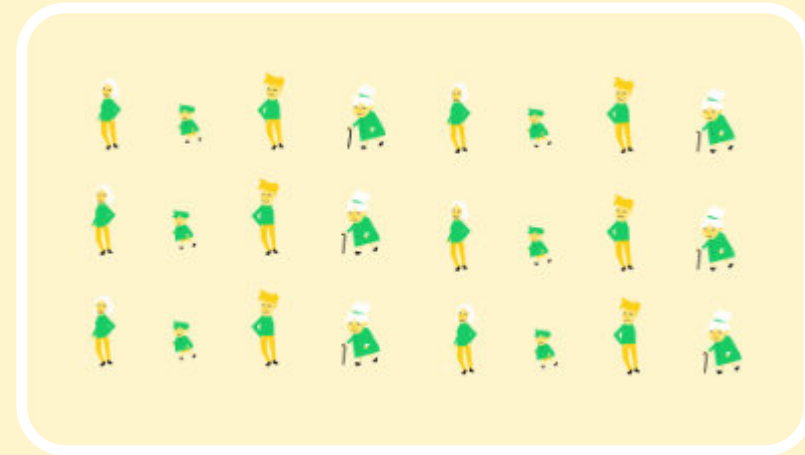
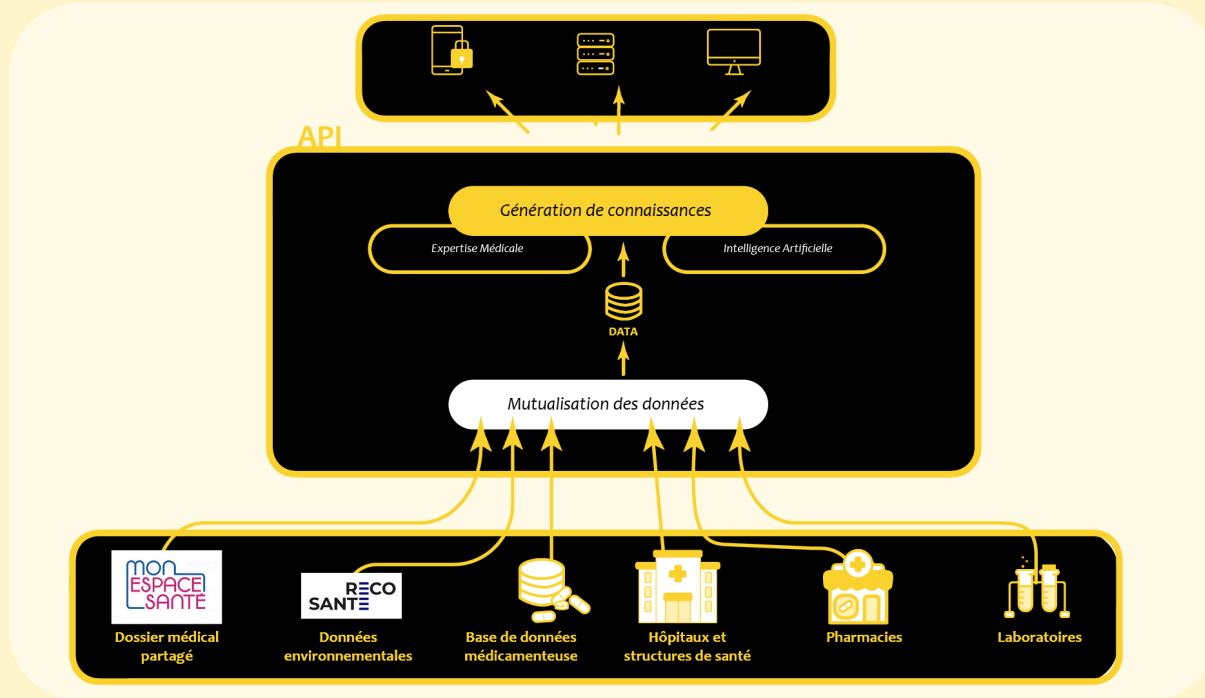
# Even West\*\*

\*\* West: រតនាគារ, ឧបរាជវាំង,  
ជំនឿរាជាន, ជំនឿរាជាន,  
បរិវេណ, រាជវាំងរាជ...

**Silkscreen Printing**  
2020

Production of a tribute collection of silkscreened  
t-shirts in memory of the daring adventurer  
Maurice Wilson.





H\*H\*P



# វគ្គបណ្តុះបណ្តាល ការសិក្សា

## Participatory Design 2020

Following a field survey, we conducted a workshop for creating flags using a stencil kit that provided a graphic vocabulary to help residents of the Arènes neighborhood reclaim a space that initially felt

impersonal. The shape encourages self-expression by alleviating the fear of making imperfect drawings. In this context, graphic design serves to foster a sense of community identity.



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1. Participatory sensitive map of the Arènes neighborhood in Toulouse

5. Flag bearer and zine distributor

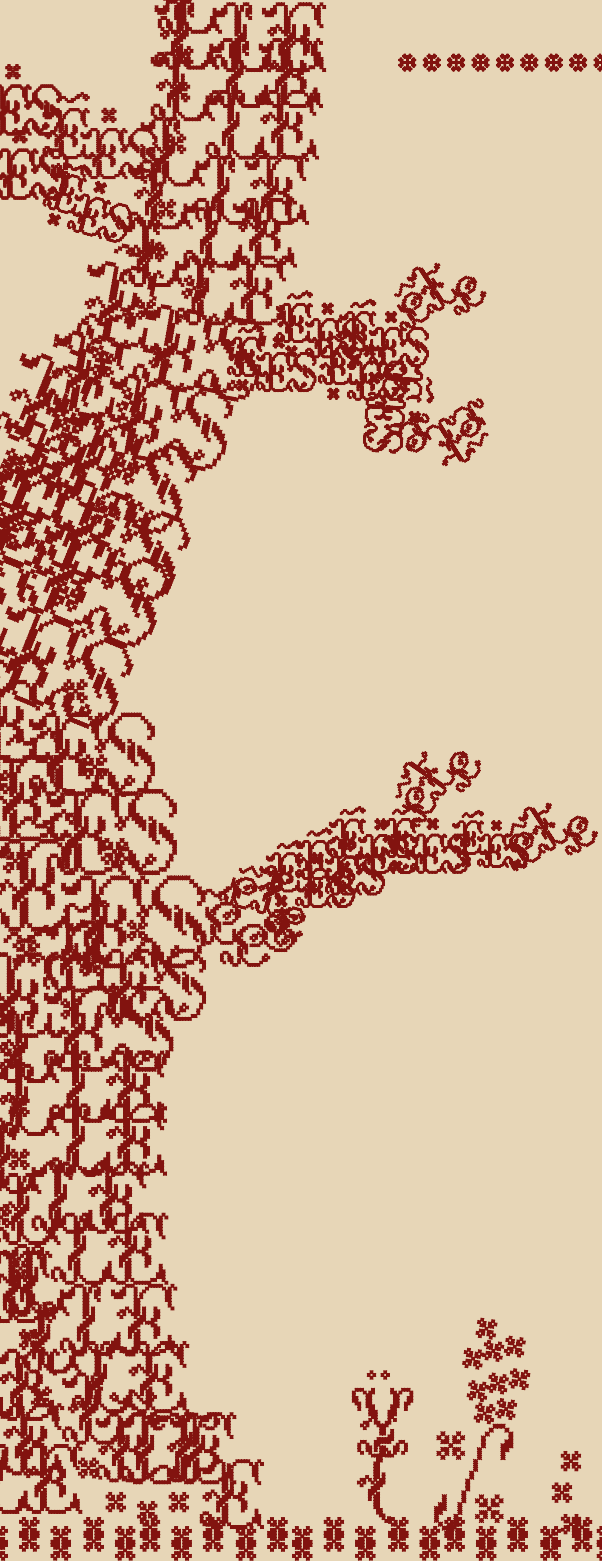
Workshop *Fête place au soleil* in progress

6. Participatory zine available for free distribution

3. Stencil kit for creating flags.

7. & 8. Flags created using tape stencils

4. Flag of a resident



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ଦିନେ ପୁଣି ଭେଟେ !  
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