



Olivier Laffon

+34691903399

connect@olivierlaffon.com

08740, Sant Andreu de la Barca, España

SUMMARY

Designer and entrepreneur with 20 years of experience in branding, web development, and art direction. Founder of Cyclone Media, I help brands create impactful visual identities and high-performing digital platforms.

SKILLS

- Brand Identity and Marketing
- UX/UI Design
- Web development, CMS, and ecommerce
- Crypto, Web3, and Metaverse
- Adobe Creative Suite
- AI Design Tools
- Video and animation
- Display ads, banners
- Conversion Optimisation
- Digital marketing strategy

WEBSITES, PORTFOLIOS AND PROFILES

- linkedin.com/in/olivierlaffon/
- olivierlaffon.com

LANGUAGES

- French: Native
- Spanish: Bilingual
- English: Fluent

EXPERIENCE

02/2023 - Current

Founder & Creative Director Cyclone Media

- Developed comprehensive branding and visual identity solutions, including brand creation, rebranding, logos, graphic charters, and printed materials (flyers, posters, roll-ups).
- Web Development: Website design and integration, landing pages, WordPress, CMS, ecommerce.
- Video Production: Creation of promotional videos, logo animations, and engaging content.
- Designed and produced optimised visuals and banners for social media platforms to enhance brand presence and engagement.
- Metaverse & NFT: Development of virtual spaces, NFT sales, and integration of crypto and Web3 solutions.
- Hosting & Website Maintenance: Hosting and managing client websites, including technical maintenance and regular updates.
- Leveraged AI-generated content to craft exclusive visuals and innovative communication strategies, positioning brand as a leader in disruptive marketing.

02/2023 - 01/2026

Creator & Project Lead Cyclone Gallery

- Development of multiple digital art galleries in various metaverses such as Spatial.io and Uttopion, providing immersive spaces for artists to showcase their work.
- Collaboration and management of digital art galleries in partnership with creators and platforms.

01/2020 - 01/2023

Head of Design Reflex Affiliates

- Created complete visual identity and branding, enhancing marketing materials to align with strategic goals.
- Directed art and managed team of designers and developers to deliver cohesive design solutions.
- Designed and managed website alongside display campaigns, email marketing, and A/B testing to optimise user engagement.

01/2016 - 01/2022

Founder & Art Director Kolossal Training

- Developed coaching and sports event brand, including branding, website, social media, merchandising, and global communication strategies.
- Organised and produced content for sporting events, enhancing engagement and audience experience.

01/2018 - 01/2020

Senior Web Graphic Designer
Reflex Affiliates

- Revamped visual identity and created marketing materials for international events, strengthening brand presence.
- Optimised landing pages and digital campaigns to enhance user engagement, increasing interaction rates.

01/2013 - 01/2016

Head Designer
CMP Group

- Created web, print, and branding campaigns to enhance client visibility and engagement.
- Designed graphics for XBIZ magazine while managing a team of freelancers to deliver high-quality content.

01/2009 - 01/2012

Art Director
CampingsOnLine

- Created logos, websites, and interactive animations to enhance brand identity.
- Managed digital and print communication strategies to ensure consistent messaging.

01/2008 - 01/2009

Graphic and Web designer
Impresiones Web | Barcelona, Spain

- Designed and integrated websites using HTML and CSS, developed advertising campaigns, and implemented CMS and SEO strategies to enhance online presence.

01/2006 - 01/2007

Webdesigner
Otidea | Tarbes, France

- Designed websites to enhance user experience and engagement, produced print materials including flyers and posters to support marketing efforts, integrated websites using HTML/CSS for improved functionality.

EDUCATION

01/2006

University of Cergy-Pontoise
Bachelor: Web & Graphic Design

01/2005

University of Toulouse III
BTEC Higher National Diploma: Networks & Services

01/2004

University of Pau
Diploma: Literature & Spanish Civilization