

# Lise RAYMOND

## Industrial Designer

Portfolio 2009

[www.rea-lise.fr](http://www.rea-lise.fr)

# Summary

## About Me Who am I?

Discover briefly my design experience and what I can bring to your company.

- 3 Education and skills
- 4 Experience
- 7 Profile and contact

## Projects What have I done?

A presentation of my work process followed by a variety of industrial projects.

- 9 Process
- 14 Products
- 17 Packaging
- 22 Furniture

## Other What else can I provide?

A selection of graphics and drawings to illustrate all of my abilities.

- 29 Brand strategy
- 31 Graphics
- 33 Illustrations

## Contact details

For more information or any questions do not hesitate to contact me



# Education & skills

2007-08

Cambridge First Certificate in English  
Henley-on-Thames College, England

2005

Master in Engineering Design  
ISD Valenciennes, France

2002-05

Engineering Design Formation  
Product system and process major  
ISD (Institut Supérieur de Design) Valenciennes, France

2000-02

Product preparatory level  
ISD, Valenciennes, France

2000

High School Diploma  
Scientific baccalaureat with honours,  
physics and chemistry option  
Lycée A.BRUGIERE, Clermont Fd, France

2000

Scientific and technical girl's vocation prize

## Languages:

French (mother tongue)  
English (fluent)  
Spanish (school notion)

## Software

2D: Photoshop, Illustrator,  
3D: Alias, 3DS Max (notions)  
Engineering: Catia V5, Autocad (notions)  
Other: Flash MX, Quark XPress, Office

## Hobbies:

Graphic Art, Street Art,  
Cooking,  
Nature,  
Sports (ski, horse-riding)

**Travel:** England, Spain, Belgium, Sweden...



# Experience

2007- present

Brillant Enterprises  
Henley-on-Thames, England

2006

Freelance Work  
Kamiliz Design, Clermont Ferrand, France  
graphic design, brand strategy

2005

Barré et associés 6 month internship, **product designer**  
**Lyon - Limonest, France**  
Individual and team projects on packaging, sport and children's products. Brainstorming, benchmark, trend book, 2D, 3D realistic rendering, intern presentation.

**LEGO** 5 months Prospective workshop  
The Lego robot

**Packard Bell** 6 month partnership  
Design a PC for seniors (50 to 80 years of age)  
Identify their expectations for using, functions, services and design. Demystify computers.

2004

**Sarbec laboratories** 6 month partnership  
Packaging project  
Range of bottles for Corine de Farme Children and Solar, and distributor's brands

**NEC Pakard Bell** 5 month Workshop  
The High Tech's future trends

2003

**P'référence** 6 month internship, **product designer**  
**Paris 17e, France**  
Individual and team projects from the conceptual stage to the realistic rendering on several projects of packaging, coffee makers and bathroom furniture.  
Marketing analysis, trend book and mood board conception. Sketches, 2D realistic rendering, mock up and prototypes.

2002

**Green City** 2 month internship, **designer**  
**Clermont Ferrand, France**  
Urban furniture, brand strategy, suppliers relationship, sketches, 2D realistic rendering, mock up and prototypes.

2001

**Strategie Design** 1 month internship, **assistant designer**  
**Clermont Ferrand, France**  
Brand strategy, sketches, 2D realistic rendering



## 6 month internship (France - Paris 17e)

Individual and team projects from the conceptual stage to the realistic rendering. Marketing analysis, trend book and mood board conception. Sketches, 2D realistic rendering, mock up and prototypes.

# P'PRÉFÉRENCE

## DYNAMISEUR DE MARQUES



the brands I worked for

**Auchan**

*Marie*

**Malongo**  
Café



**AIGLE**

**atlantic**  
un monde plus chaleureux

**Nestlé**



6 month internship (France - Lyon Limonest)  
Individual and team projects on packaging, sport and children's  
products. Brainstorming, benchmark, trend book, intern presentation,  
2D, 3D realistic rendering.



# Barré & Associés

INNOVATION & DESIGN



the brands I worked for





# Profile & contact

## About Me

Dynamic

Organised

Open-minded

Inner drive to produce quality work

Willingness to cooperate with others

Adapt quickly to new working procedures

Sustainability awareness

Lise RAYMOND

01/10/1982 25 years old

Nationality: French

Full driving licence

Worldwide mobility

7 Tilebarn Close

Henley-on-Thames

RG9 1US Oxfordshire

England

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website: [www.rea-lise.fr](http://www.rea-lise.fr)

# Projects

*What I have done*

Process 09

Products 14

Packagings 17

Furnitures 22



## Packard Bell Partnership

Create a PC for seniors. Identify their expectations for use, function, services and design. Demystify computers...

*Packard Bell was looking for new credible concepts for PCs aimed at the "senior market".*

Who are the Seniors citizens?

People aged 50 to 80; they are now fitter, wealthier, and have more leisure time than previous generations. They want to stay connected to the world and are looking for modern but truly innovative and durable goods. They want computer that fits their way of life and particular requirements without stigmatising them.



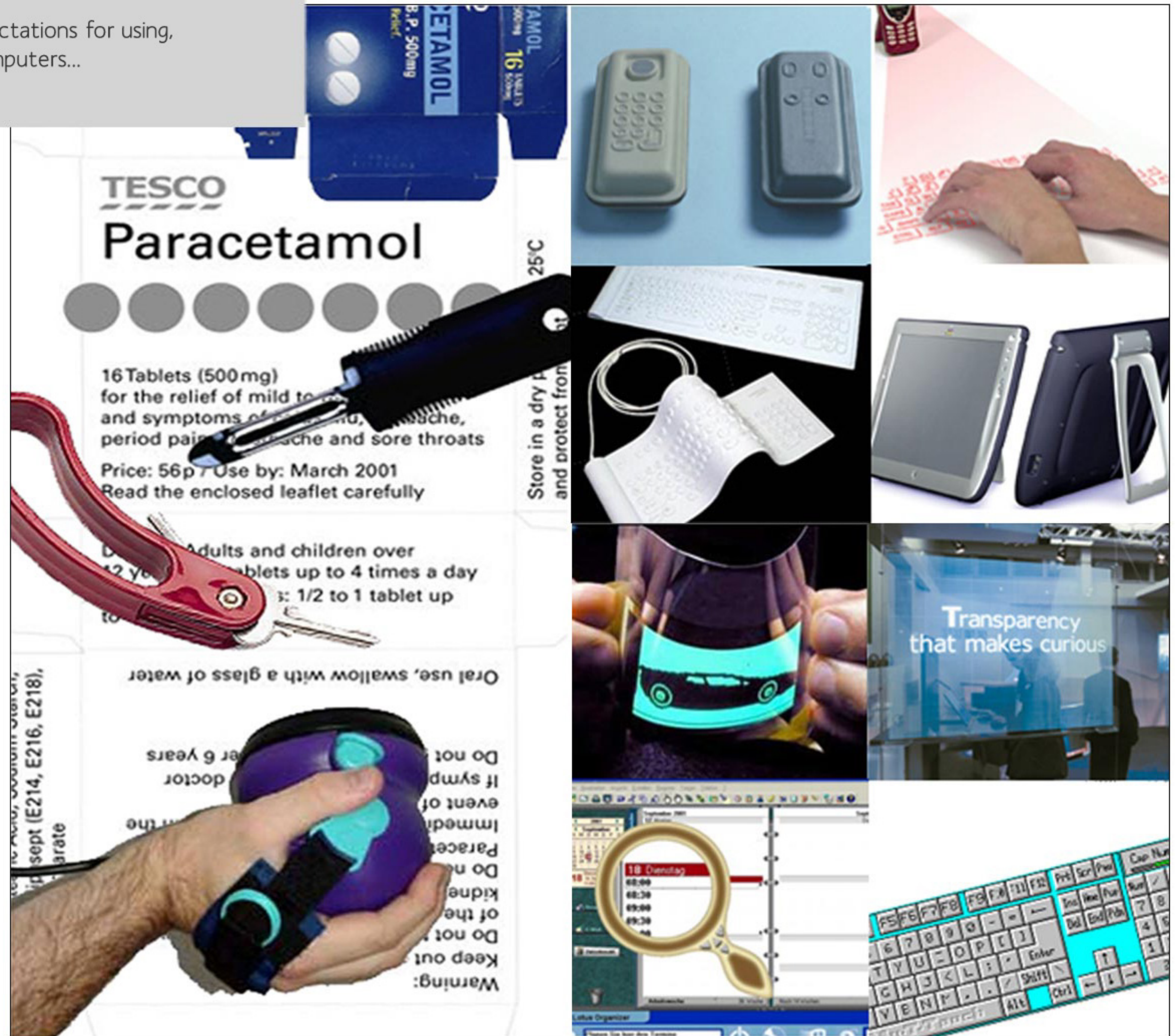


## Packard Bell Partnership

Conceive a PC for seniors. Identify their expectations for using, functions, services and design. Demystify computers...

Understanding the original target users based on strong sociological analysis and confirmed by on-the-field qualitative studies. What are the common values, hopes and fears of the aging baby-boomers, the new seniors...

Analysing the technology and new materials to find innovative solutions.



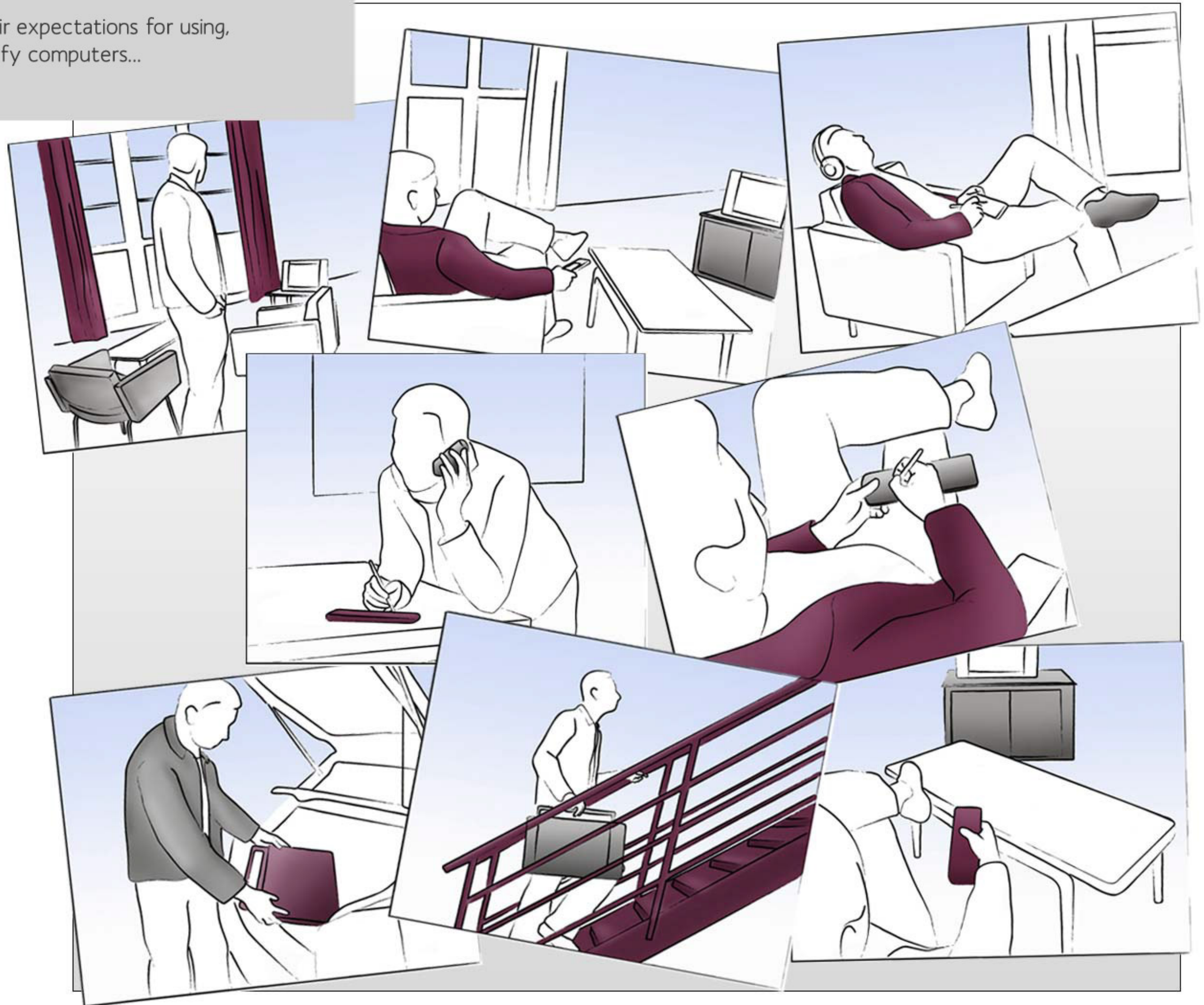


## Packard Bell Partnership

Conceive a PC for seniors. Identify their expectations for using, functions, services and design. Demystify computers...

Creating life scenario around the product, that you can use anywhere, in different life moments.

A lifestyle product





## Packard Bell Partnership

Conceive a PC for seniors. Identify their expectations for using, functions, services and design. Demystify computers...

Choice of a solution that could appeal to anyone, not just the senior citizen. A real trans-generational product.

The feel of buying a television, but with the extra functions of a computer.

The need for many separate remote controls is eliminated by the All-in-One remote. Or, write line in line as one would on a normal sheet of paper.





## Packard Bell Partnership

Conceive a PC for seniors. Identify their expectations for using, functions, services and design. Demystify computers...

Details that make the difference on a familiar looking product.

Convenient USB slot in the remote control rechargeable by induction.

All connections are hidden under a lid with a small engraved mirror showing the right socket.





# Refract

Creation of a brand identity and its product range of sport glasses.

## Multisport

- light, doesn't slip
- eliminate discomfort of frames
- adjust easily to ears
- intuitive manipulation



## Water sports

- good keeping
- water flowing
- Splash and reverberation protection
- float, easy to find in water



## Extreme sports

- easy to adjust
- wider for more visibility
- protective and comfortable
- different wearing possibilities  
(hitch on jacket, bag, around neck...)



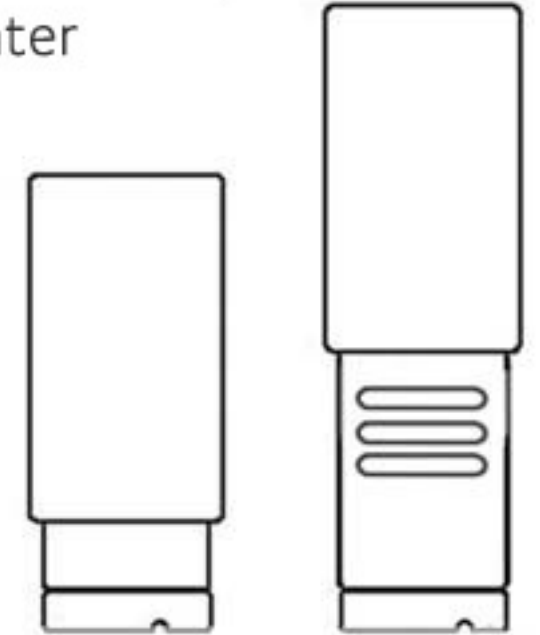


## Blue stone

Collaborative work with Wallers Trellon Town Council.  
Contrast between the coldness of the stone and warm, clarity  
of the light.



When closed the light is diffused  
and less intense. When open  
the light is brighter





## Switch light

Plays with shadows and produces a warm and pleasant diffused light.  
This light was designed to provide an alternative and easy to use on/off switch.



**Easy!** Push with your hand to switch on the light





Graphic

Perfume bottle targeted at young citizens.



Graphic

Signature

Symbol

Art

Ligne

Chic

Fashion

Style

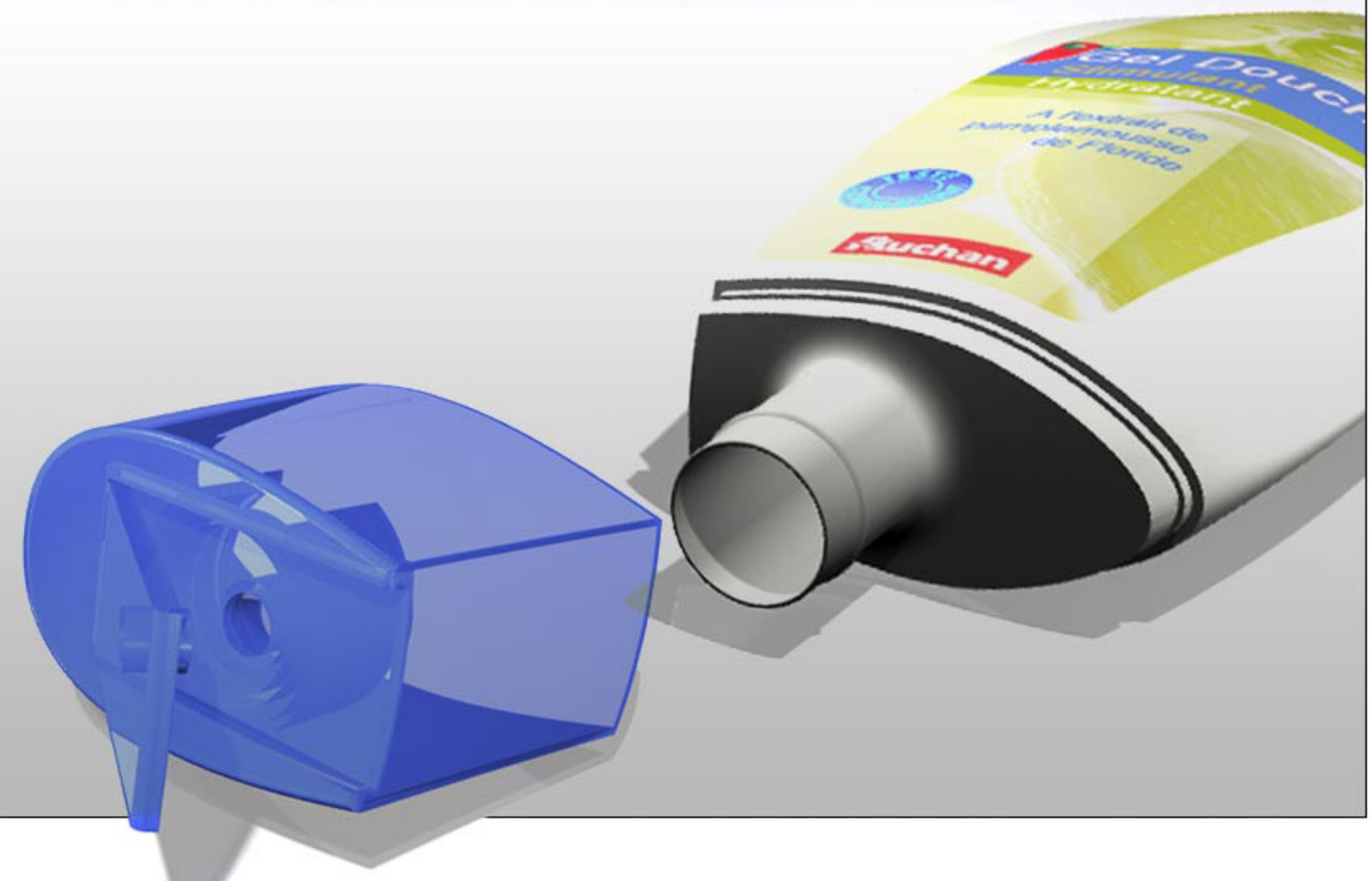




# Sarbec

Shampoo and shower gel bottles for distributor's brand.

Use of existing cap because of economic constraints  
Natural and floral trends  
Ability to adopt different brand identities



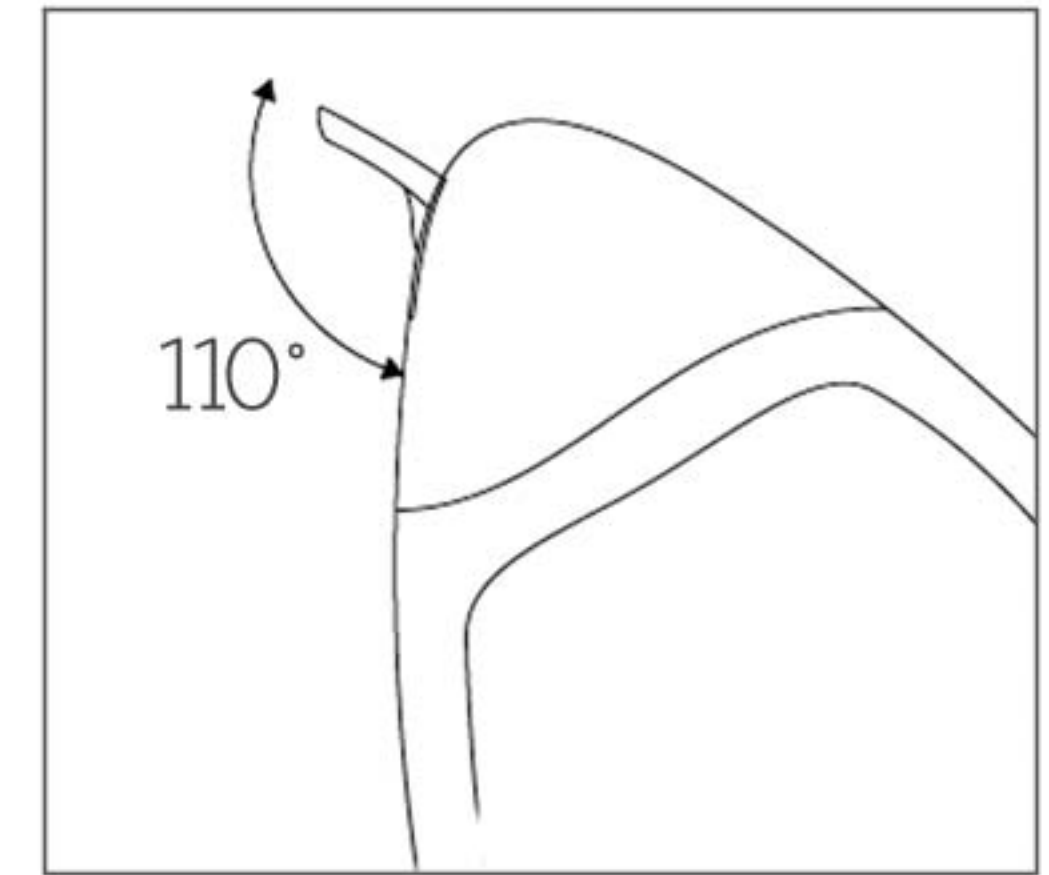


Sarbec

Shampoo and hairspray bottles for Corine de Farme Children

Easy to identify thanks to its optimal labelling surface,  
good stability for a better storage.

Fun, relating to a game.  
The watering can shape encourage young  
children to use and play with the bottle,  
to gain the experience and self value  
they need.



Lise Raymond



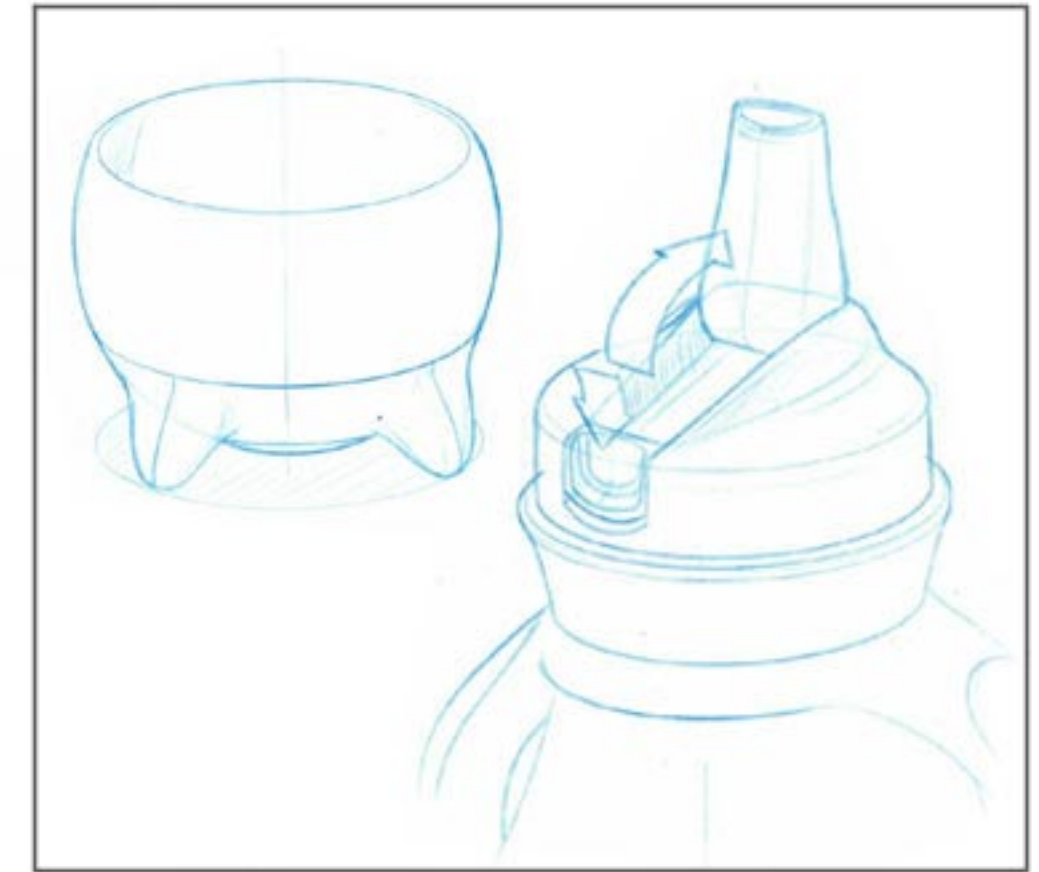
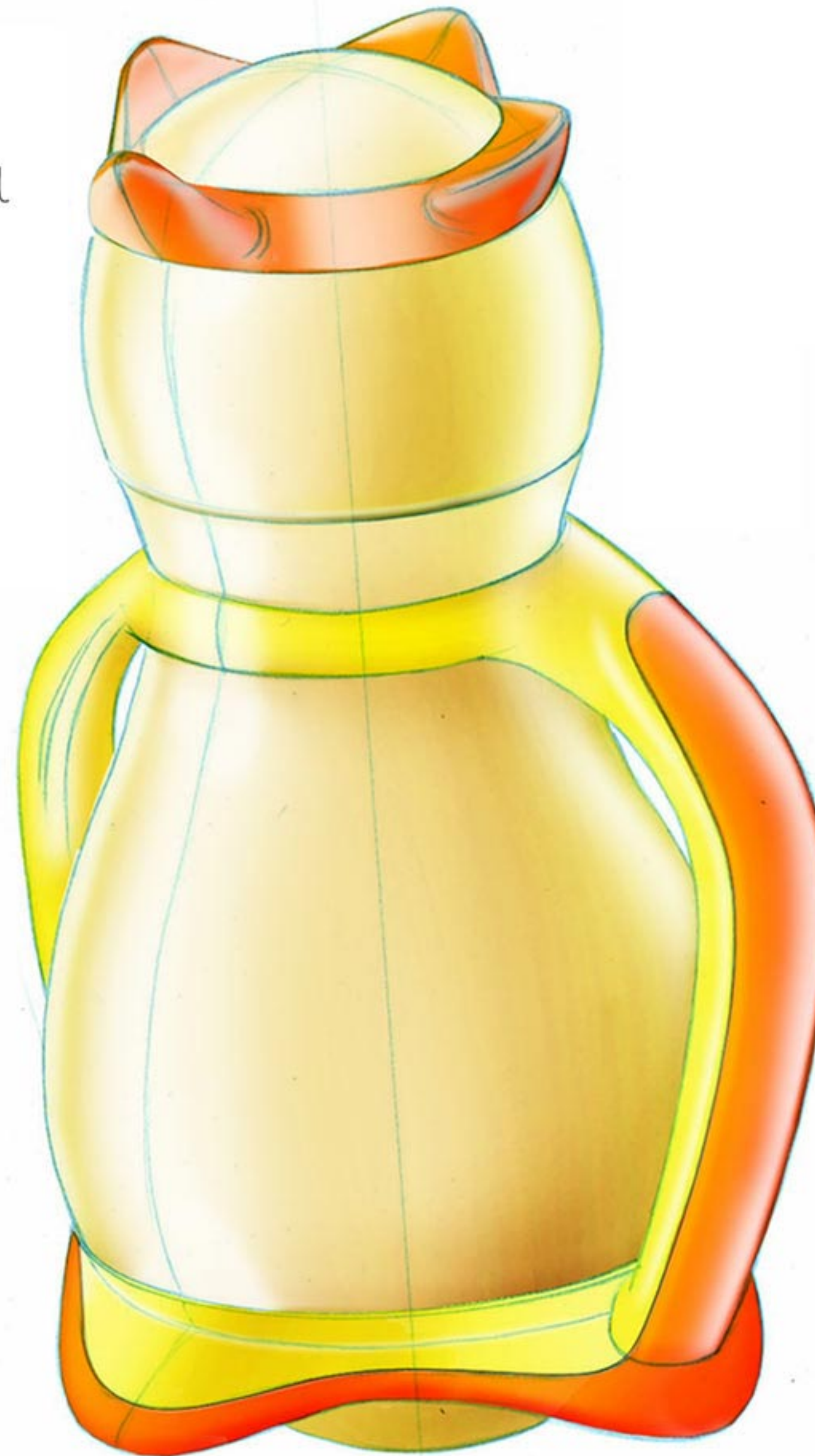
## Thermos

Fun thermos flask for kid, which never spill thanks to the "culbuto" system

Easy to use with the "Pop up lead" and more secure to carry around.



Large handle, friendly shape attractive colour and a small cup especially adapted for childrens hands.

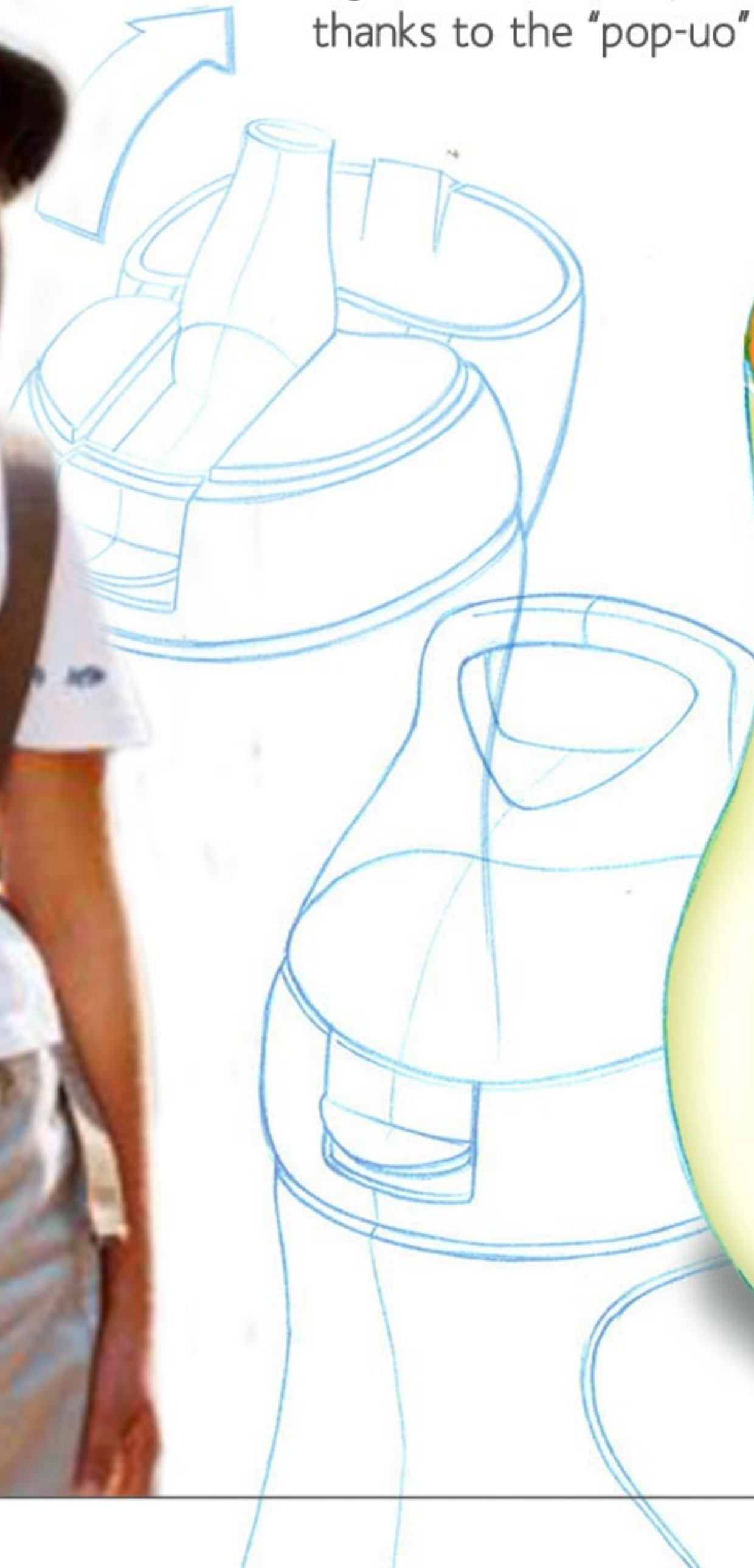
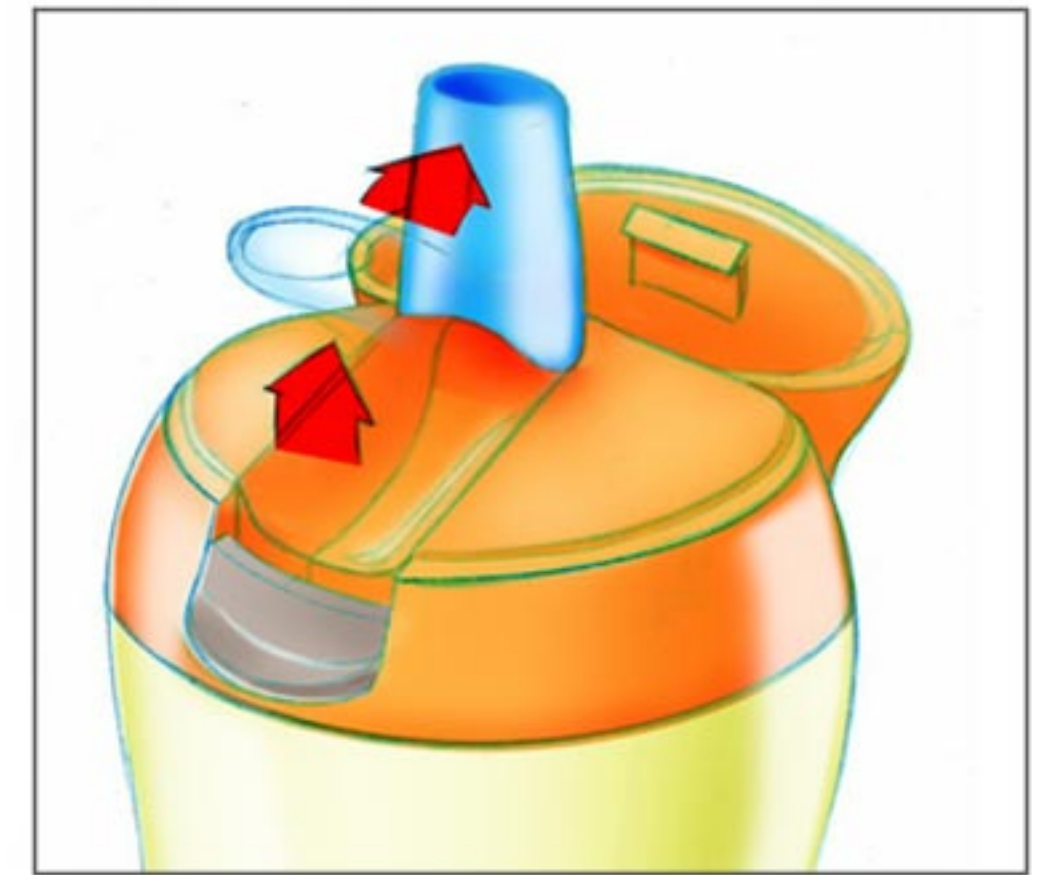




# Thermos

Thermos flask target to children between 6 to 12 years old

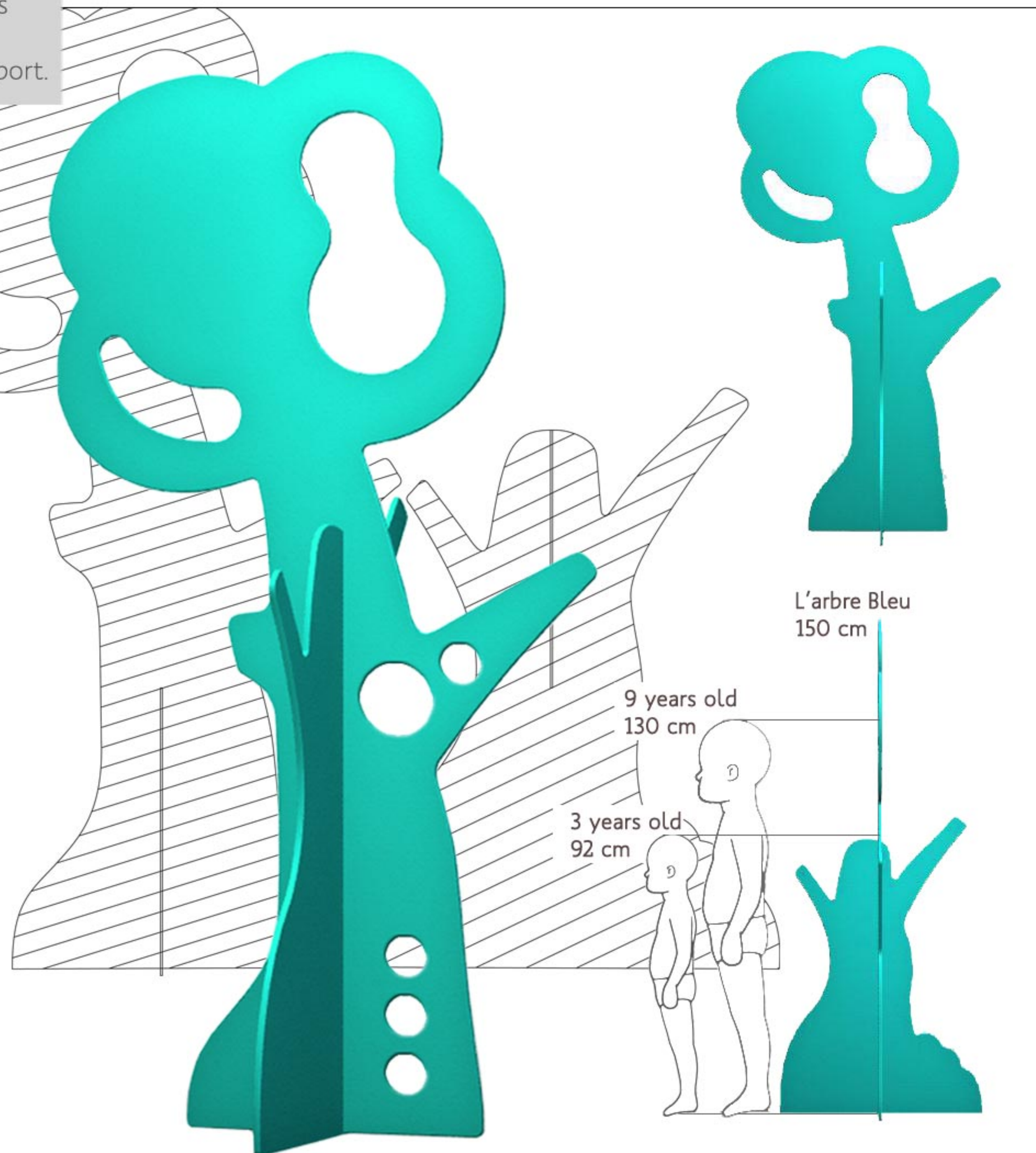
Ergonomic and easy to use  
thanks to the "pop-up" lead





## L'arbre Bleu

Decorative coat stand for kid. Not only helpfull to hang their clothes usually difficult to tidy (scarf, gloves, umbrella...) this tree take part in children games and imagination. Also very easy to produce and transport.

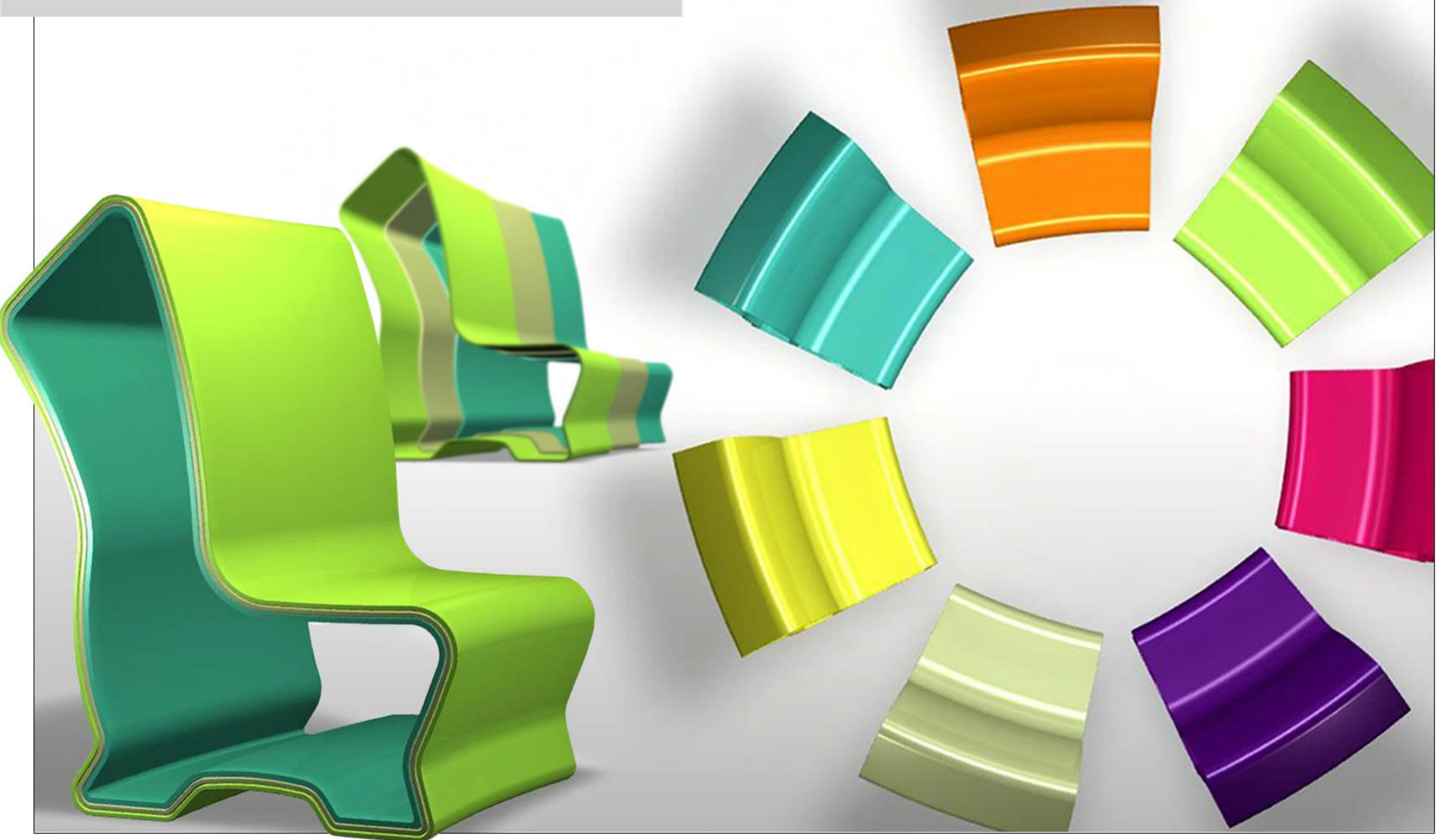




## Madisson 3in1

Contemporary and versatile chair.

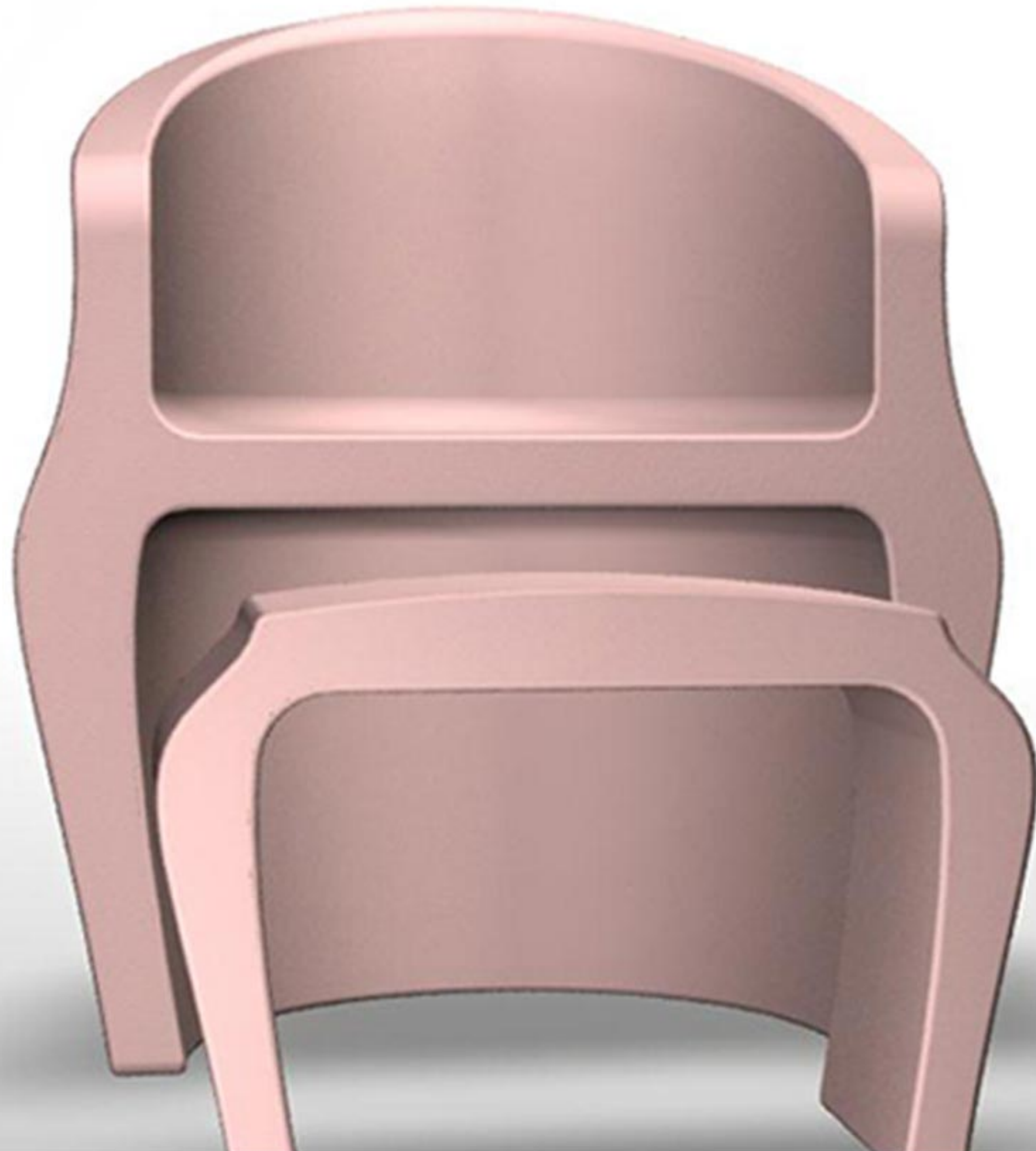
A comfortable and original solution for seating and storage.





## Féminine

This armchair exude simplicity and elegance. The round shape provides a comfortable sitting space and the footstool can be easily stored under the seat.





## Balto

A welcoming armchair appropriate for use in many interiors, such as living rooms, hotels, waiting rooms, libraries, bookstores ...





## Relax

Created for decontracted, convivial moment, Providing visual movement, Relaxed bar stool gives a distinctive look to different environments.





## Flexis

Colour your office environment. Comfortable rotating armchair design for executive rooms, offices and conference suites. Backrest and height adjustable.



Fabric armchair with a distinctive look, symbiosis of modern shape and ergonomics.



# Other

*What else I can provide*

Brand strategy 29

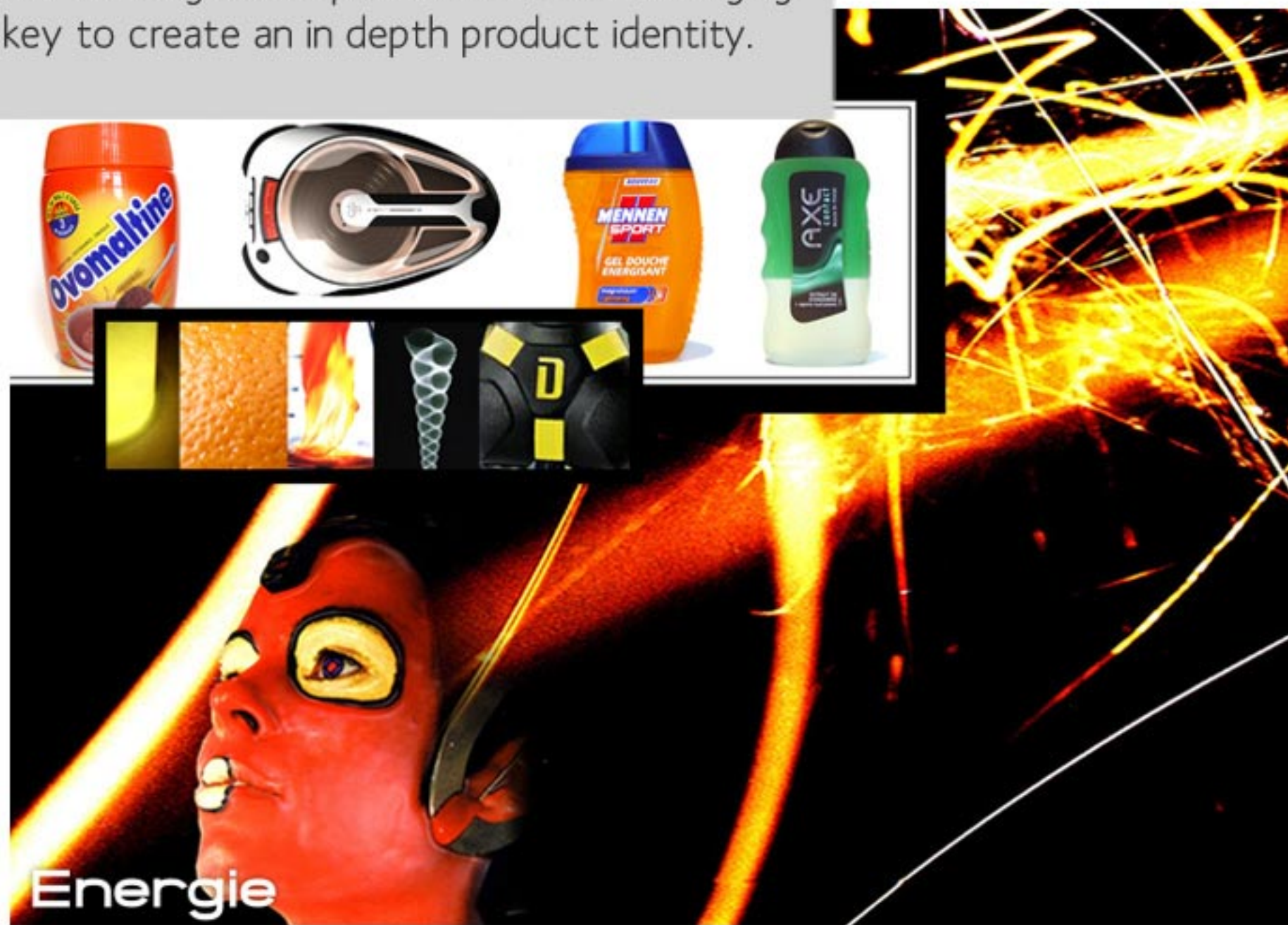
Graphics 31

Illustrations 33



# Trends book

A good design is always based on a strong market/target survey, providing results which can be analysed when thinking about product and brand imaging. Trend and environment analysis is key to create an in depth product identity.





## Color survey

To launch their new comfort razors, Bic needed to carry out a colour and trend survey. Their orange identity was in decline in a male market dominated by blue, black & silver. Bic was looking for a new color range to differentiate its razor.





## Graphics work

Freelance work: posters leaflets, flyers, menus...





# Graphics work

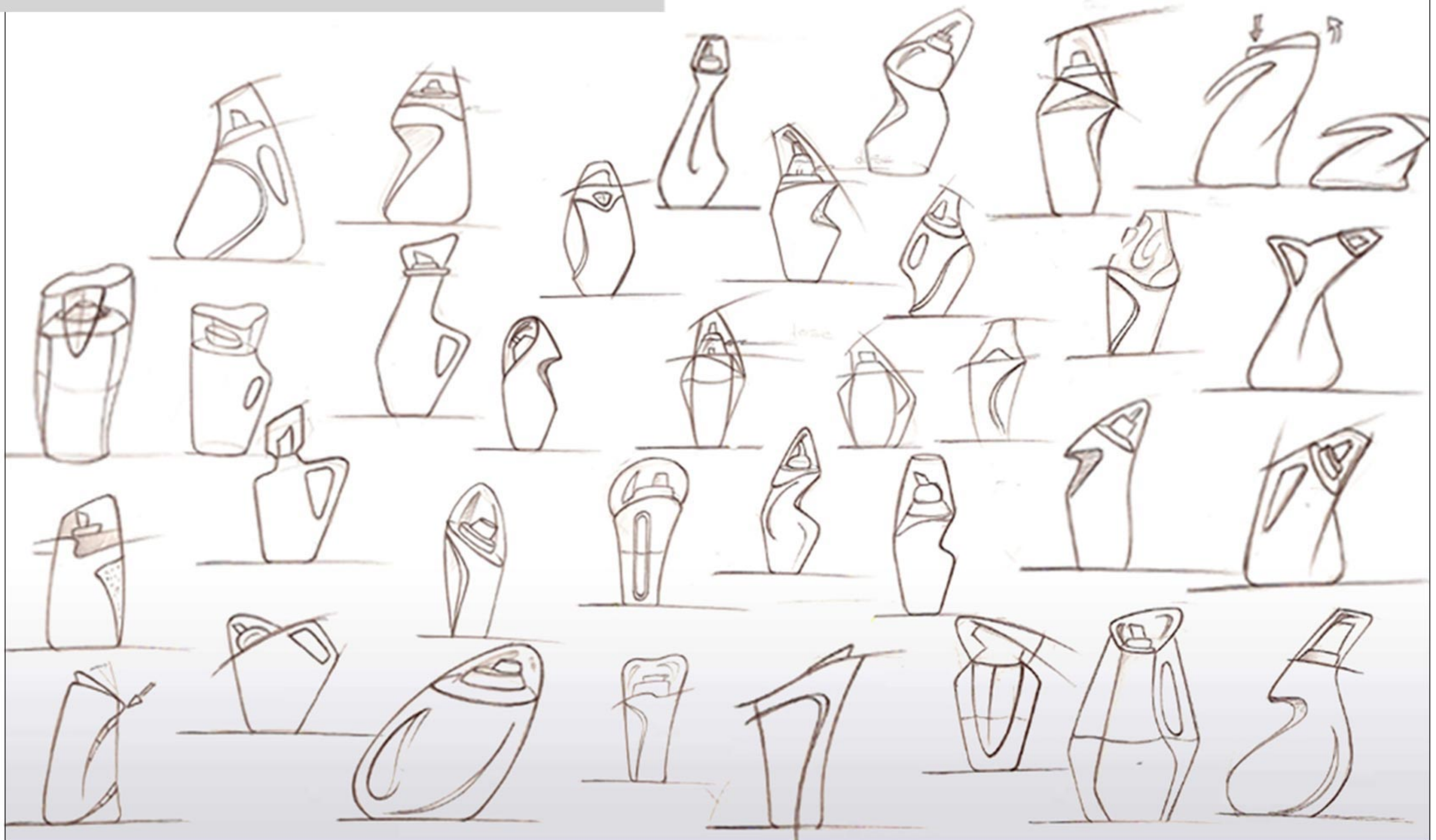
Freelance work: greetings cards, postcards and posters...





# Researches sketches

Washing liquid bottles and containers.





## Researches sketches

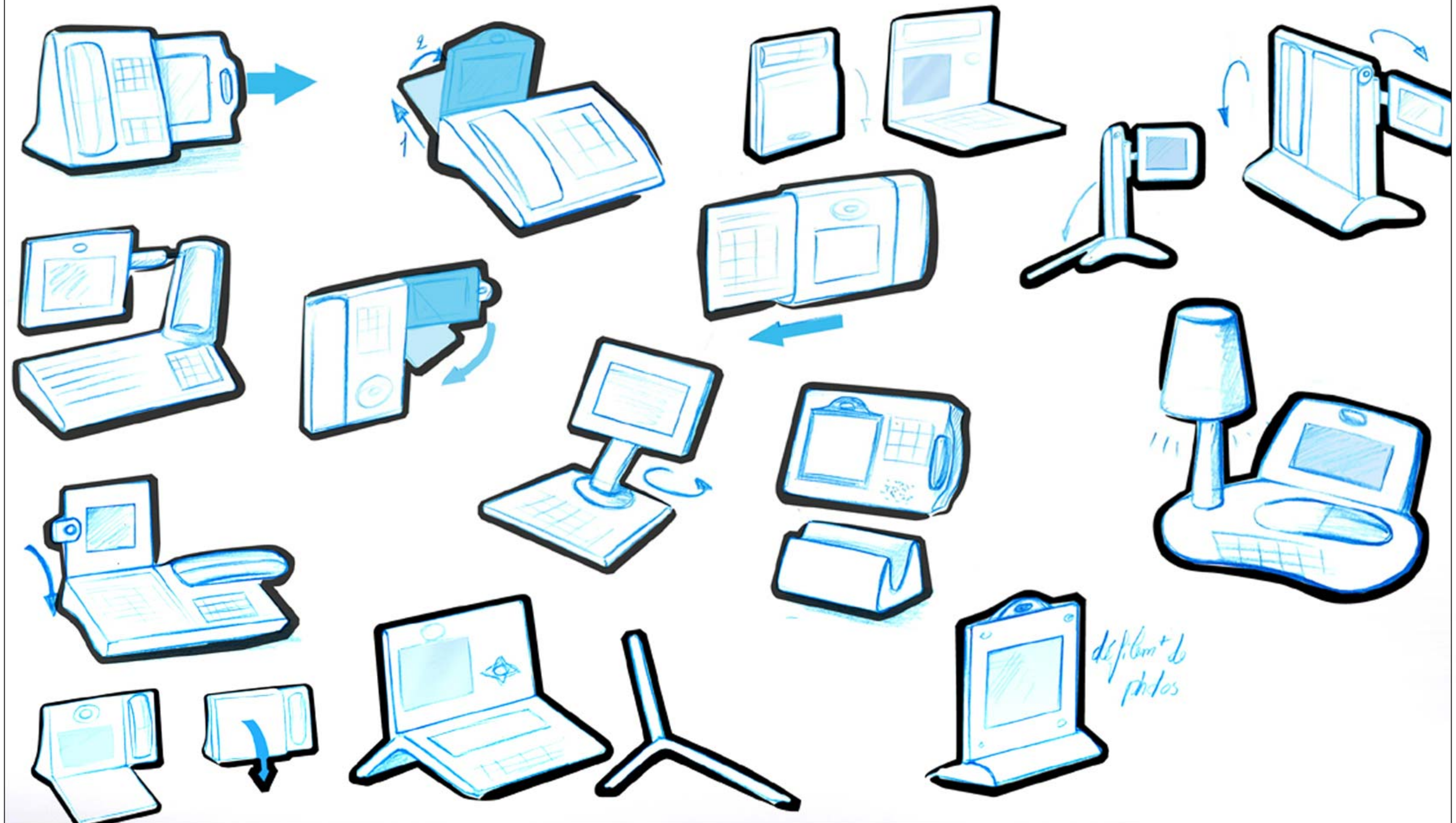
Thermos flasks





# Sketches

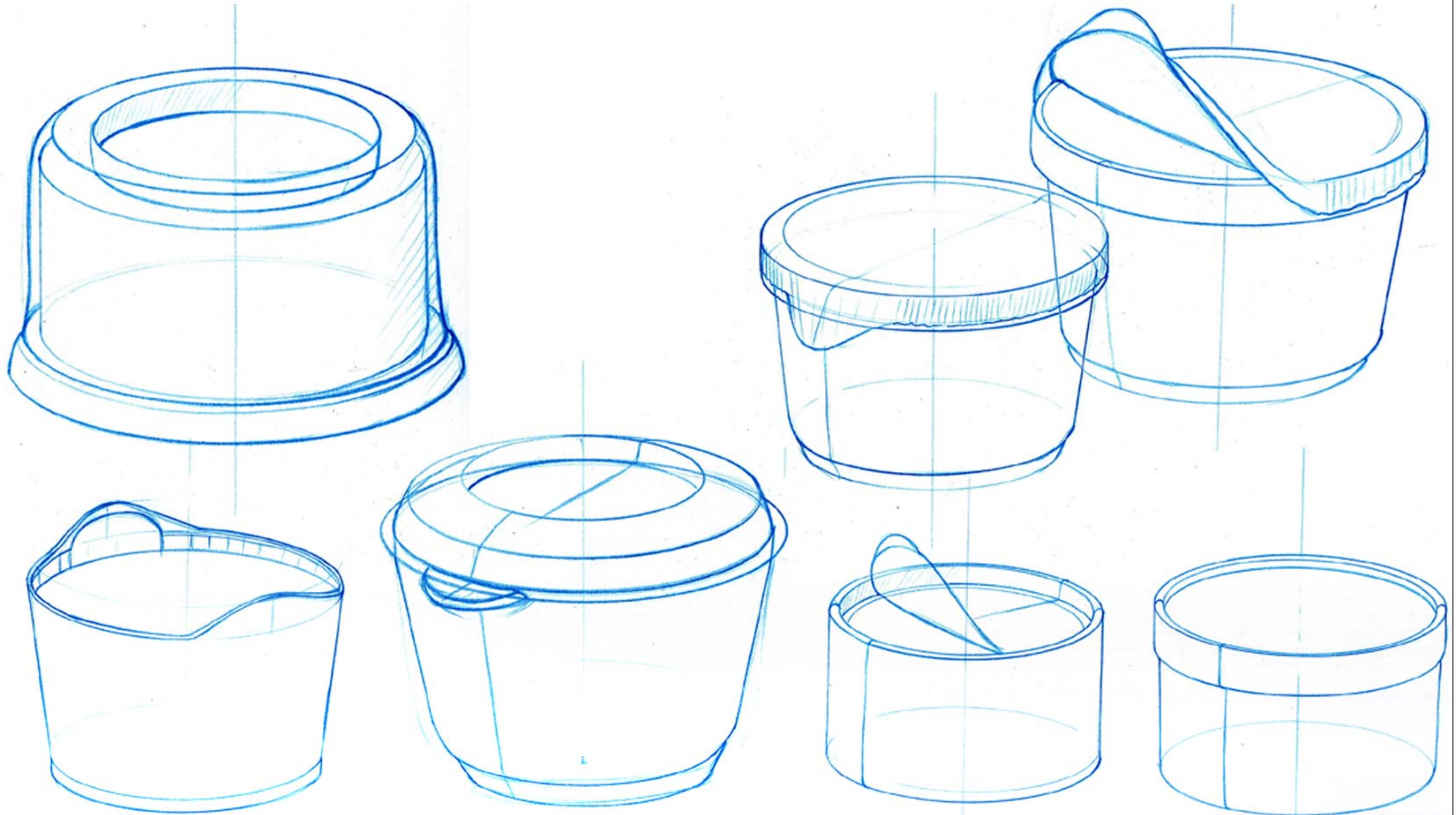
Videophone kinematic researches





# Technical illustration

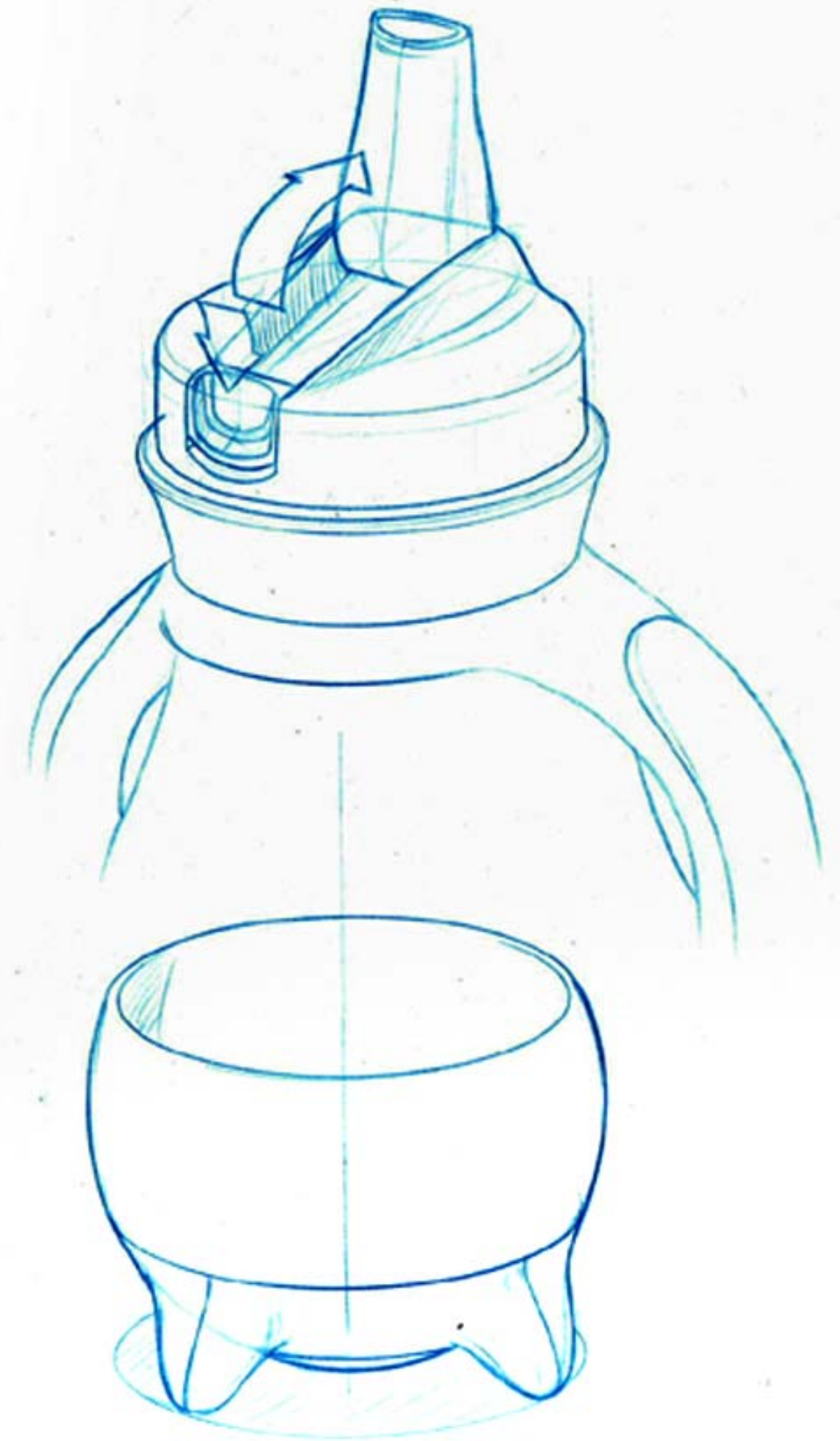
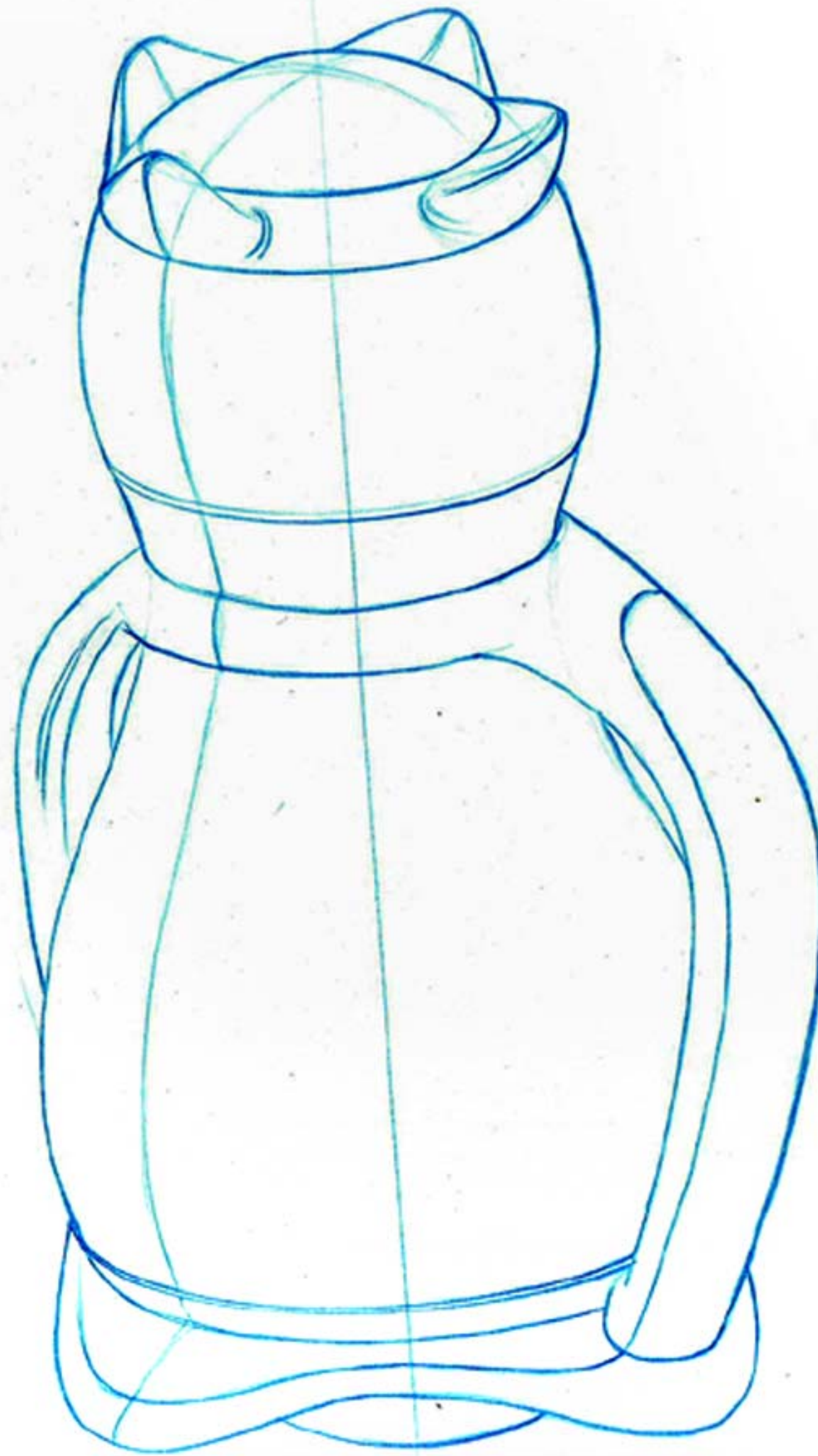
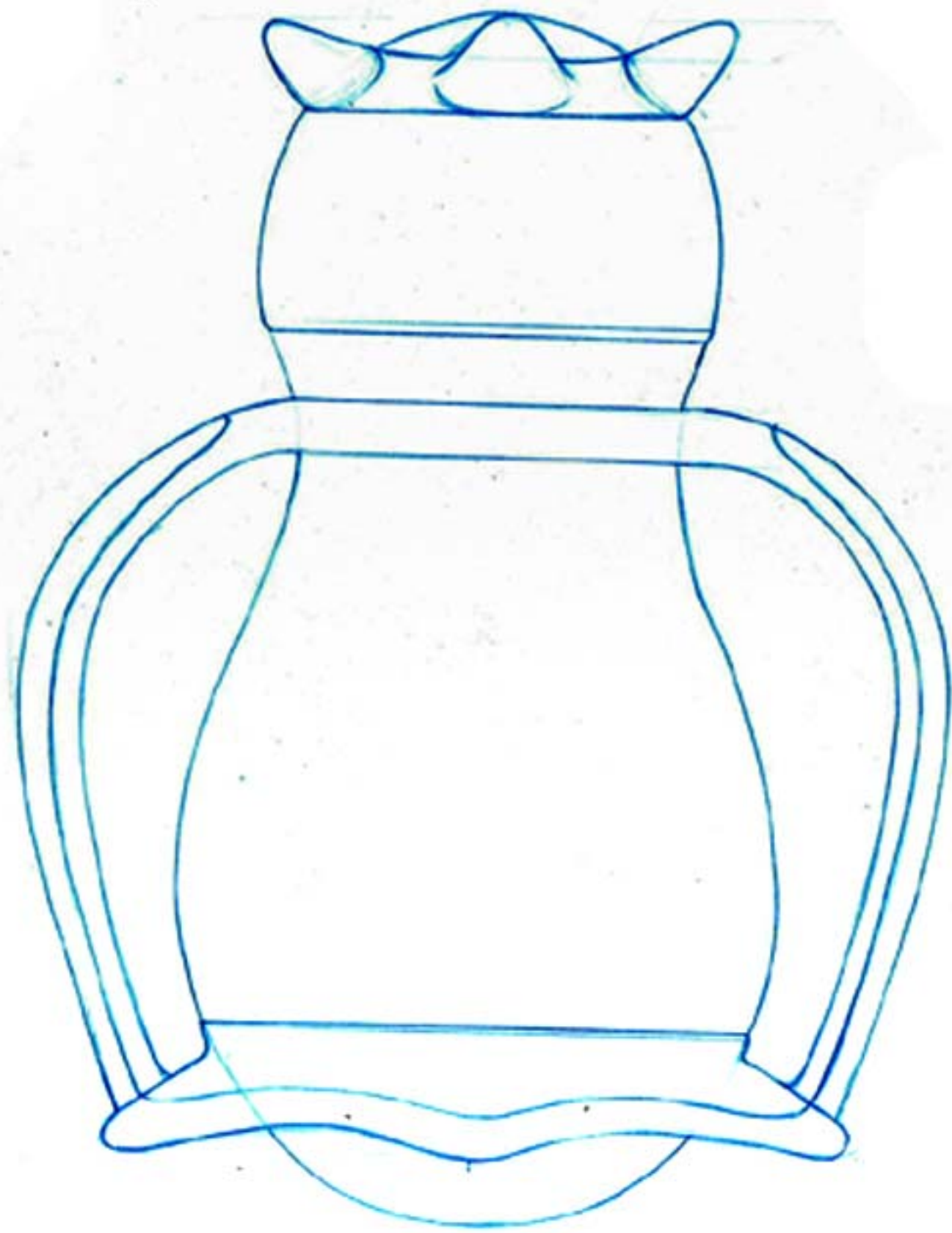
Cheese packaging researches





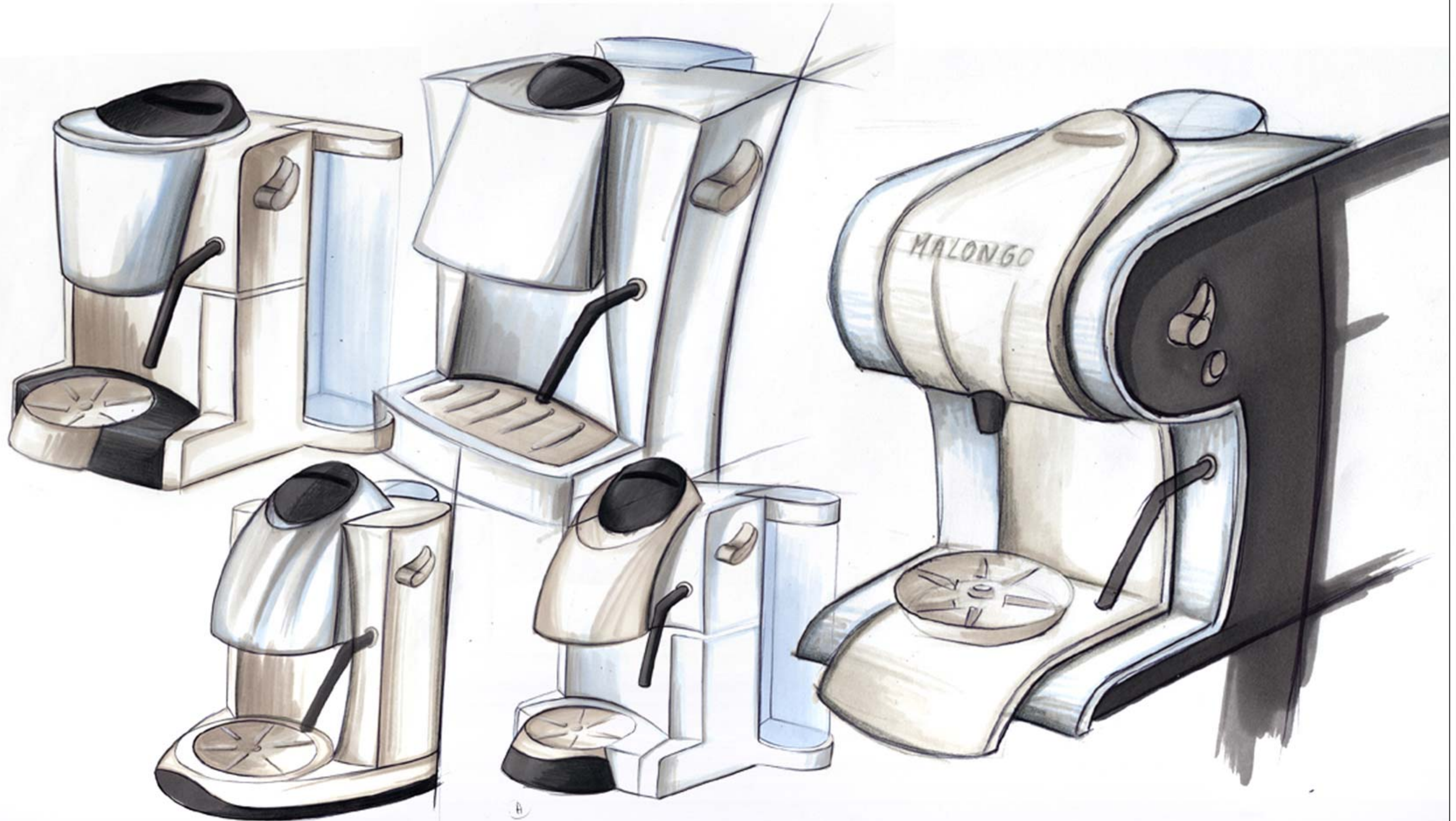
## Technical illustration

Pop-up lead and thermos flask for kids





Quick rough  
Coffee maker researches  
Markers and pen.



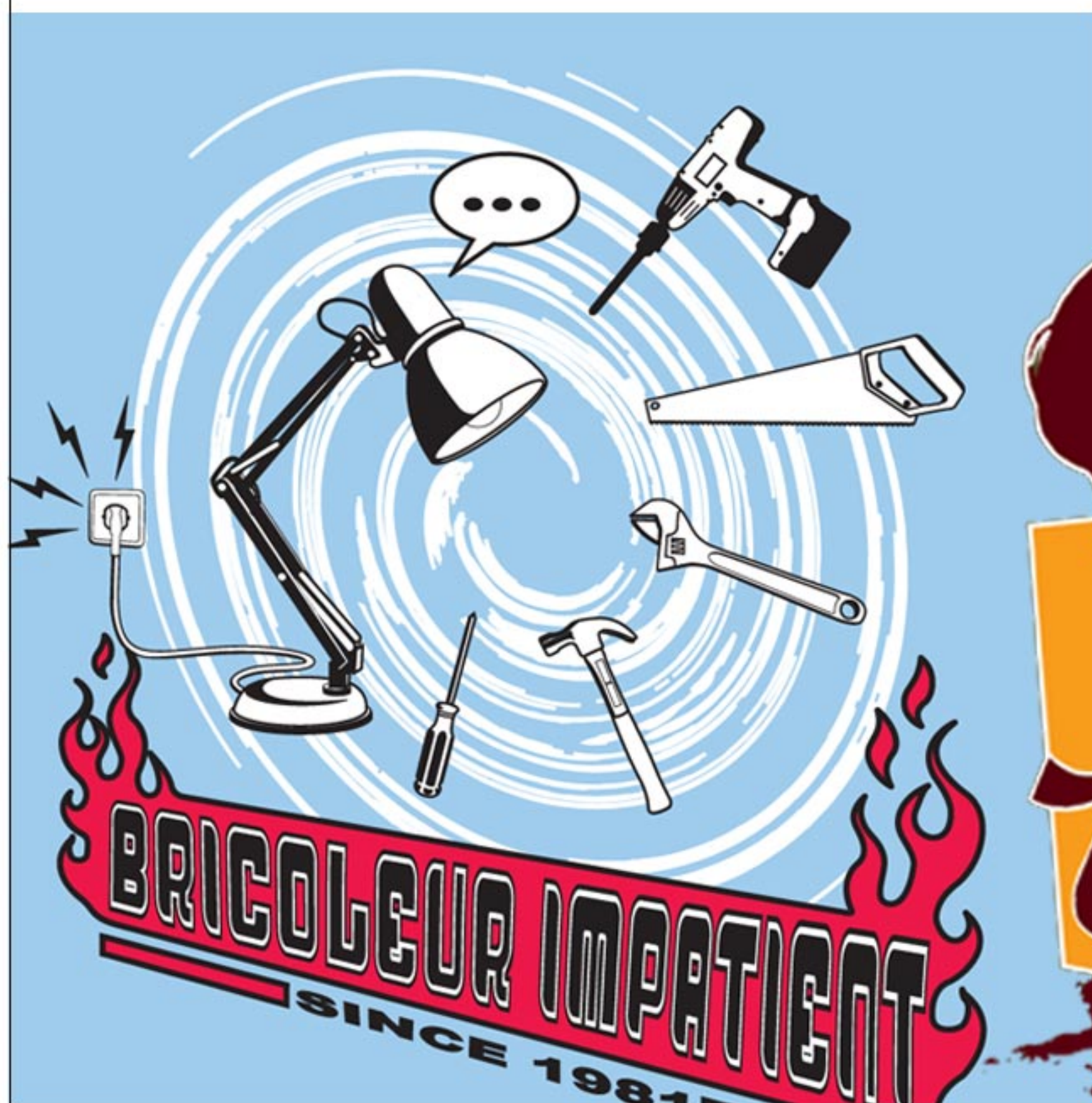
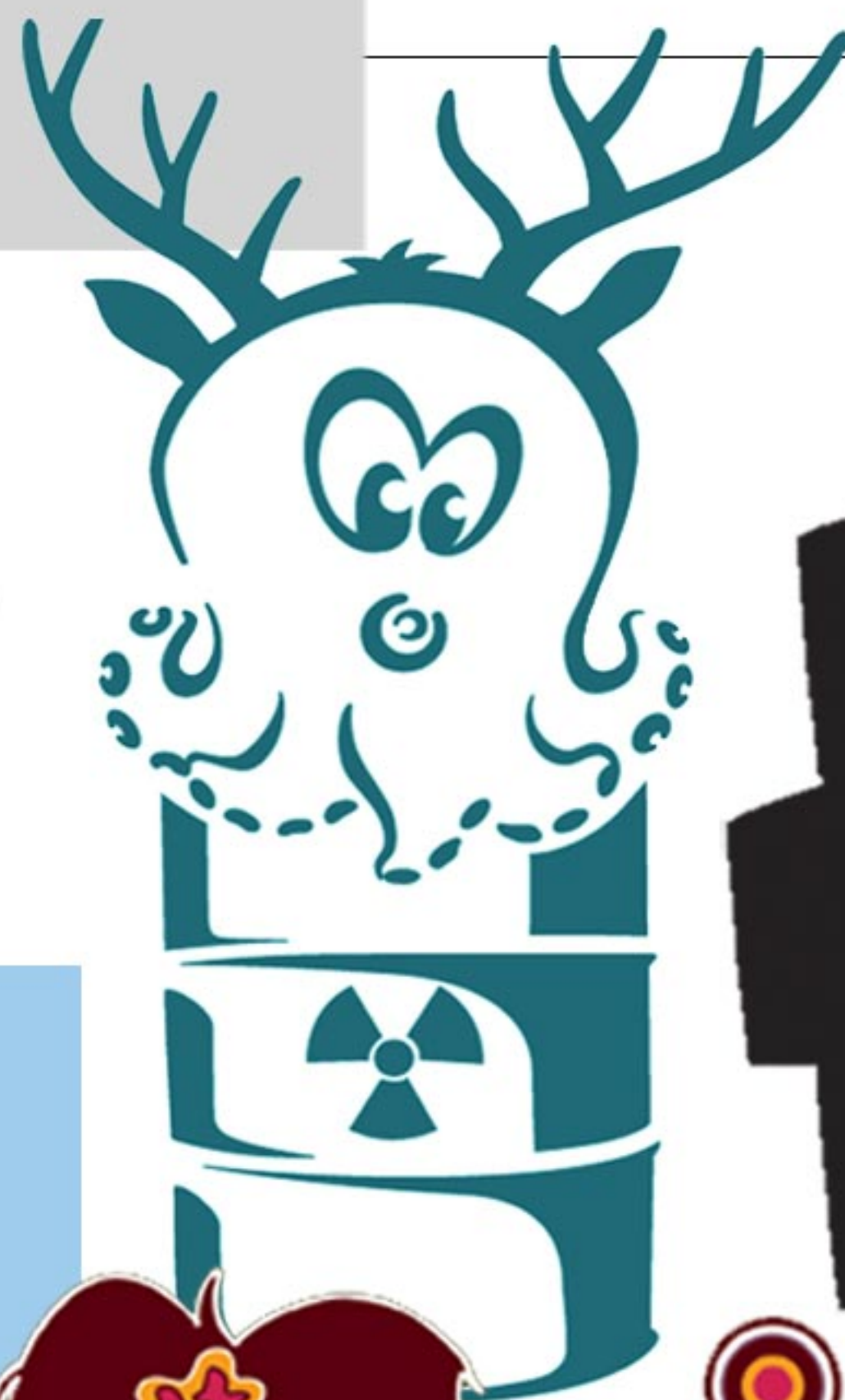


# Illustrations

Selection of illustrations and stencils  
(made with Illustrator)



*Collection Printemps - Été*





# Contact Details

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England

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*Thanks for viewing...*