



# D'HENAU FLORENTIN

graphic & web design portfolio

**WEBDESIGN**

# 1. ShopForGeek

**Client** : BEM'S

**Target** : fan communities of series, movies, video games and comics.

**Objective** : becoming the main reference in goodies and pop culture products retail in Belgium, France, Netherlands and Luxemburg.

**Mission** : develop an e-commerce website and a fidelity app, branding, logo, SEO and community management.

**URL** : www.shopforgeek.com



# 2. Rêves-Elles-Toi

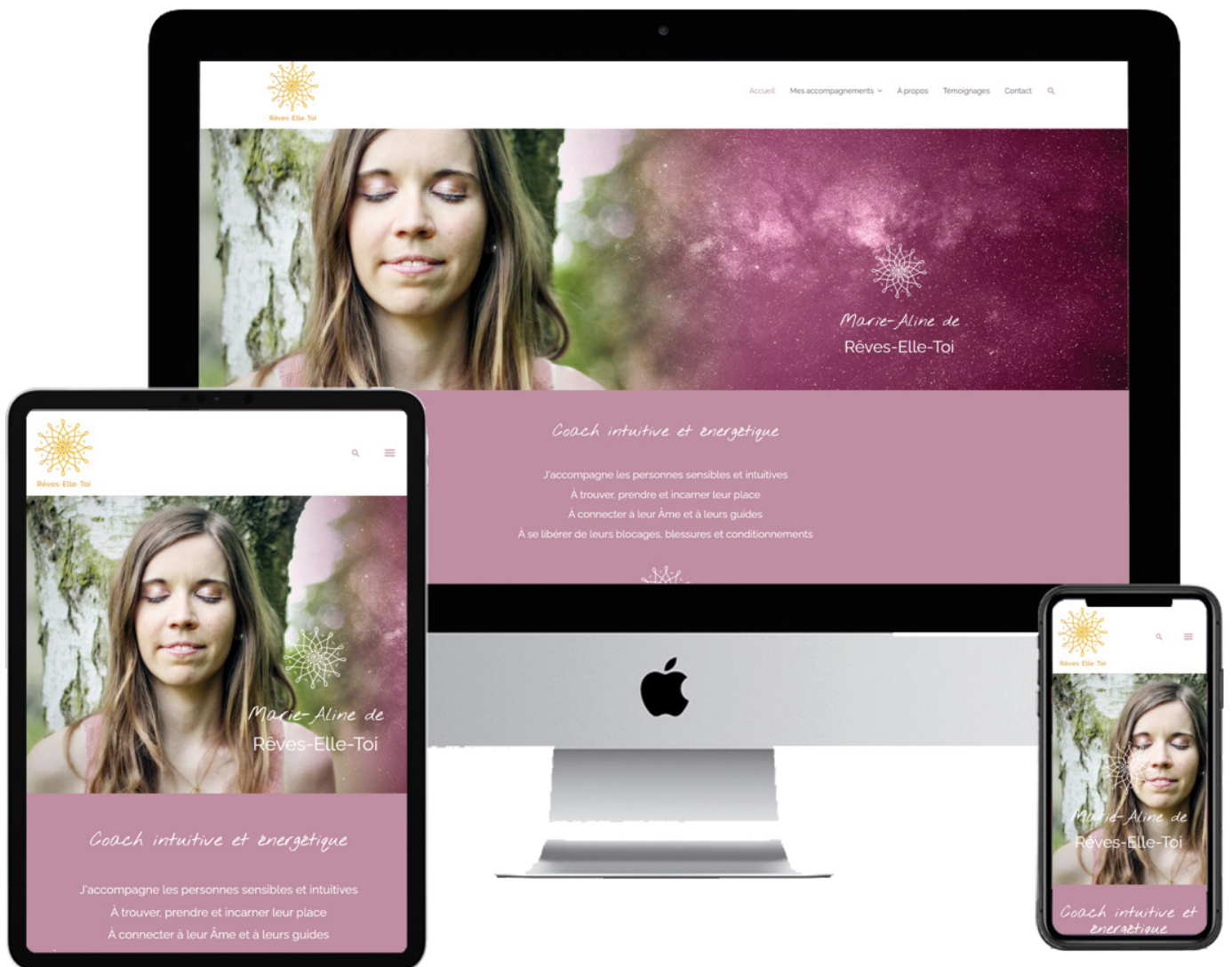
**Client :** Freelance life coach

**Target :** people who want some change in their career or in their private life.

**Objective :** rise online visibility and session demands.

**Mission :** create a logo and visuals, develop a showcase site with smooth and pastel colors

**URL :** www.reves-elle-toi.com



# 3. Nora Feys

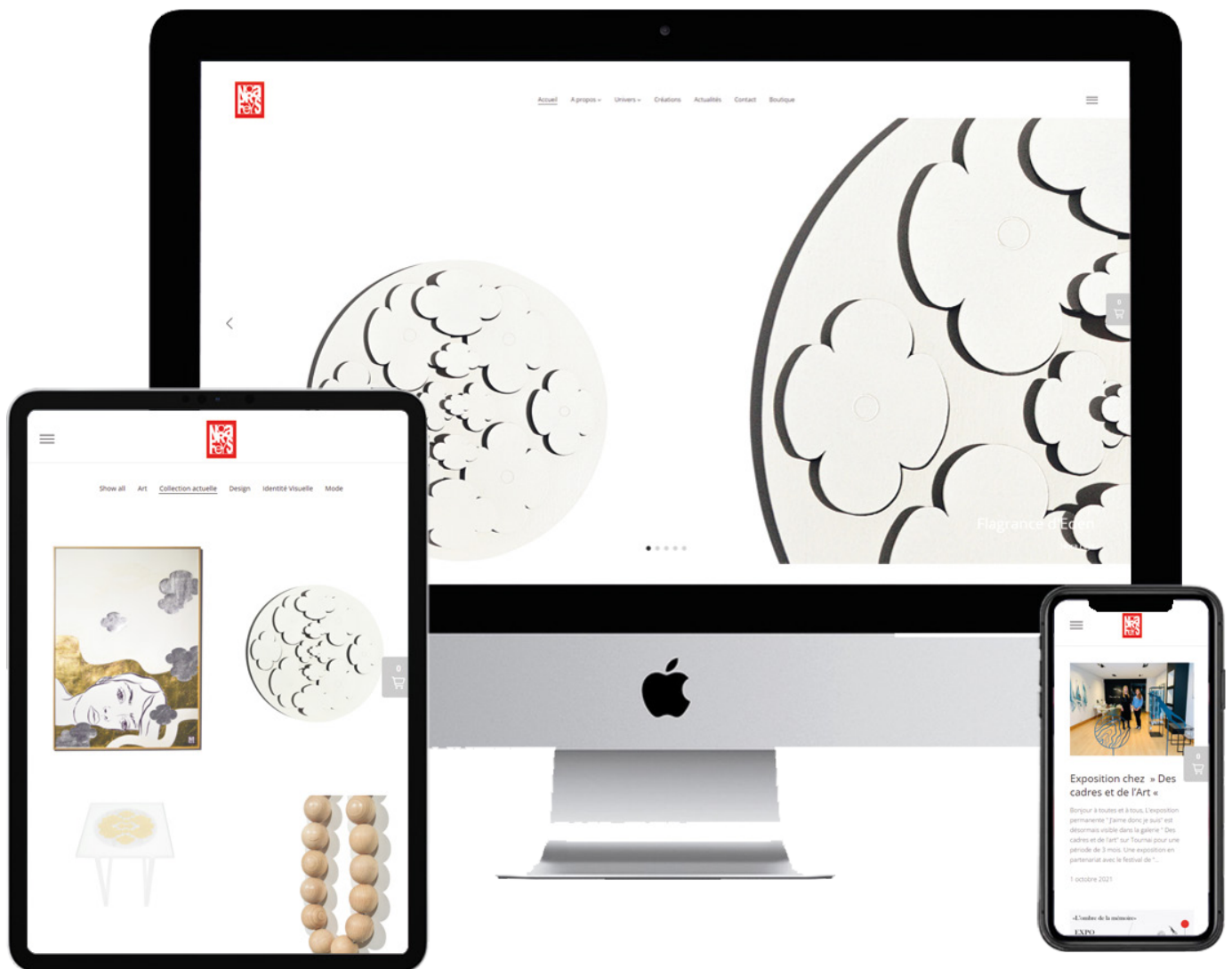
**Client** : French stylist from Lilles (FR)

**Target** : people who want to wear unique high fashion clothes.

**Objective** : rise online visibility and creation demands.

**Mission** : developping a minimalist white blog/e-commerce.

**URL** : www.nora-feys.com



# 4. Assemblée Générale des étudiant·es de Louvain (AGL)

**Client** : ASBL SEUL (AGL)

**Target** : students from all of the Catholic University of Louvain (UCLouvain) campuses, from bachelors to PHD's.

**Objective** : inform all the students of their rights and how the association works, book event rooms online and

**Mission** : create a blog based information platform (reservations, financial support demands,

**URL** : www.aglouvain.be



# 5. International College of Belgium

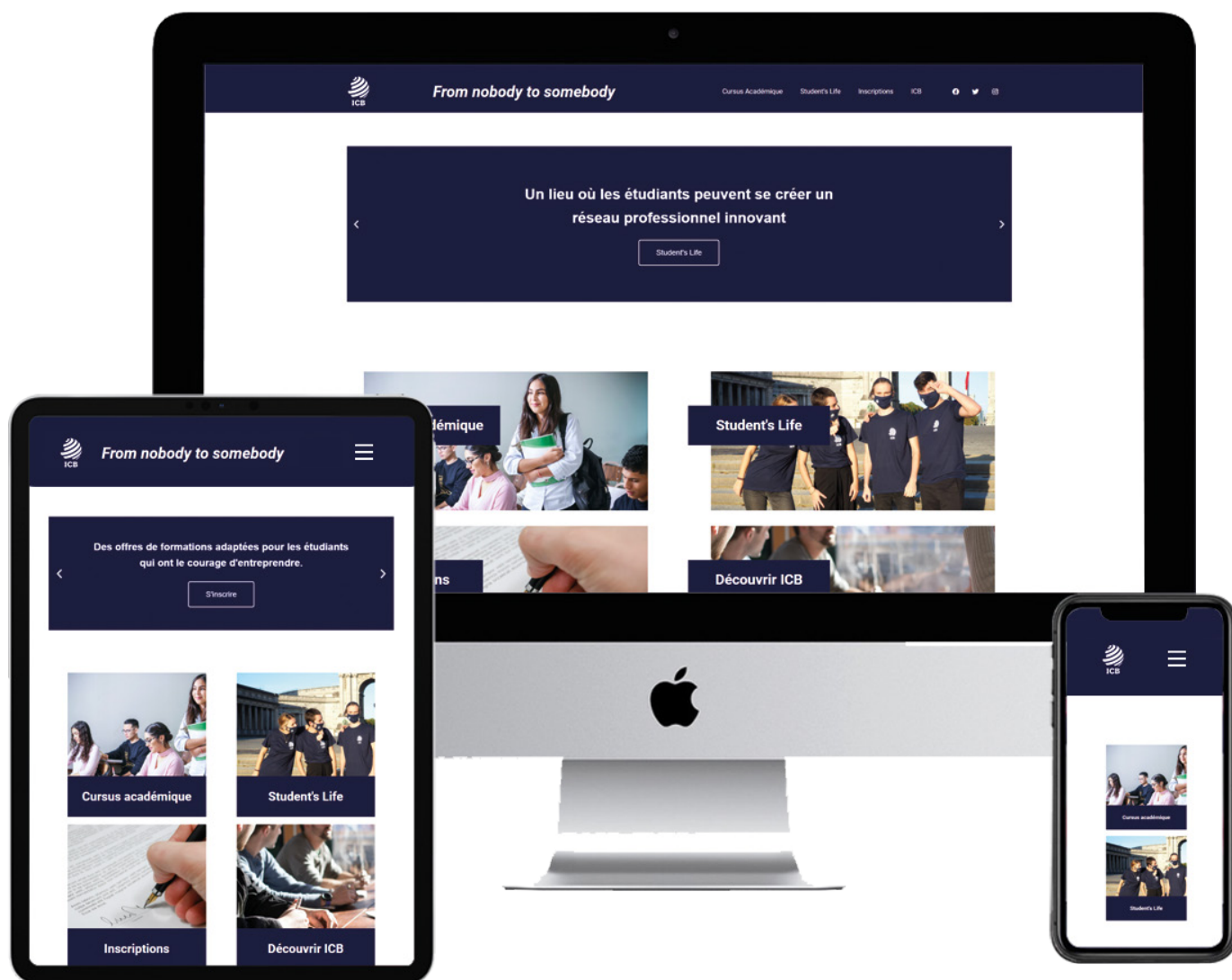
**Client** : ASBL SEUL (AGL)

**Target** : public opinion and the people working for the ministry of higher education.

**Objective** : inform students and public opinion about the risks of commodification of higher education.

**Mission** : create a fake website about a new high school opening in Bruxelles with information about registration, activities, courses and contact form. This was an educational project between UCLouvain and AGL.

**URL** : [www.icbelgium.com](http://www.icbelgium.com)



# 6. Horse's Line

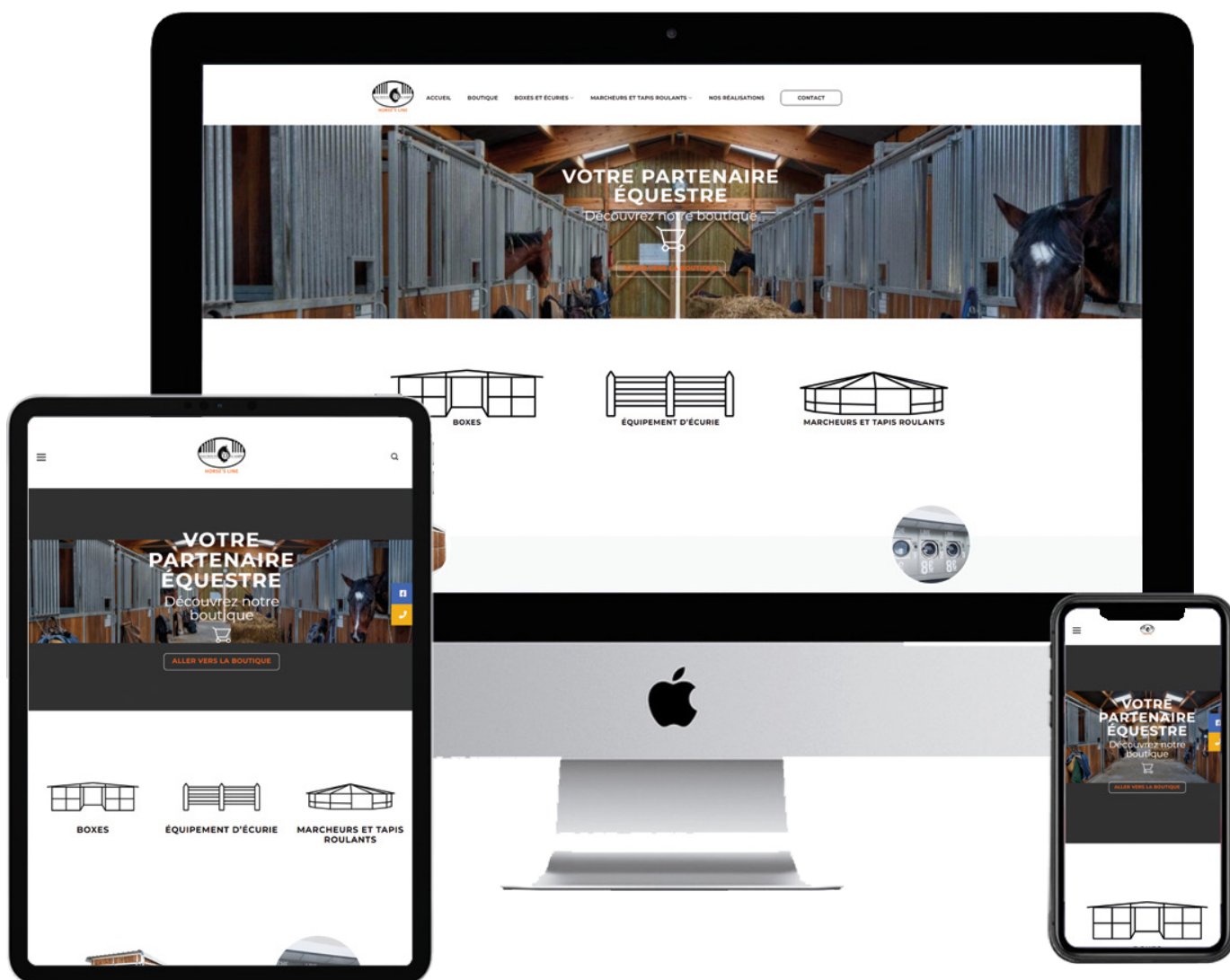
**Client** : Horse's Line

**Target** : stables, haras and horses owners.

**Objective** : rise visibility of customizable horses boxes and sales.

**Mission** : create an ecommerce website with customizable boxes.

**URL** : www.horsesline.com





# 7. Decamps workwear & EPI

**Client** : Decamps Etbs

**Target** : building workers and public services.

**Objective** : rise visibility and sales for the individual protection equipments (EPI) branche.

**Mission** : create an ecommerce website with automatic mail invoices.

**URL** : www.epi.decamps.com



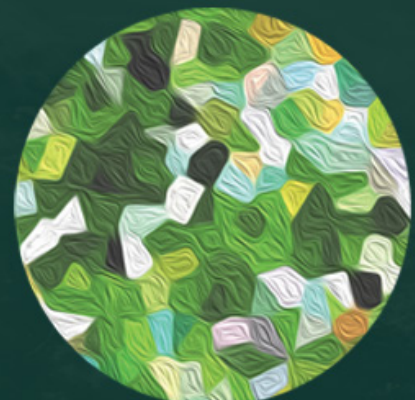
# GRAPHIC DESIGN



Rêves-Elle-Toi

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21  
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