

PORTFOLIO

With solid experience in digital and print design, branding, and art direction, I support organizations in structuring and expressing clear, coherent visual identities aligned with their positioning. My work focuses on translating brand DNA into meaningful visual systems, combining creative vision with strategic consistency across all communication channels.

Used to fast-paced environments within design, marketing, and digital agencies, and supported by an entrepreneurial background, I develop tailored graphic concepts adapted to each project's context and objectives. My approach is grounded in listening, analysis, and design rigor, ensuring relevance, clarity, and long-term visual coherence.

I am eager to contribute my expertise in brand identity and visual communication and to actively participate in the development of thoughtful, well-structured, and distinctive design projects.

Lalaïna Raharison



Graphic Designer (Web & Print) · Art Director
Brand Identity & Visual Communication

Visual designer with a strong background in web and print design,
art direction, and brand management.

I create coherent and impactful visual identities by combining creativity, strategic thinking,
and a strong sense of visual consistency.

Portfolio.



Paris Saint-Germain

My collaboration with Paris Saint-Germain, an internationally recognized professional football (soccer) club, began in 2007 while I was employed at SPORTFIVE. In September 2012, after one year as an independent designer, the club entrusted me with the creation of visual and prospecting materials for its Sponsorship Department.

Since 2013, I also contribute to the development of visual identities and communication assets for the newly launched PSG Academy. Over time, other entities, including the International Development Department and QSI, relied on my expertise for various strategic projects.

I invite you to discover a selection of my work developed across the club's activities, reflecting a shared commitment to excellence, ambition, and passion.

Tools and Softwares

Adobe Creative Cloud / Visual Studio Code



PSG ACADEMY

Website Template

Conception and design of the website
template proposed to all Soccer Schools the
PSG ACADEMY.

Tools and Softwares
Photoshop / Visual Studio Code /
HTML / CSS



PSG ACADEMY

Social Posts

Design of the ad and multi-channel social media content for PSG Academy Qatar Summer Camps, ensuring cohesive branding across platforms.

Tools and Softwares
Photoshop / Illustrator



1080x1080 px



1920x1080 px



900x600 px



1080x1920 px

PSG ACADEMY

Large-format Posters

Design and adaptation of large-format visuals for outdoor and institutional communication, maintaining strong visual impact and brand consistency for Summer Camps of PSG ACADEMY Qatar, at Doha, Rayyan and Wakra.

Tools and Softwares
Photoshop / Illustrator



306x222 cm – AR version

306x222 cm – EN version

PSG ACADEMY



Site plan - 310x210 cm



Roll up Photocall -
200x200 cm

Event Display

Design and production of event materials including banners, roll-ups, flags, and large-format prints, aligned with brand identity and event objectives.



Ark - 740x350 cm



Banners - 80x250 cm

Tools and Softwares

Photoshop / Illustrator / InDesign

PSG ACADEMY

Educational Materials

Art direction and layout design of pedagogical materials, combining clarity, visual hierarchy, and brand coherence to support learning and communication goals.

Tools and Softwares
Photoshop / Illustrator / InDesign



Bilingual Dictionary EN/FR - A4 - 48 pages



Panel - 40x60 cm - series of 8 posters



Welcome booklet - A4 16
pages



Medley PSG 1 B to C

Key Visuals, Posters, POS

Design and production of key visuals and print and digital posters for the club's services:
Sponsorship, QSI and PSG Academy.

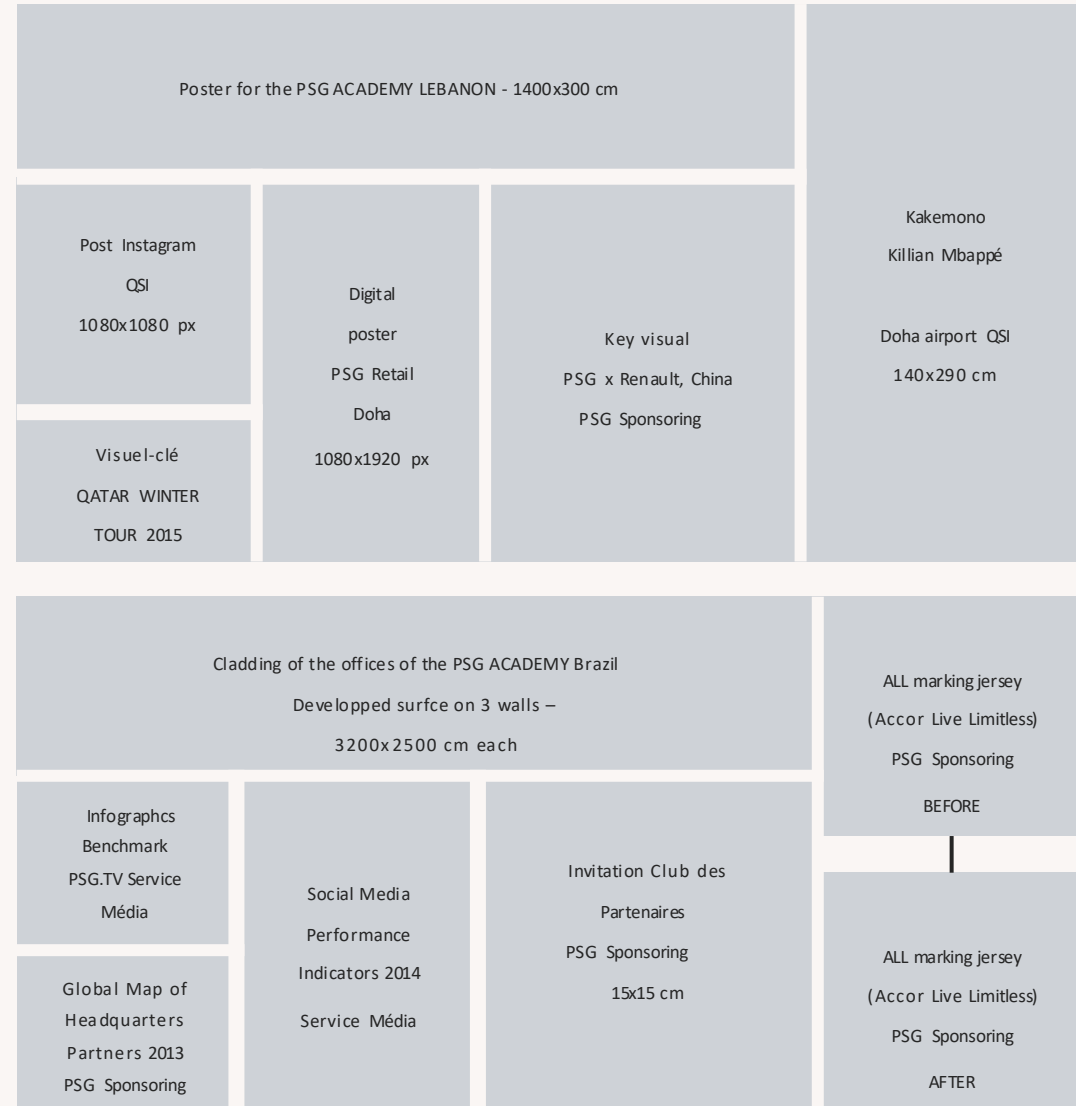
Tools and Softwares
Photoshop / Illustrator

Medley PSG 2 B to B – Internal Communication

Visuals, Design, Infographics

Design and production of print and digital media for the club's departments: Sponsorship, Media and PSG Academy.

Tools and Softwares
Photoshop / Illustrator / InDesign



PARIS SAINT-GERMAIN ACADEMY LIBAN

PARIS ACADEMY

FOR BOYS & GIRLS
5 TO 16 YEARS OLD

DREAM BIGGER

XXXXXXXXXX
XXXXXXXXXX

UCL CHAMPIONS LEAGUE

LIVERPOOL VS PARIS

18-09 AT 9:45PM

FROM 5/5/2019
UNTIL 3/7/2019

تخفيضات PROMOTION

Shop with Confidence
16001

تسوق بثقة
16001

RENAULT

CAPTUR

QATAR WINTER TOUR

19-20-21-22 DECEMBER 2018

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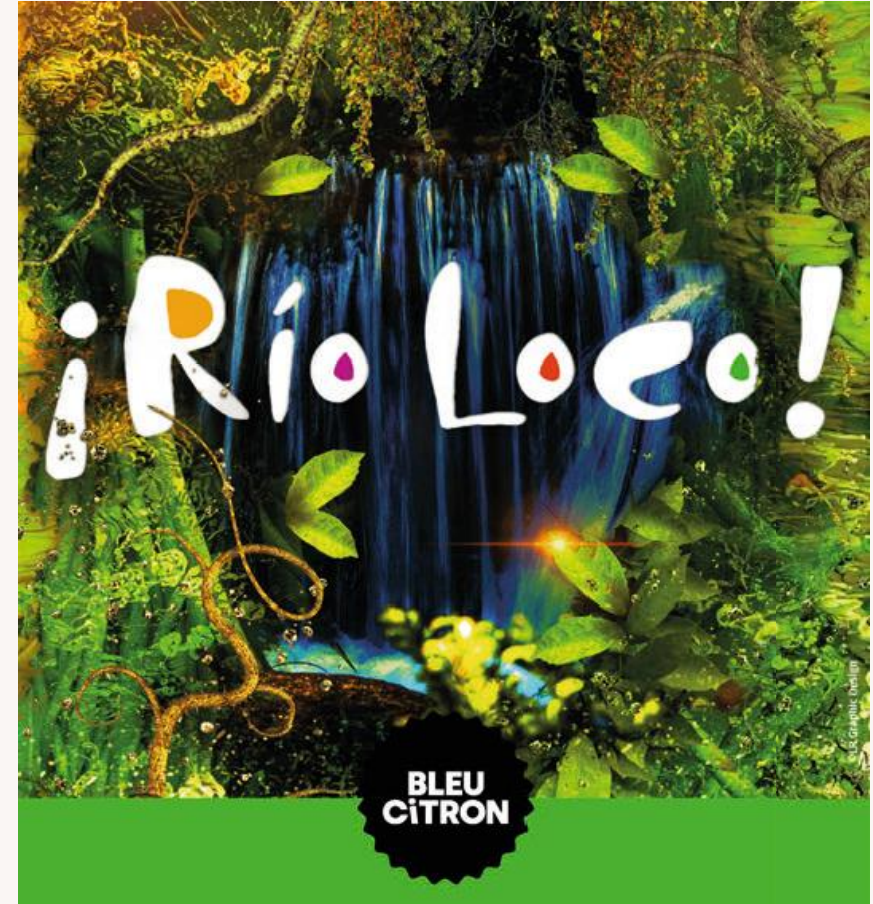


Sports, culture and much more

Giving meaning and enhancing brand identity guide my approach. Trained initially as a web and print graphic designer and later as an art director, I support organizations in strengthening their visual image to build authentic connections with their audiences. Accustomed to purpose-driven sectors — sports, culture, craftsmanship, and recruitment — I draw on this energy to infuse each project with renewed creativity.

Tools and Softwares

Adobe Creative Cloud / HTML / Visual Studio Code /
Elementor / Figma / Adobe XD



Stade Français



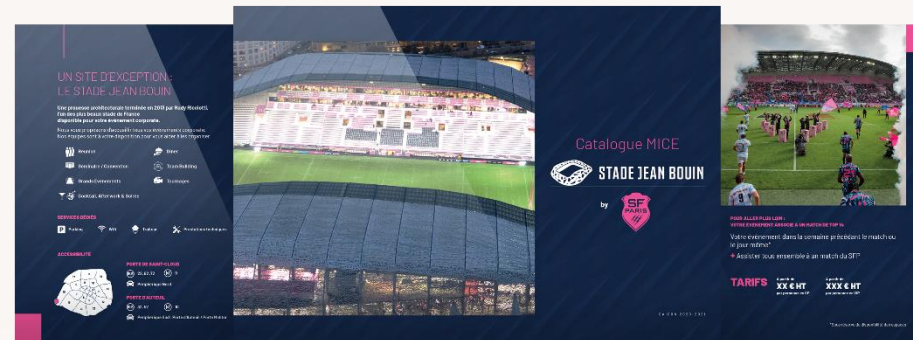
A4 portrait - print version



VIP Offers Brochure

Art direction and layout of editorial materials such as brochures and booklets, with a strong focus on typography, structure, and readability.

Tools and Softwares
Photoshop / Illustrator / InDesign



A4 Landscape - digital version (PDF)

DLSI

Communication Assets

Design of cross-platform communication assets ensuring consistency across print and digital display: social media, LED panels and event touchpoints.

Tools and Softwares

Photoshop / Illustrator / Premiere Pro / After Effects



Matmut Atlantique

Hospitalities Booklet

Inauguration of the new Bordeaux Stadium. Creation of the Hospitalities booklet for the opening match and the Top 14 semifinals, reflecting the prestige and identity of this landmark sporting event.

Tools and Softwares
Photoshop / InDesign



Booklet - A4 landscape - printed version



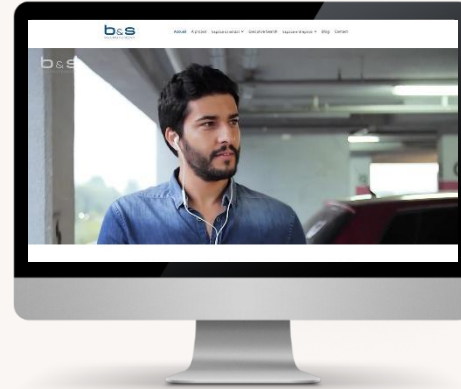
Flashcards - A4 Landscape Print
and Digital Versions

B&S Recrutement

Brand Identity

Development of brand systems applied to print and digital materials, exhibition stands, signage, and large-format communication and to the website.

Tools and Softwares
Photoshop / Illustrator / InDesign /
Premiere pro / Visual Studio Code

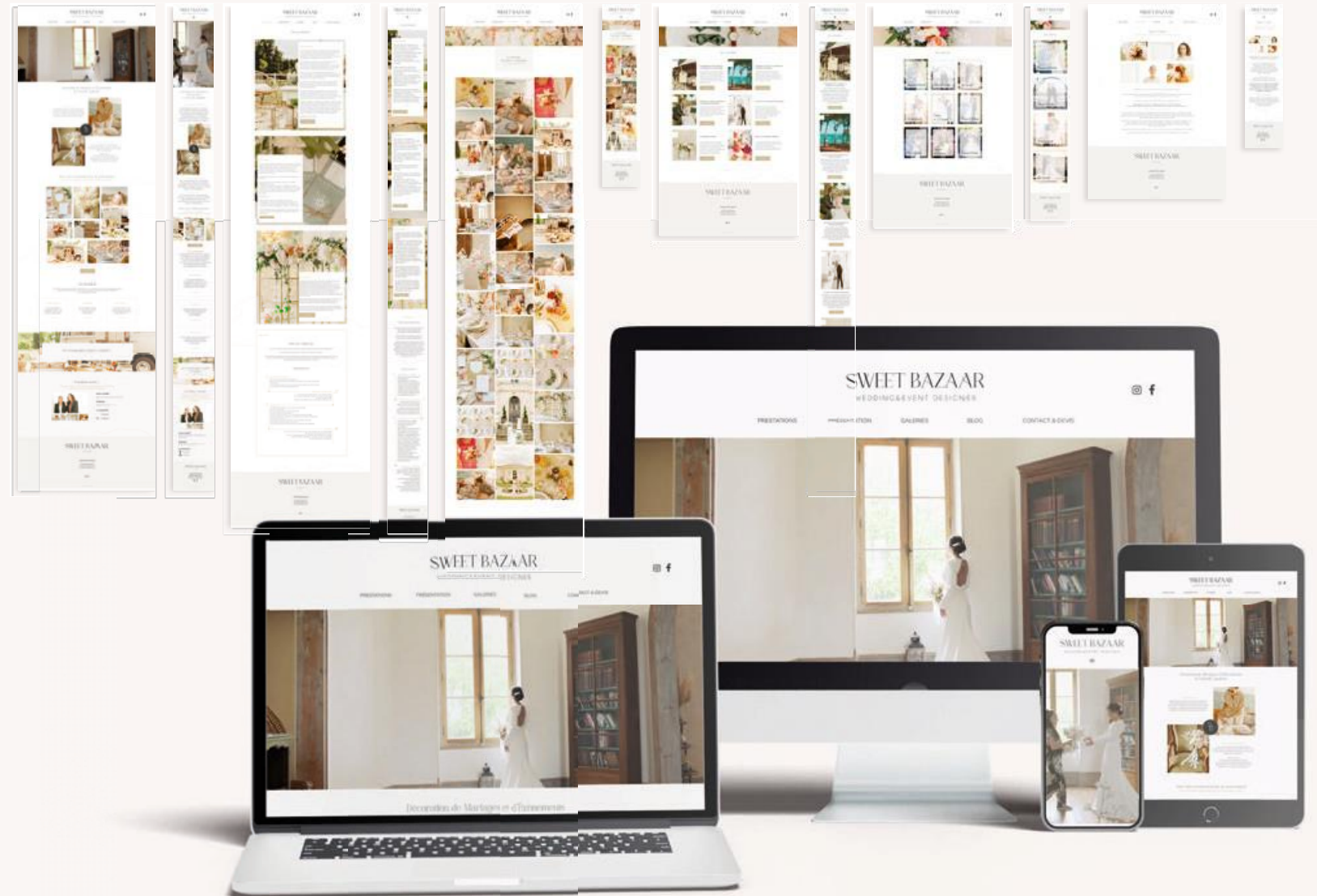


Sweet Bazaar

Website Redesign

Complete website redesign, including visual concept, UX approach, and digital identity, aligned with a premium brand positioning.

Tools and Softwares
Adobe XD / Wordpress / Elementor



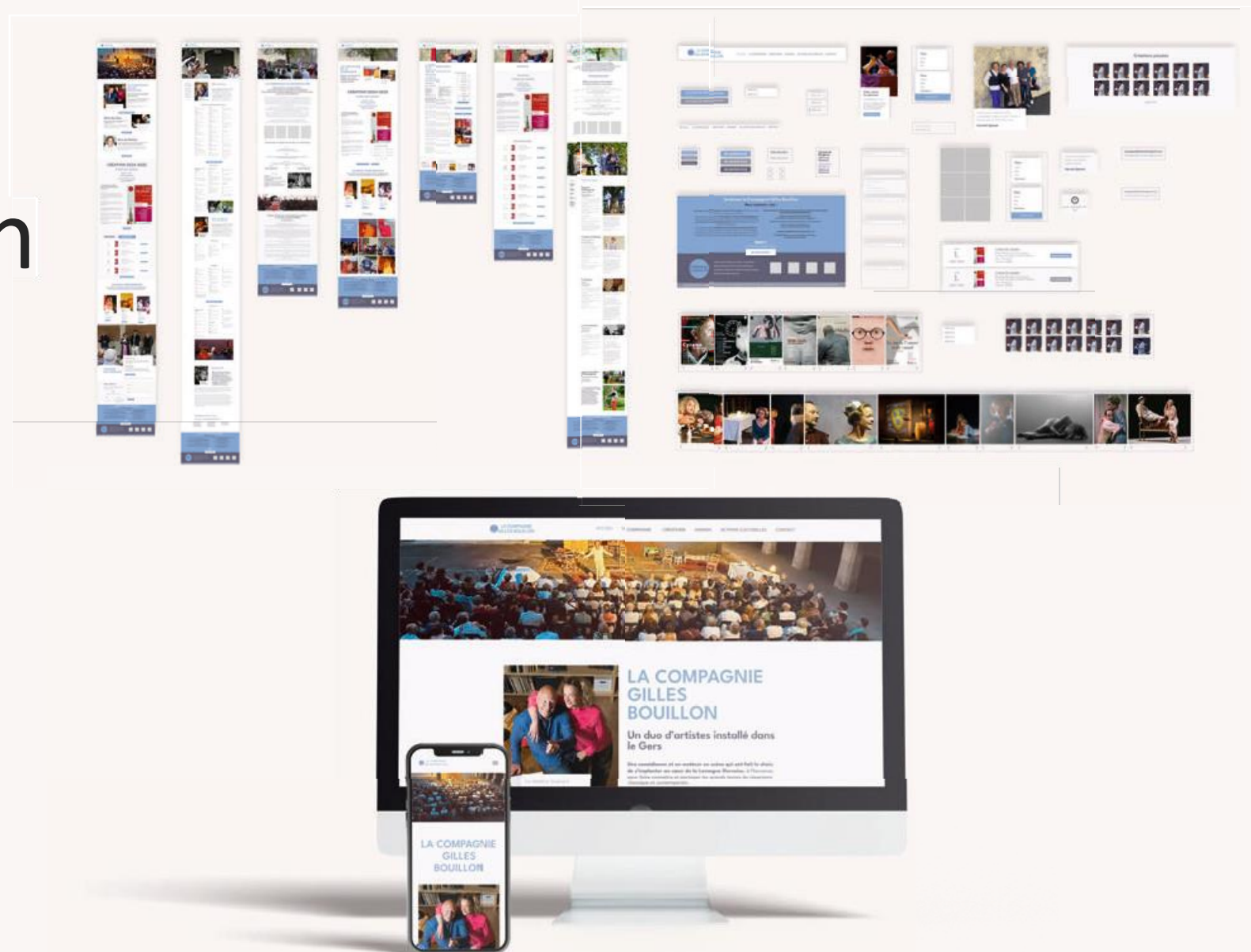
Compagnie Gilles Bouillon

Website Redesign

Website design and redesign for the Gilles Bouillon Company, focusing on digital modernization and intuitive, autonomous content management.

[See the website](#)

Tools and Softwares
Figma / Wordpress / Elementor



Medley

« Free Rein »

Posters & Visuals

Design of visual campaigns and print assets for cultural, associative, and institutional projects.

Tools and Softwares
Photoshop / Illustrator / InDesign





Contact

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