



## CONTACTS

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 michellelagane

## EDUCATION

**BA Degree in Applied Design**  
Stellenbosch Academy of  
Design & Photography  
Years: 2006- 2008  
Majoring in Graphic Design

**Matriculation Exemption**  
De La Salle Holy Cross College  
2005

## EXPERTISE

BRANDING

PACKAGING

CORPORATE  
IDENTITY

SOCIAL MEDIA

CONCEPTUALISATION

# MICHELLE ROUGIER LAGANE

## PROFILE

I'm, half Mauritian, half South African and both countries have a very special place in my heart. I grew up in Vibrant City Johannesburg South Africa, playing sports, dancing, horse-riding and chilling with friends. I then moved to Cape Town where I studied a BA in Graphic Design and Photography at the Stellenbosch Academy of Design while discovering the amazing city and enjoying the occasional wine farm. I worked for one and a half years at Kastners and Partners, the Red Bull agency in Cape Town. I followed Yoann, my husband, to Mauritius 5 years ago and haven't looked back! I worked at Maurice Publicite Ogilvy for one year and then moved to Circus Advertising where I worked for 4 years before starting the Mink Design Studio in July 2015.

## EXPERIENCE

### OWNER & GRAPHIC DESIGNER Mink Design Studio

Mink is a graphic, print and web design company based on the west coast of Mauritius, with a strong focus in brand development and execution. I place a huge emphasis on awesome design, excellent client service, and timely communication. Ensuring each project gets the attention it deserves is of the utmost importance. Throughout my thorough branding process, I work directly with you as we create a cohesive new look that reflects your style while also delivering an effective marketing tool for your business for years to come.

### GRAPHIC DESIGNER Circus Advertising / 2011-2015

I worked on varied projects while at Circus Advertising, from web design and branding to the conceptualisation and execution of events. I learnt to multi-task and meet pressing deadlines whilst staying creative and precise. Working at Circus Advertising also helped me gain extensive experience in the Mauritian market.

#### Highlights from Circus Advertising:

- Events: 60ans UBP and Mon Trésor launch
- Logo and brand identity design of My Moris
- Website Design of Panagora and Beaubebe
- Facebook Campaigns for Talia and Made In Moris
- Rebranding of several Large Companies such as Air Austral, Ciel and Panagora.
- Annual Report Design: MCB and Terra
- Packaging Design of Altesse, Chicky Fun Meal and Permoglaze

## SKILLS

### PHOTOSHOP



### ILLUSTRATOR



### INDESIGN



### KEYNOTE



### MS WORD



### MS EXCEL



### MS POWERPOINT



## FUN FACTS

Spirit animal:  
Lilac breasted roller

Favourite movie:  
About Time

Favourite snack:  
Boulette (a mauritian roadside take-away)

Guilty pleasure:  
Desserts (yes thats plural!)

Non-design hobby:  
Running with my dogs & playing soccer

## EXTRA

Loerie Awards Finalist

2008

2009

## EXPERIENCE (CONTINUED)

### GRAPHIC DESIGNER

Maurice Publicité Ogilvy & Mather / 2010-2011

While working at Maurice Publicite Ogilvy I honed my Indesign skills working on various annual reports and local magazine publications.

### GRAPHIC DESIGNER

Kastner & Partners Cape Town / 2009-2010

Kastner and Partners was a highly conceptual agency where we often had very limited budgets to work with. I learned how to develop fresh and exciting ideas to suit the clients needs without breaking the bank. While working for the international brand Red Bull I learned how to conceptualise, develop advertising campaigns, digital media campaigns and event promotion.

#### Highlights from Kastner & Partners Cape Town:

- Working on all of the marketing and events for Red Bull.
- Conceptualisation of new Red Bull advertisements for presentation at International Level
- Spier Contemporary Art exhibition: conceptualisation and execution of a piece of performance art/flash mob.
- Braai4Heritage: Conceptualising and execution of a promotional campaign for the Braai4Heritage brand. This included a successful attempt at the Guinness world record for the longest braai and a multimedia campaign promoting the event the event.
- Conceptualised material for the Red bull events happening in South Africa. Some of these events included Red Bull Box Cart Race Soweto, Red Bull Street Style South Africa Qualifiers, Red Bull Street Style World Final, Red bull Music Academy, Soweto Sessions and Red bull X-Fighter Jams.

## REFERENCES

### VINCENT MONTOCCHIO

Managing Director  
Circus Advertising

Executive Creative Director  
of Publicis Africa Group

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### SHARON GOUGES

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