



HOW TO

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AUGMENTED REALITY

Identifying the amazing projects behind digital's artificial renaissance

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FI.IGHTI.ESS

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GOOGLE I/O

Future web strategies revealed from this San Francisco developer show





Claire Guilloton

web www.claireguilloton.com



Currentrole Lead designer at Chatsworth Communications

Education Master Art and Multimedia (Paris)

Expertise Brand Design, HTML, CSS, Flash AS3, Photoshop, Illustrator, InDesign, Dreamweaver, Final Cut Pro,

Premiere and After Effect

Clients

Pachamama Forest, Laphroaig, Bacardi, VPH, Chatsworth Communications, Ed Luke

Twitter @clairequilloton

Claire Guilloton is a French web designer who started designing for the web at the tender age of nine, preparing menus for a fake restaurant as part of a game.

After five years studying Art at university, Claire worked for four years in a London-based agency, where she learnt everything about web and web design. She has since worked for well-known brands such as Laphroaig, Bacardi, Berghaus and Pachamama Forest. She is currently employed by a London Public agency, Chatsworth Communications, as its lead designer.

Claire likes to follow the latest trends, to keep up to date with what's happening in web design through a selection of RSS feeds of the

best web design magazines (including our very own Web Designer). But she is also constantly looking across the web and stocking up on the best textures and fonts out there. She has always based her work on a number of inspirational websites she has kept in mind over the years.

She loves working in a diverse and creative industry, which offers constant learning and challenges. Claire is passionate about drawings and paintings and she loves integrating her own illustrations into her work. This will be her main focus for the next few years. She has just created a blog to display her illustrations at www.claireguilloton.com/blog. and is looking and hoping to evolve this in the near future.



01 www.canadianclub.com



www.pachamamaforest.com



www.rockstarsexhibition.com



www.furax.fr/tournee-2011



laphroaig.com/triplewood

AS3. Claire did design and videos for the main website. The use of video full screen was the main purpose, as well as giving it a very elegant touch.

02

CMS. As a branding manager for this project, Claire created a modern and appealing image for a Colombian reforestation agency.

Flash AS3. The purpose here was to focus the attention on the pictures. Claire's used fullscreen images, few content and a masculine touch.

Furax is a booking agency and Claire did the brochure for 2011/2012. She created texture and illustrations to match the image of the company.

Flash AS3. Claire created Triple Wood's microsite on the basis of the Laphroaig image (old and traditional brand). She's also filmed and edited the video