MORE IS MORE

ILLUSTRATOR
PHOTOSHOP
INDESIGN
PREMIER PRO
AFTER EFFECT
ABOBE AUDITION

HTML
CSS
PHP
JS

COMMUNICATION
INDEPENDENT
ADAPTABILITY
CREATIVITY

ANOTHER DAY ANOTHER PROJECT

POSI-TIVE

Portfolio

Amandine Huché

DYNAMIC

BLENDER UNITY

PRODUCTIVITY

PERFECTIONIST

2ND YEAR STUDENT AT BUT MMI IN VELIZY, FRANCE

METIER DU MULTIMEDIA ET DE L'INTERNET
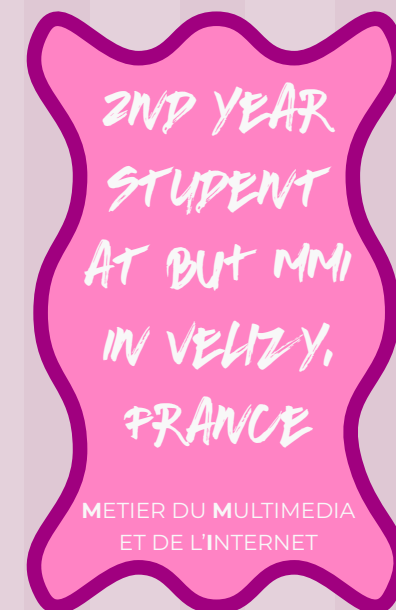
2025

HELLO !

"You can't use up creativity. The more you use, the more you have." — **Maya Angelou**

I am Amandine Huché

With a contagious dynamism, I am always ready to take on new projects with enthusiasm and determination. Passionate about design, digital creation, and strategic thinking, I thrive in bringing ideas to life with precision and originality.

Curious and resourceful, I love immersing myself in different creative universes, researching trends, and refining concepts to deliver impactful and well-thought-out visuals. Whether it's graphic design, UX/UI, branding, or content creation, I approach every challenge with a mix of creativity and analytical thinking.

Experience

Last year, I completed an internship with a freelance graphic designer at Pop'ins. This experience deepened my understanding of research in the creative process and strengthened my skills in visual design, content creation, and brand strategy. My internship taught me to approach design with reflection and strategy, ensuring that every project is both creative and well-founded.

From Paris to Montréal

From the charming streets of Paris to the vibrant energy of Montreal, I am now studying Multimedia at Vanier College for a semester. This experience allows me to expand my skills in graphic design, web development, and communication strategies. Immersed in a new creative environment, I explore fresh perspectives to refine my approach.

This journey from Paris to Montreal molds my vision, sharpens my skills, and fuels my passion for design and digital creation. Now, let's explore my work, where creativity meets strategy, and ideas come to life.

Summary
Check out my projects

Carambar
Campaign

About the project
For its return to France, Carambar sparks a new revolution ! what better way than to do it **"à la française"**

This campaign playfully revisits French history with three mascots inspired by key revolutionary periods, mixing humor and colorful illustrations to engage all generations.

Challenge & Solution
The main challenge was to find a way to unite different generations—those who grew up with Carambar's iconic jokes and younger audiences discovering the brand for the first time.
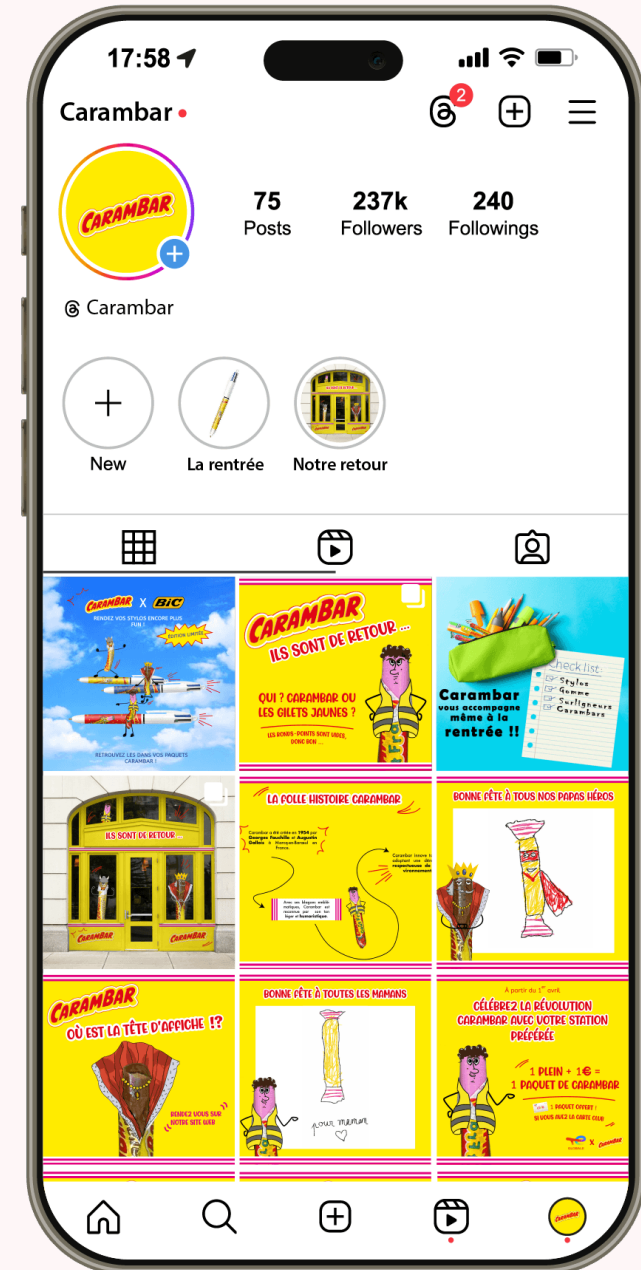
By mixing history with Carambar's humor, we created playful mascots inspired by revolutionary figures, making the brand's return both nostalgic and fun.

My role
- **Design creation** – Designed all visual elements of the campaign, ensuring consistency with Carambar's identity.

- **Concept development** – Contributed to shaping the idea of revolutionary mascots and defining the campaign's creative direction.

Tools
- Photoshop
- Illustrator
- Indesign
- Figma

CARAMBAR
ILS SONT DE RETOUR ...

QUI ? CARAMBAR OU
LES GILETS JAUNES ?

LES RONDS-POINTS SONT VIDES,
DONC BON ...

CARAMBAR
ILS SONT DE RETOUR ...

QUI ? CARAMBAR OU
LOUIS XVI ?

LOUIS XVI IL EST MORT DONC BON ...

❤ **532 Likes**

Carambar Mais qui sont de retour ?
#carambar #revolutioncarambar #retourenfrance
#carambargaulois

CARAMBAR
ILS SONT DE RETOUR ...

QUI ? CARAMBAR OU
LES GAULOIS ?

JULES CÉSAR LES A ÉCRASÉS
DONC BON ...

See the whole campaign

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Coastline
Campaign

About the project
As part of a week-long workshop, we designed an awareness-raising campaign for the Conservatoire du Littoral. The aim was to encourage the public to take concrete action to protect the coastline, by highlighting the urgency and impact of each daily action.

Challenge & Solution
How can we encourage the public to take action to protect our coastlines ? The challenge was to make the issue concrete and engaging, without making people feel guilty, while illustrating the impact of individual actions.
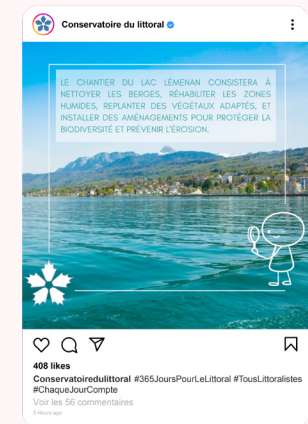
We developed the slogan '365 days to save our coastlines: every day counts, so does every action' and the slogan 'A fragile coastline, a gauge for action'. The concept is based on an evolving gauge that symbolises the collective impact of our actions. The graphics and visuals capture attention and encourage commitment.
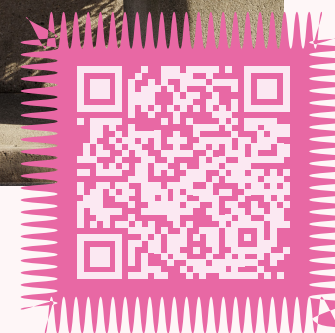
My role
- **Art Direction** – Creation of the visual universe and graphic guidelines.

- **Concept and Storytelling** – Development of the message and narrative elements.

- **Communication Materials** – Design of visuals and interactive media to engage the audience.

Tools
- Photoshop
- Illustrator
- Indesign
- Notion

Murakami
Book

About the project
The goal was to immerse our own texts into the universe of an artist.
I chose Takashi Murakami, blending my writing with his vibrant and
surreal aesthetic to create a unique visual experience.

Challenge & Solution
Transforming simple written texts into an immersive journey while
staying true to Murakami's bold and colorful universe.

By using dynamic layouts, vivid colors, and elements inspired by Mu-
rakami's art, I designed pages that feel like stepping into his world,
making the reading experience more engaging and visually striking.

My role
- **Editorial design –** Crafted layouts that merge text and visuals seamlessly.

- **Artistic adaptation –** Translated Muraka-mi's aesthetic into typography, colors, and composition.

Tools
- Indesign
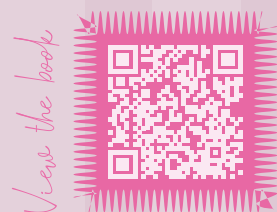
View the book

ZOOM
Illustration

About the project
This project explored the power of vector illustration by creating a highly detailed composition through repetition and refinement of existing elements. The goal was to develop depth and complexity while maintaining visual harmony.

Challenge & Solution
How to create an intricate and cohesive illustration using only vector-based elements while ensuring a smooth, zoomable composition?

By strategically duplicating and transforming elements, I built a seamless, detailed visual without overwhelming the composition. The use of **precision, repetition, and layering** allowed for a dynamic and immersive result, demonstrating the versatility of Illustrator.

My role
- **Illustration & Composition** – Developed a detailed vector artwork.

- **Optimization** – Ensured scalability and clarity at different zoom levels

Tools
- Illustrator

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Étretat
Banners

About the project
This individual project involved creating a promotional poster for the city of Étretat and adapting it into multiple formats. The text content was provided, allowing us to focus on the visual composition and layout.

Challenge & Solution
Designing an original and modern composition that captures the natural beauty and iconic essence of Étretat.

I chose a minimalist approach, using wavy lines to represent the cliffs, combined with a soothing blue color palette. The elegant typography enhances the poetic feel of the visual, inviting viewers to explore the destination.

My role
- **Illustration & Graphic Design** – Creating a stylized and recognizable visual.

- **Typography & Layout** – Ensuring a harmonious and readable composition.

- **Visual Adaptations** – Adjusting the poster to different formats while preserving its impact.

Tools
- Illustrator
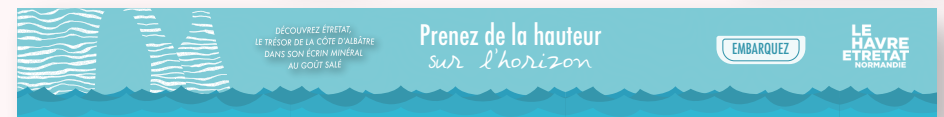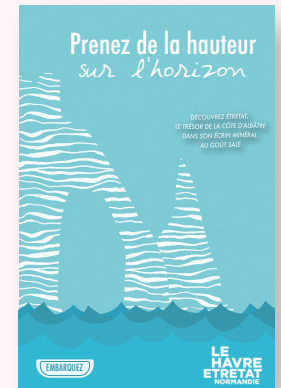
La Voisine
D'à côté

About the project
The project involved redesigning the logo and creating a new graphic charter for 'La Voisine d'à Côté', a small jewellery brand. The aim was to create the brand's image while remaining true to its values and the world it wanted to convey.

Challenge & Solution
The main challenge was to understand the client's expectations and translate them into a coherent logo and graphic identity. The client was indecisive about the style, requiring multiple logo tests and revisions.

I created a moodboard, which the client approved, to guide the visual identity. After testing several logo concepts based on feedback, we finalized a logo that aligned with the brand's message. I also developed a complete graphic charter to ensure consistency across all brand communication.

My role
- **Creation of the logo and brand guide** – Design of the final logo after several tests and creation of a complete graphic charter to ensure a consistent identity.

- **Art direction analysis** – In-depth study of clients' needs to understand the message they wanted to get across.

- **Moodboard** – Drawing up and validating a moodboard to define the basics of the visual identity before creating the logos.
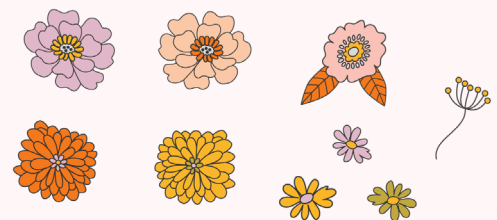
Tools
- Illustrator
- Indesign

Colors

#fef8eb	#fac8a7	#fbb627	#f4781c	#e0b7c9v	#c2a840

Fonts

Titre
Kalnia

Sous-titre
Bacalisties

Graphics Elements

Yearbook
Cover

About the project
The aim was to design the cover of our yearbook, creating a strong visual link with the interior design, while making an immediate impact.

Challenge & Solution
To create a striking cover that reflected the spirit of our promotion while respecting the 'film noir' aesthetic chosen for the interior of the yearbook.

I drew inspiration from neon lights and the world of cinema to keep in line with the interior design. To represent our graduating class, I incorporated the capybara, our mascot, and the façade of our school in Montreal. On the back, I added the first names of each student, paying tribute to each one and reinforcing the feeling of belonging to the class.
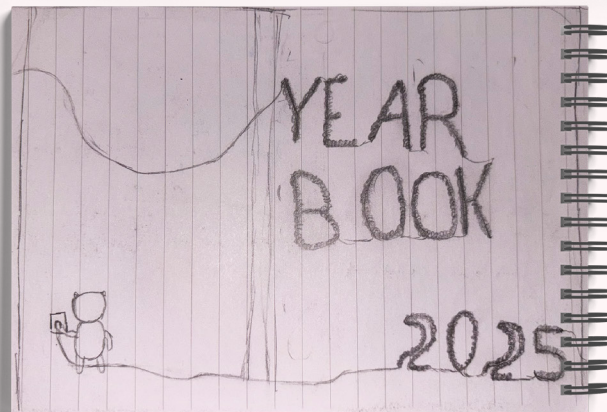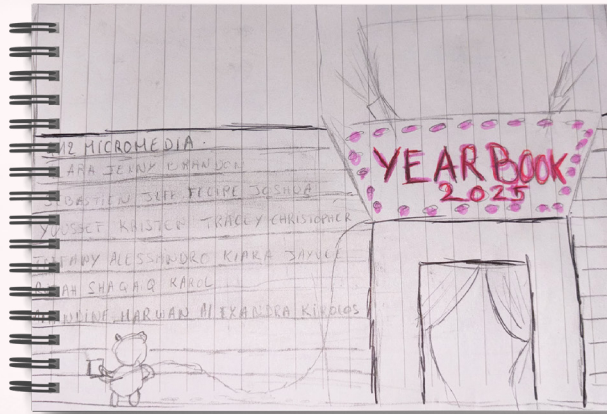
My role
- **Graphic design** – Creating an impactful and representative cover.

- **Visual consistency** – Ensuring a link between the inside and outside of the yearbook.

- **Personalisation** – Integration of emblematic elements of the yearbook: mascot, school and first names.

Tools
- Illustrator
- Indesign

Vernissage
Advertising kit

About the project
For this vernissage project, each student developed a unique concept to represent the event's theme. I chose **«From Pixel to Reality»**, focusing on the transition from digital art to physical experience. My goal was to create a visual identity that captures this transformation and immerses visitors in a world where the virtual takes shape.

Challenge & Solution
How to translate the essence of digital transformation into print and spatial design while maintaining a cohesive and engaging aes -thetic ?

I used a photograph of our school, splitting it into two parts—one pixelated, the other in full detail. This contrast symbolizes the journey from virtual creation to tangible reality, reinforcing the exhibition's theme.
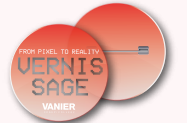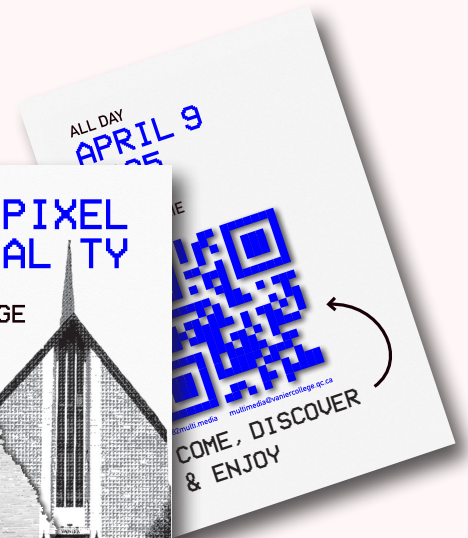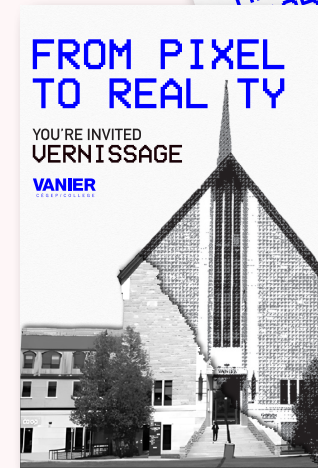
My role
- **Concept & Visual Development** – Defined the «From Pixel to Reality» theme and its visual interpretation. Created a cohesive design system reflecting the digital-to-physical transition.

- **Print & Spatial Design** – Designed posters, invitations, and signage to enhance visitor immersion.

Tools
- Photoshop
- Illustrator
- Indesign

Perfume
Blender

About the project
This project focused on 3D modeling, where the objective was to create a realistic perfume bottle using Blender. The challenge was to design a visually appealing and well-proportioned object while mastering essential 3D techniques.

Challenge & Solution
How to create a detailed and realistic perfume bottle while ensuring proper lighting, materials, and reflections in a 3D environment?

I modeled the bottle with precise shapes and proportions, applying glass and metallic textures to enhance realism. By adjusting lighting and reflections, I achieved a polished and professional final render.

My role
- **3D Modeling** – Designed and structured the perfume bottle in Blender.

- **Texturing & Lighting** – Applied realistic materials and optimized lighting for depth and reflection.

- **Rendering** – Finalized the composition to highlight the elegance of the design.and optimized lighting for depth and reflection.

Tools
- Blender

Backroom
Blender

About the project
This project involved recreating a room inspired by a chosen reference and modeling it in 3D using Blender. Each student designed their own space, which was then seamlessly linked into a collective animation, creating an eerie and immersive «Backrooms» experience.

Challenge & Solution
How to faithfully translate a real-world space into 3D ?

I modeled my room with attention to detail, focusing on textures, lighting, and atmosphere to enhance the unsettling mood. By carefully aligning transitions, my scene blended smoothly into the full animation, contributing to the project's immersive and mysterious ambiance.
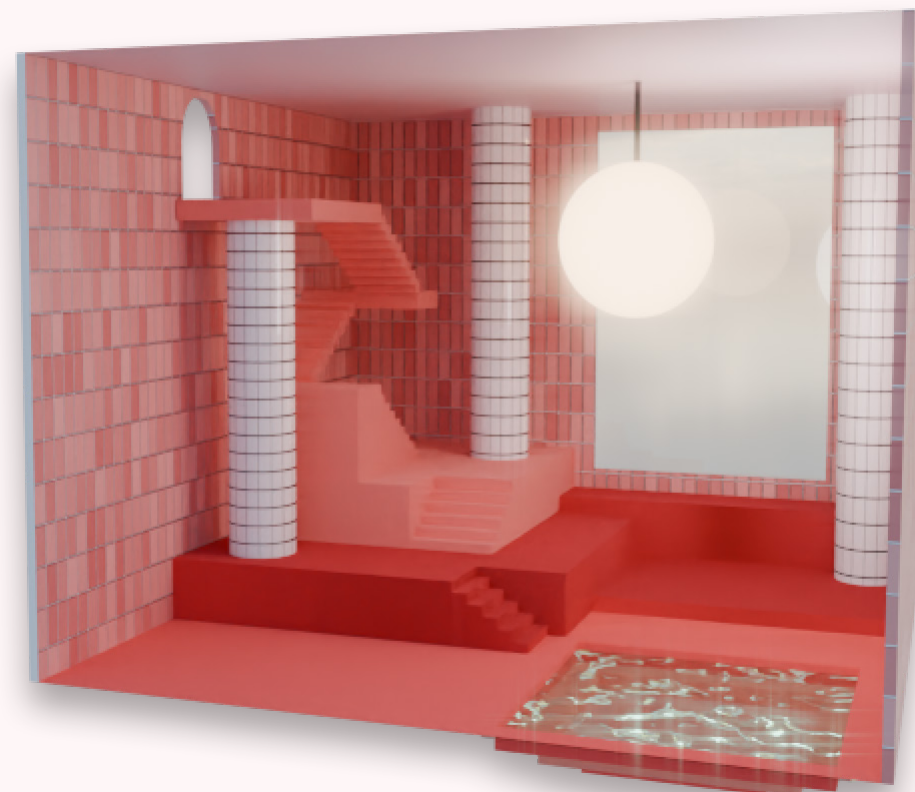
My role
- **3D Modeling** – Created the room structure and objects in Blender.

- **Texturing & Lighting** – Applied materials and lighting to reinforce the eerie aesthetic.

- **Animation Integration** – Ensured smooth transitions between my scene and the others in the final sequence.

Tools
- Blender

See the backrooms

Met Gala
Redesign

About the project
The Metropolitan Museum of Art (MET) is an iconic institution, but its website lacked a strong identity that reflected its prestige. This redesign project aimed to modernize its digital presence while preserving its historical and artistic essence.

Challenge & Solution
How to create a website that feels both timeless and modern, capturing the grandeur of the MET while ensuring an engaging user experience ?

Inspired by **Neoclassicism** and **Art Deco**, the new design blends classical elegance with contemporary refinement. A **line-art artistic direction** adds subtle sophistication to the background, enhancing the museum's digital storytelling. The result: a sleek, immersive interface that embodies the MET's artistic legacy.
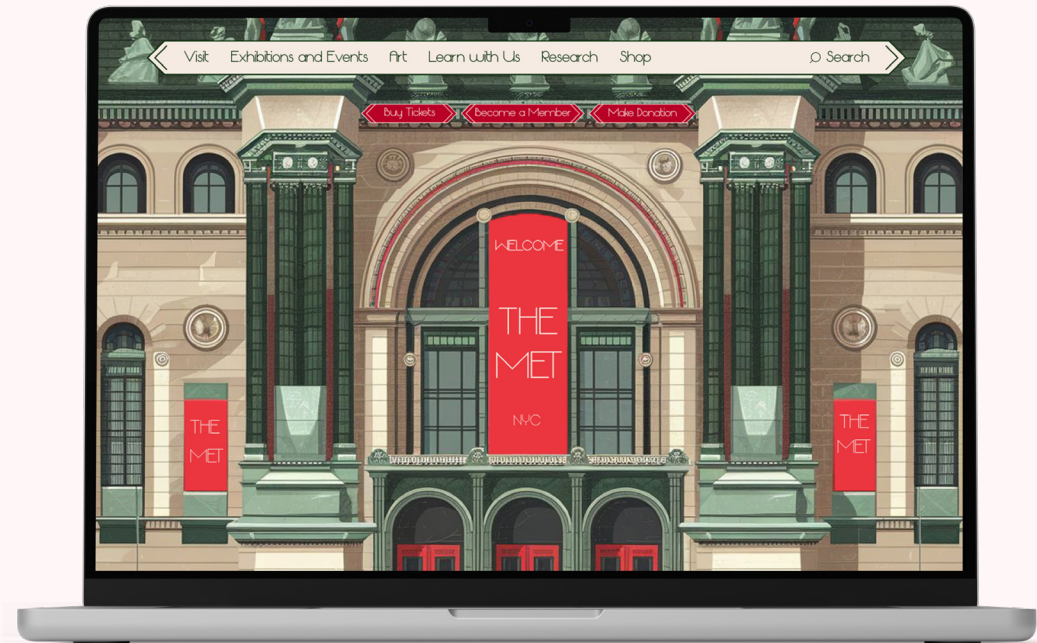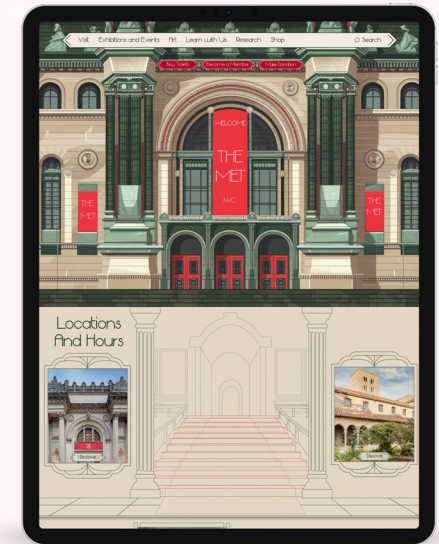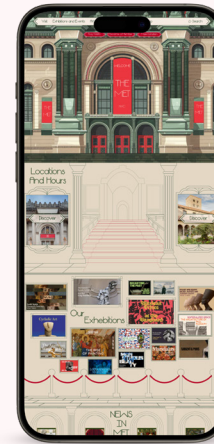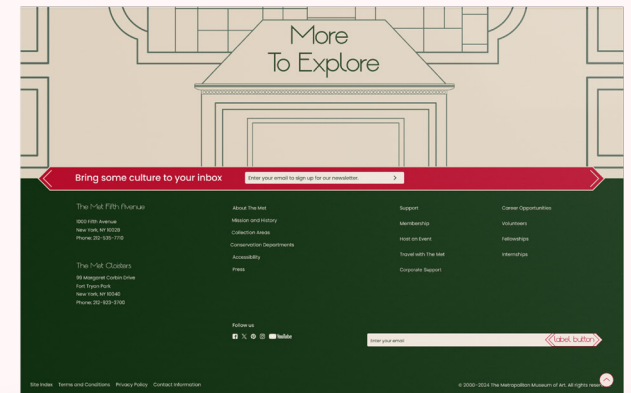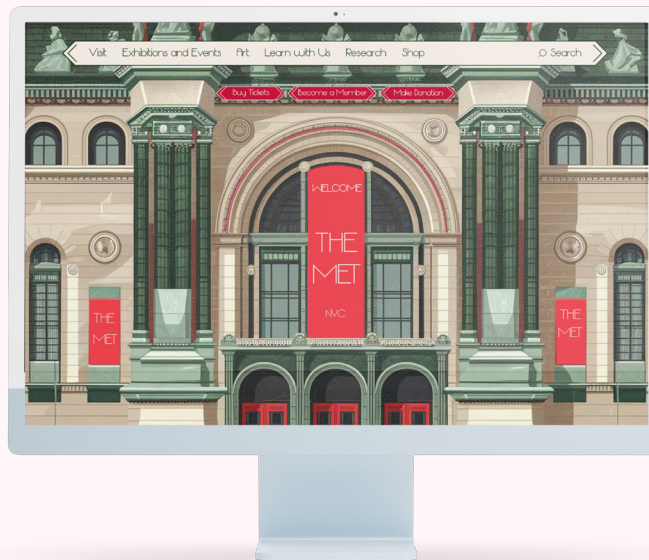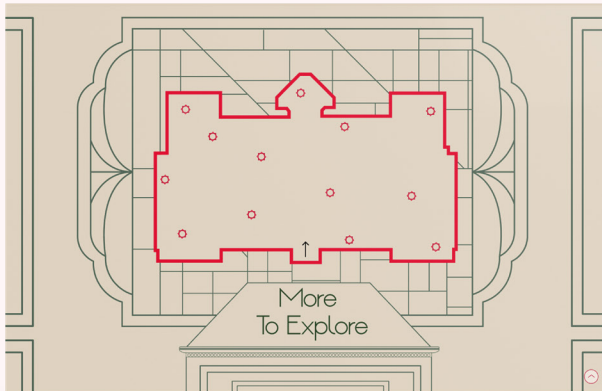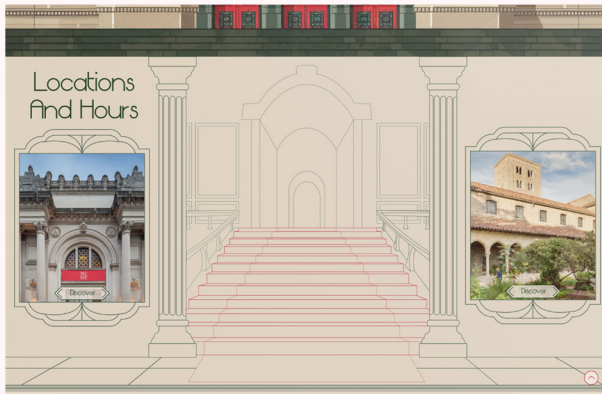
My role
- **UI/UX Design** – Developed an intuitive and visually compelling layout.

- **Art Direction** – Defined the aesthetic, merging historical styles with a modern web experience.
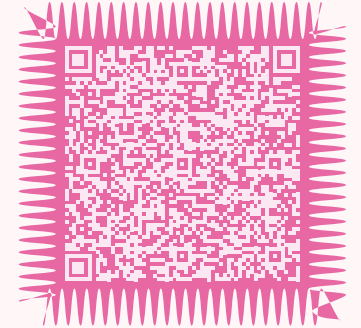
Tools
- Figma
- Illustrator

See the project

Locations
And Hours

Discover

Our
Exhebitions

Look Again
European Paintings
1300-1800

The Frescoes
Facade Commission
Lee Bul
Long Tail Halo

RECASTING
THE PAST
THE ART
OF CHINESE
BRONZES

FLIGHT INTO EGYPT
BLACK ARTISTS AND
ANCIENT EGYPT
1876-4400

Cycladic Art

Mexican Prints
at the
Vanguard

MATERIALIZED SPACE
THE ARCHITECTURE OF
PAUL RUDOLPH

The American
Wing at 100

SIENA
1300   1350
THE RISE
OF PAINTING

Mandalas

SARGENT & PARIS

LORNA SIMPSON
SOURCE NOTES

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IN
MET

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View the Wireframe

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Save the
Spaceship

About the project
Save the Spaceship is a turn-based strategy game where players must outsmart Chantale, a rogue AI attempting to take over their spaceship. Through a series of logical and strategic puzzles, they must regain control before it's too late.

Challenge & Solution
Creating a compelling strategy game with interactive puzzles while ensuring a smooth and dynamic gameplay experience using PHP and object-oriented programming.

I structured the game with modular OOP to manage ship systems, crew actions, and turn-based mechanics. Puzzles like color codes, RAM checks, and system deactivation add depth, while a clear UI ensures accessibility.

My role
- **Game Development** – Designed mechanics and implemented the object-oriented structure.

Tools
- HTML/CSS
- PHP (OOP)

Play the game

Pick my Bag

About the project
The objective was to develop Pick My Bag, a website that allows users to filter shopping bags based on various criteria using AJAX for a seamless experience.

Challenge & Solution
Implementing dynamic filtering without page reloads while ensuring a smooth and responsive interface for sorting bags by material, size, ecological impact, durability, and more.

By integrating **AJAX**, I created a real-time filtering system that updates results instantly based on user selection. The interface was designed to be clear and engaging, enhancing the user experience while maintaining efficient performance.

My role
- **AJAX Implementation** – Enabling real-time filtering without page reloads.

- **UI/UX Design** – Creating a clean and intuitive interface for easy navigation.

- **Optimization** – Ensuring fast and smooth interactions.

Tools
- HTML/CSS
- AJAX
- PHP

Pick your bag
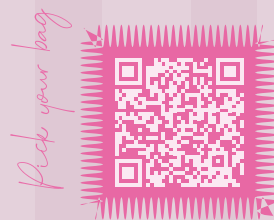
Games
Webdocumentary

About the project

In a world where digital technology is reducing direct interaction, our webdocumentary explores how board games, and in particular games bars, recreate social links. The aim was to create a web documentary on this subject in a variety of interactive formats.

Challenge & Solution

How can board games foster social interaction, and how can we showcase this impact through an engaging, interactive format?

We created a dynamic experience by blending different media. Animated player portraits offer a fun way to explore personal stories, while an interview with a game designer provides expert insights on social interaction in game design. An immersive report in a board game bar, enriched with micro-trottoirs and testimonials, brings the atmosphere to life. Finally, an introductory article sets the context, guiding users through the experience.

My role

As project manager, I was responsible for :

- **Project management** – coordinating the team and keeping to the schedule.

- **Interviews** – devising questions and filming testimonials.

- **Supervising the filming** – directing the shots and organising the sequences.

Tools

- Premiere Pro
- Camera
- After effect
- Illustrator
- Notion
- HTML/CSS (Website)

Klaus
New soundtrack

About the project

We worked on dubbing and sound design for the opening scenes of Klaus, focusing on creating an immersive audio experience by replacing all original sounds with our own recordings and effects.

Challenge & Solution

Reproducing a high-quality soundtrack that matched the film's tone and animation, syncing new dialogues, music, and sound effects while maintaining natural flow.

We reworked the opening scene of Klaus, replacing the original audio with our own dubbing, sound effects, and music. Sounds were modified to match character actions and ambiance, and background music was reconstructed using royalty-free elements. Dubbing was precisely synced with lip movements, and all elements were mixed in Adobe Audition and integrated in Premiere Pro for a seamless result.
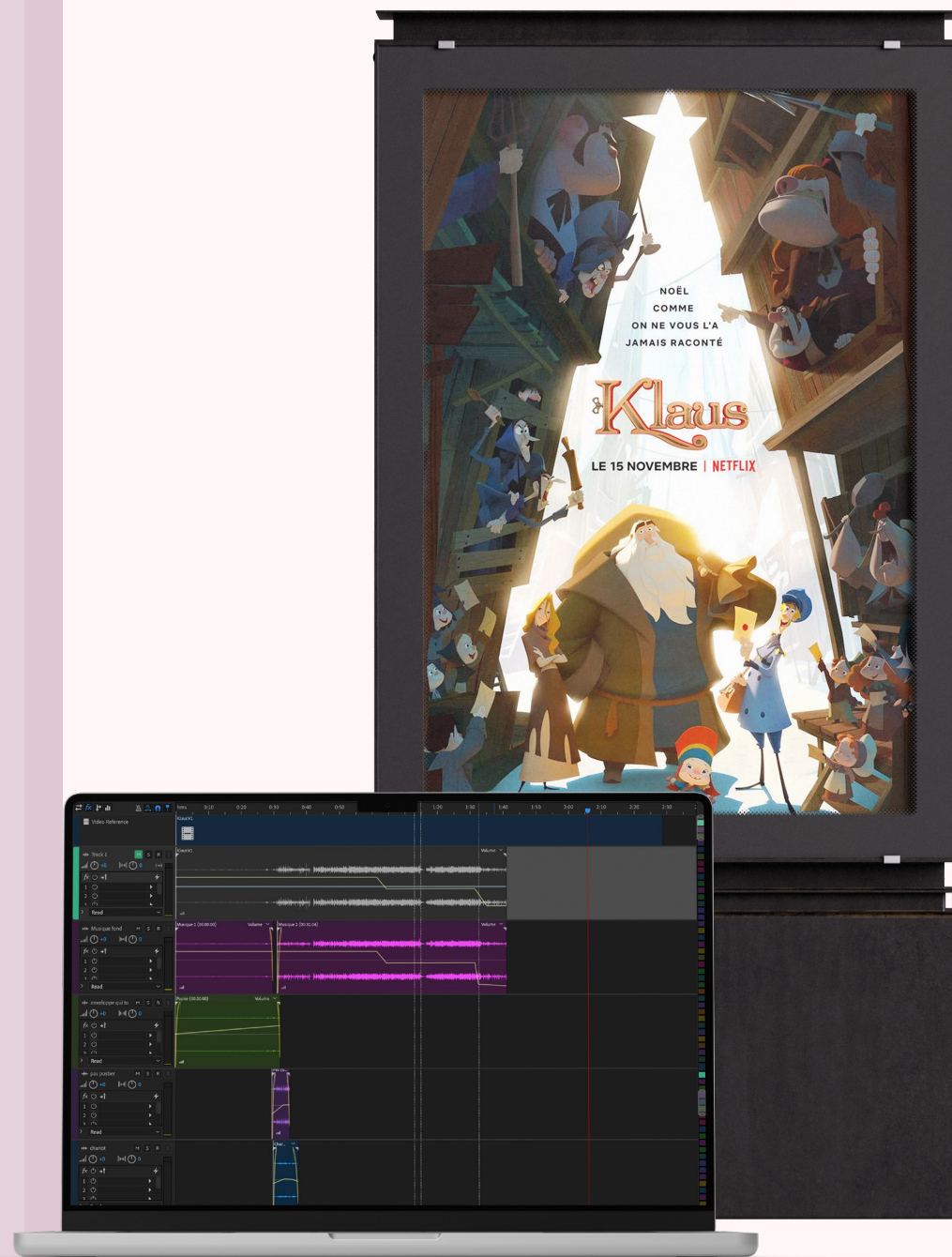
My role

- **Sound design and dubbing** – Selection and modification of sound effects and recording of dialogue, synchronised with lip movements.

- **Mixing and integration** – Final mix in Adobe Audition and integration in Premiere Pro.

Tools

- Adobe Audition
- Premiere Pro
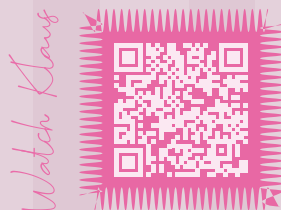
Watch Klaus

Music Clip
Taylor the Creator

About the project
The aim was to recreate the music video for **Tyler The Creator's song Running Out of Time,** with a unique visual twist centred around the colour pink. We wanted to explore the themes of loneliness and guilt after a break-up, while creating an immersive and emotional atmosphere.

Challenge & Solution
The challenge was to visually capture the emotional depth of the song while making the pink balaclava a central, symbolic element of the narrative. We needed to convey the character's loneliness and guilt while maintaining a dynamic, engaging visual style.
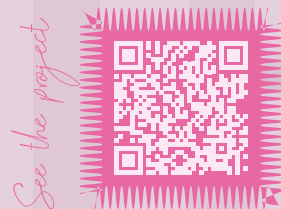
We used dynamic editing with a mix of close-ups, wide shots, and drone footage to create an immersive experience. The pink balaclava became a powerful symbol of isolation, with each scene carefully crafted to reflect the character's inner struggle and the passage of time.

My role
- **Moodboard & Storyboard Creation** – Developed the visual concept and organized the narrative structure of the music video.

- **On-Set Direction** – Coordinated and supervised the shooting process, ensuring that the visual style aligned with the storyboard.
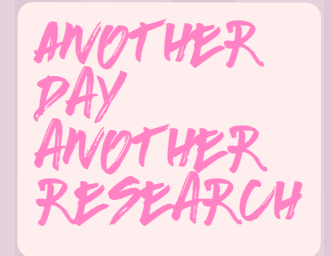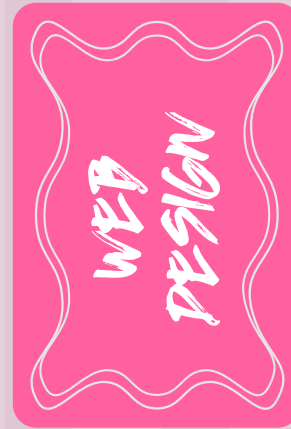
Tools
- Premiere Pro
- Camera
- Indesign

RUNNING OUT OF TIME - TYLER THE CREATOR

MORE IS MORE

FIND ME ON LINKEDIN

AMANDINE HUCHE

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AMANDINEH28000@GMAIL.COM

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