

Auriane Bertil

Graphic Designer | Branding & Marketing Design

Portfolio 2025

Hi! I'm Auriane Bertil

I'm a graphic designer specializing in visual identity and marketing design. I create engaging visuals across print and digital from social media to packaging and email campaigns.

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Here are 5 projects curated for you



MAISON SESAME

Designed promotional content and Instagram stories for a café concept, blending brand tone with effective calls to action.



NEO CULTURE FEST

Created a flexible visual identity system for print and digital, built around techno and brutalist influences.



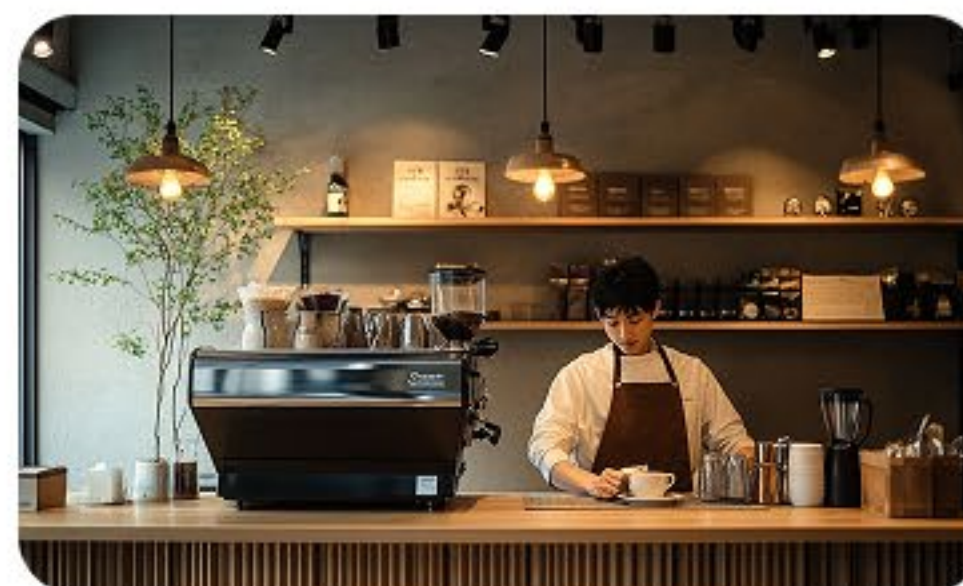
BOCAR

Developed a visual campaign for Afro RnB artist Bocar, including an animated lyric visualizer, social content, and an EPK for festival promotion.



CITRICO

Created the brand identity and packaging design for an organic juice brand targeting young, health-conscious consumers.



CAFE SOA

Built a serene, minimal identity and packaging concept for a Japandi café, focused on tactile materials and calm aesthetics.



NEO CULTURE FEST

Industry: Event Production

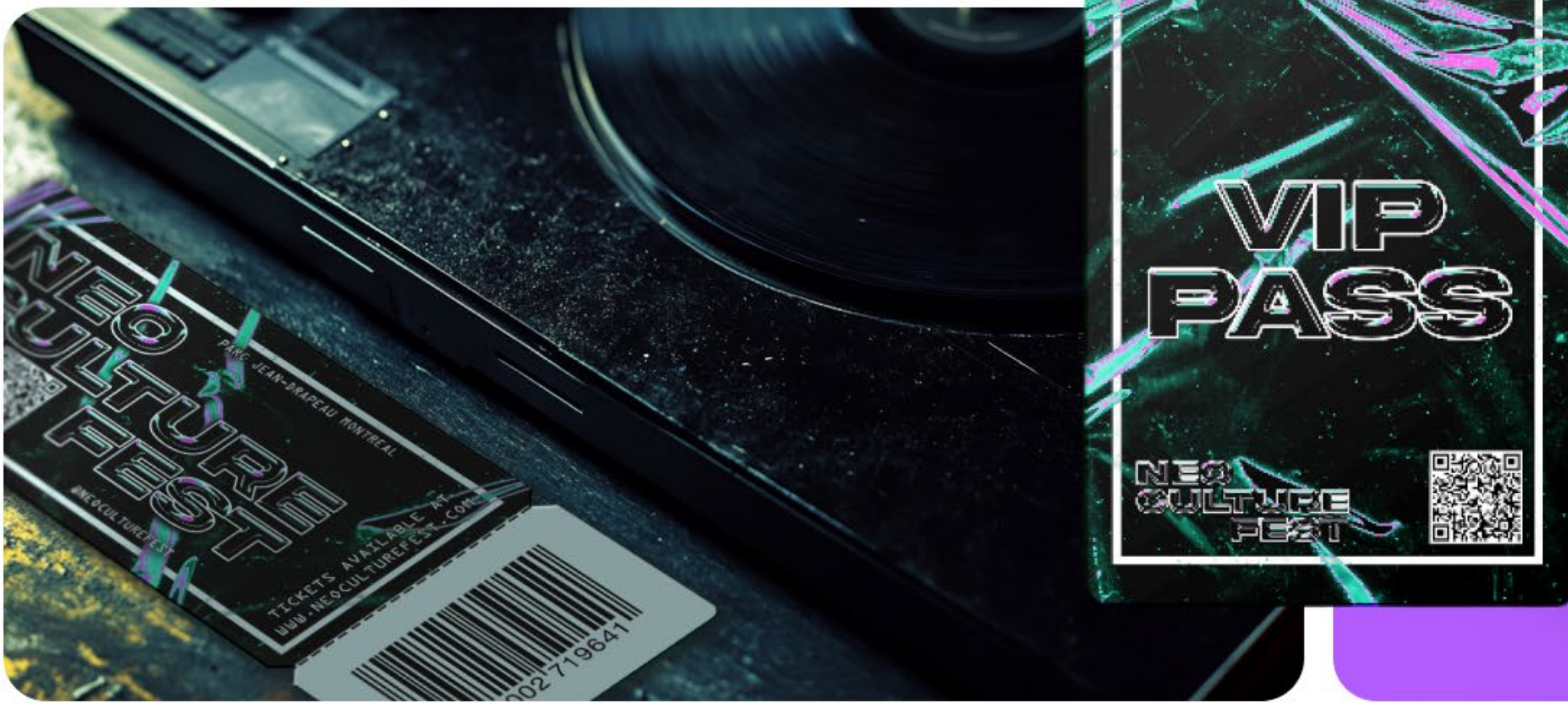
Year: 2025

I created a visual identity system for a fictional electronic music festival. Inspired by brutalist and techno aesthetics, I combined plastic textures, neon gradients, and bold typography to evoke a futuristic, high-energy vibe.

Deliverables include a poster, event passes, and digital assets.

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CITRICO

Industry: Food & beverage

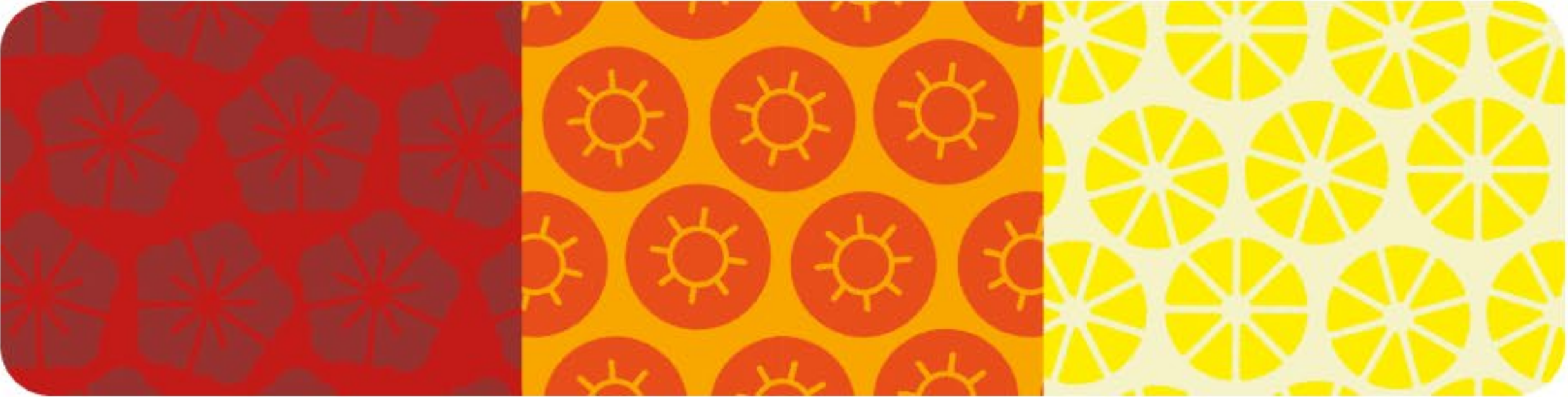
Year: 2025

I created the packaging and brand identity for an organic cold-pressed juice brand, using citrus-inspired colors and retro typography to evoke a fresh, playful vibe.

The visual system targets a young, health-conscious audience with bold label designs and vibrant shelf presence.

[Go to the case study](#)





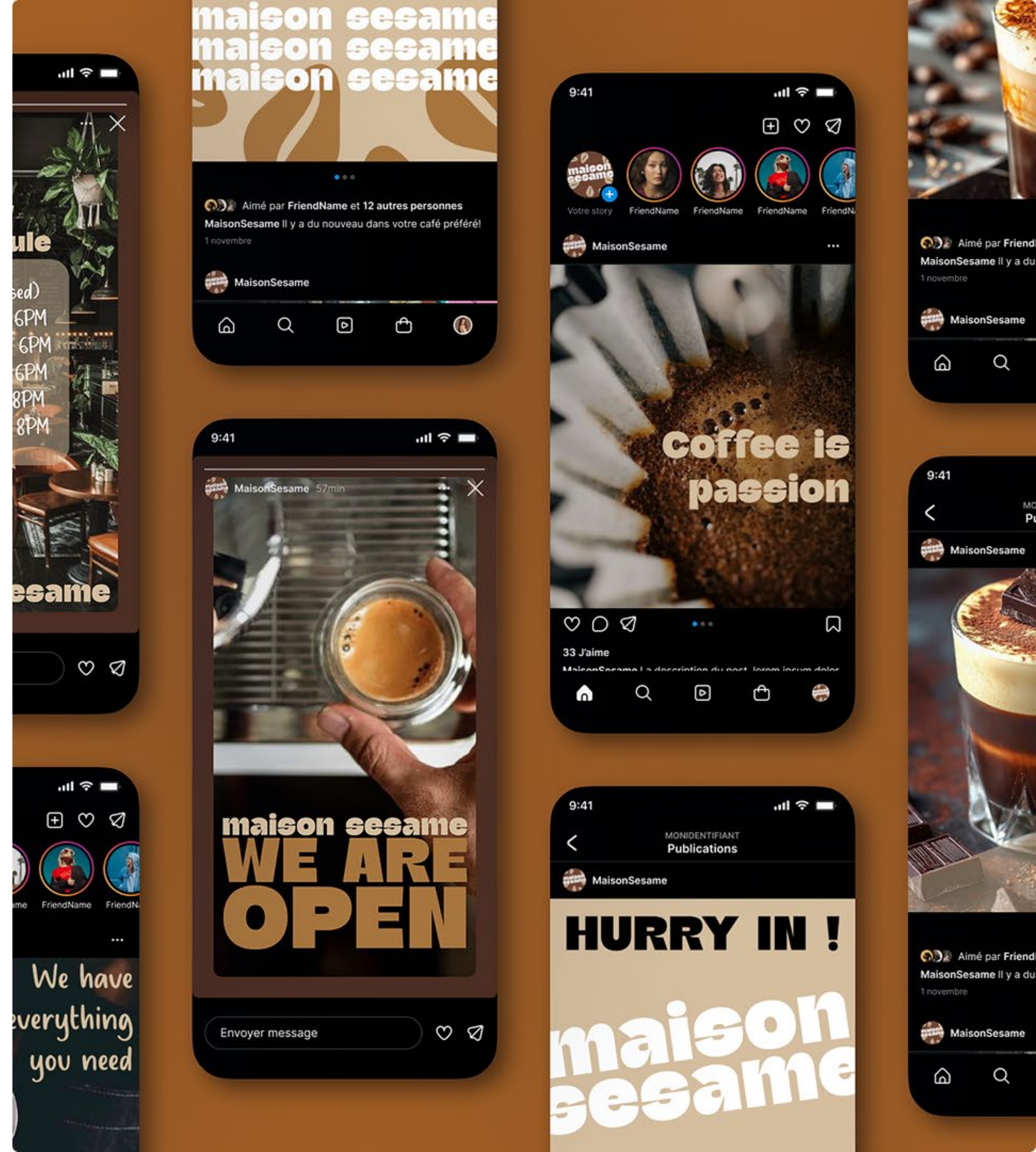
MAISON SESAME

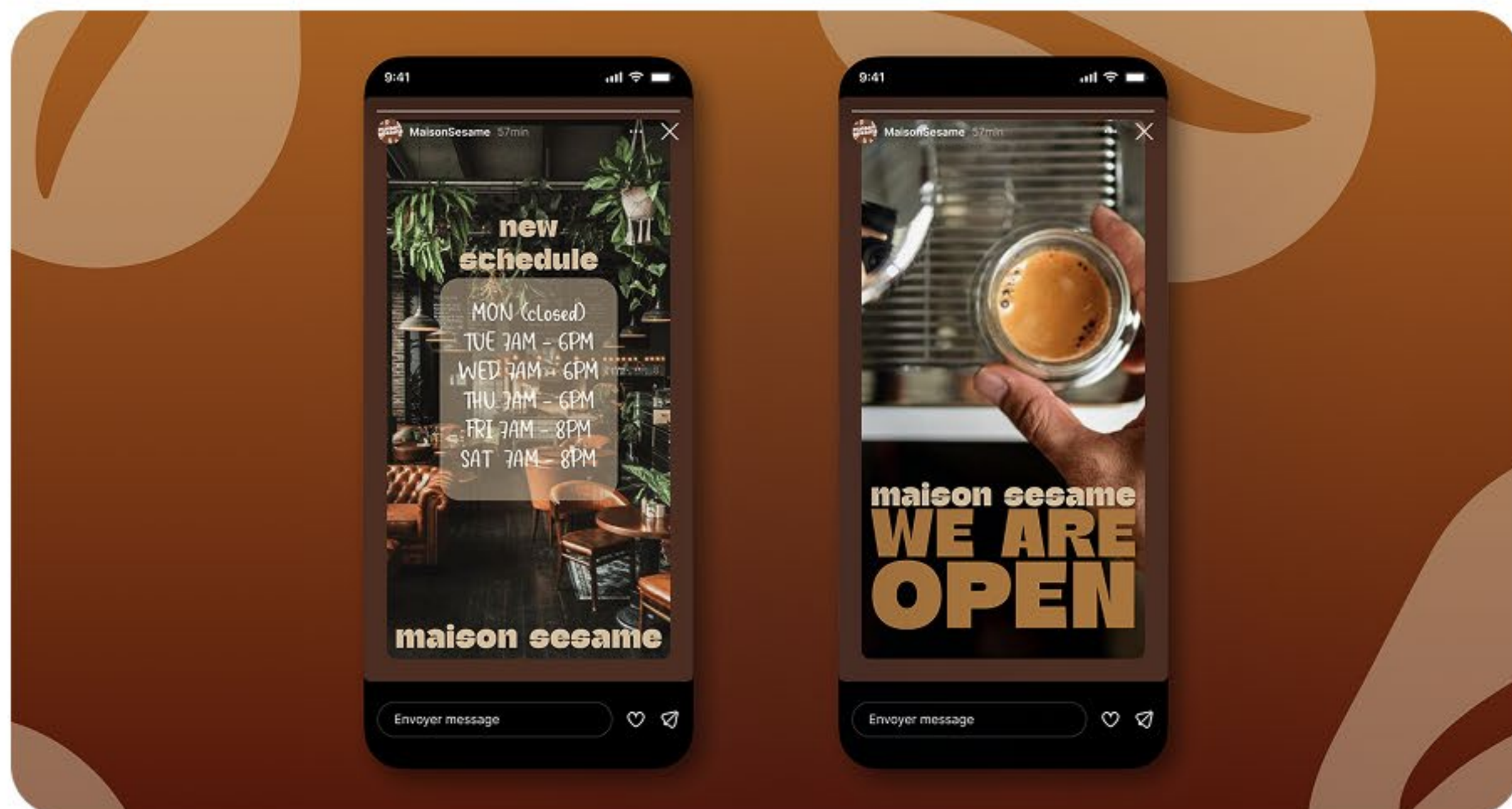
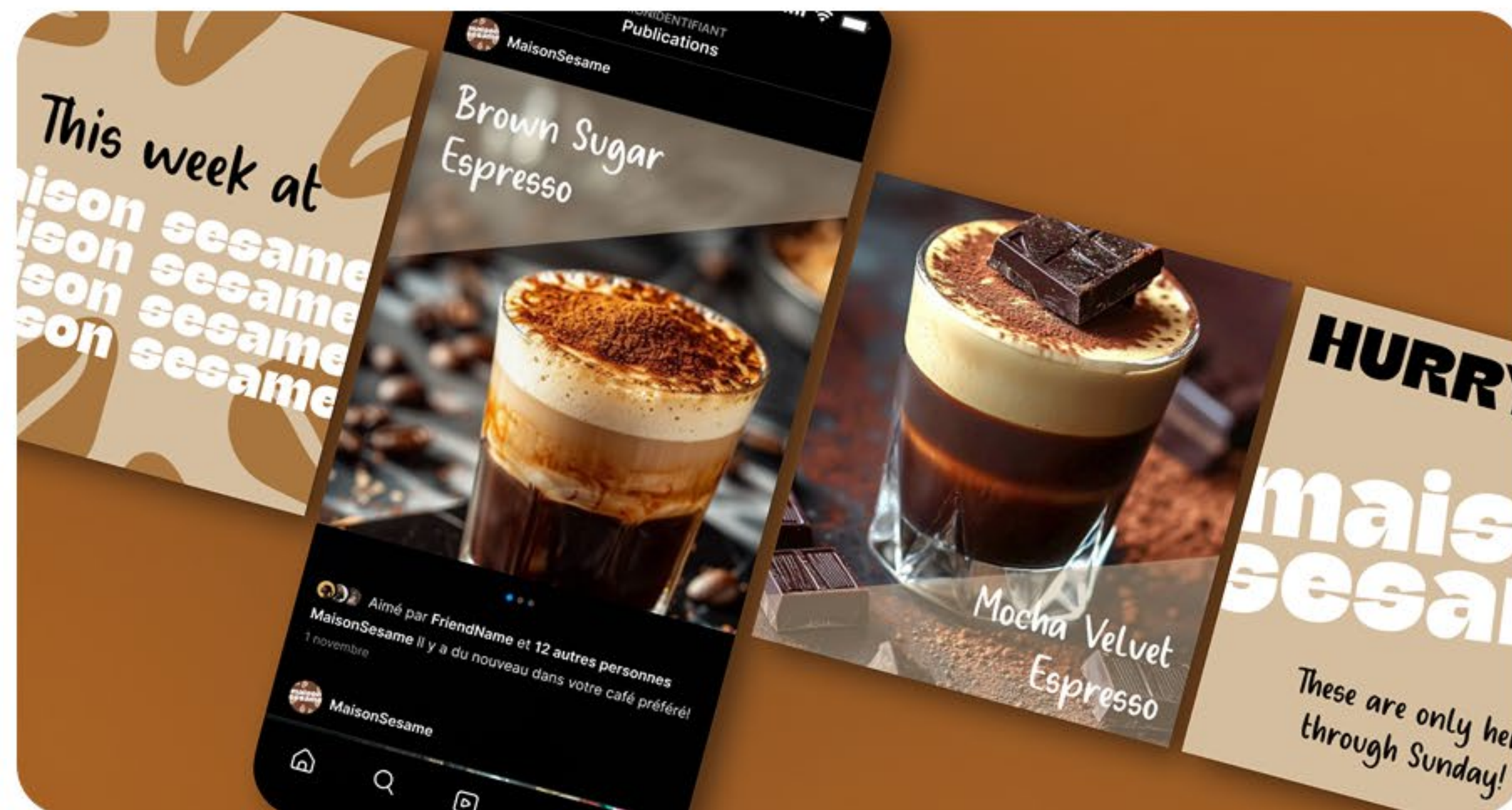
Industry: Food & beverage
Year: 2025

I designed a digital content kit for Maison Sésame, a fictional café brand. The visuals translate a cozy, earthy brand identity into engaging Instagram posts and stories, designed to promote seasonal drinks and in-store offers.

The goal was to combine warm aesthetics with clear messaging and actionable CTAs across social media.

[Go to the case study](#)





BOCAR

Industry: Music industry
Year: 2025

I developed a full visual campaign for Afro RnB artist Bocar to support the release of his single "TIME."

Deliverables included a motion-based visualizer, a digital press kit, Instagram reels, and branded materials like a business card and email signature, all unified by a bold, futuristic art direction.

[Go to the case study](#)



Video & Performance Assets

I designed a custom lyric visualizer for Bocar's live performance at the MAD Festival, syncing animated typography and sound-reactive visuals to the emotional tone of the song "FREE."

The design was tailored to enhance the live staging and create a bold visual experience for the audience.



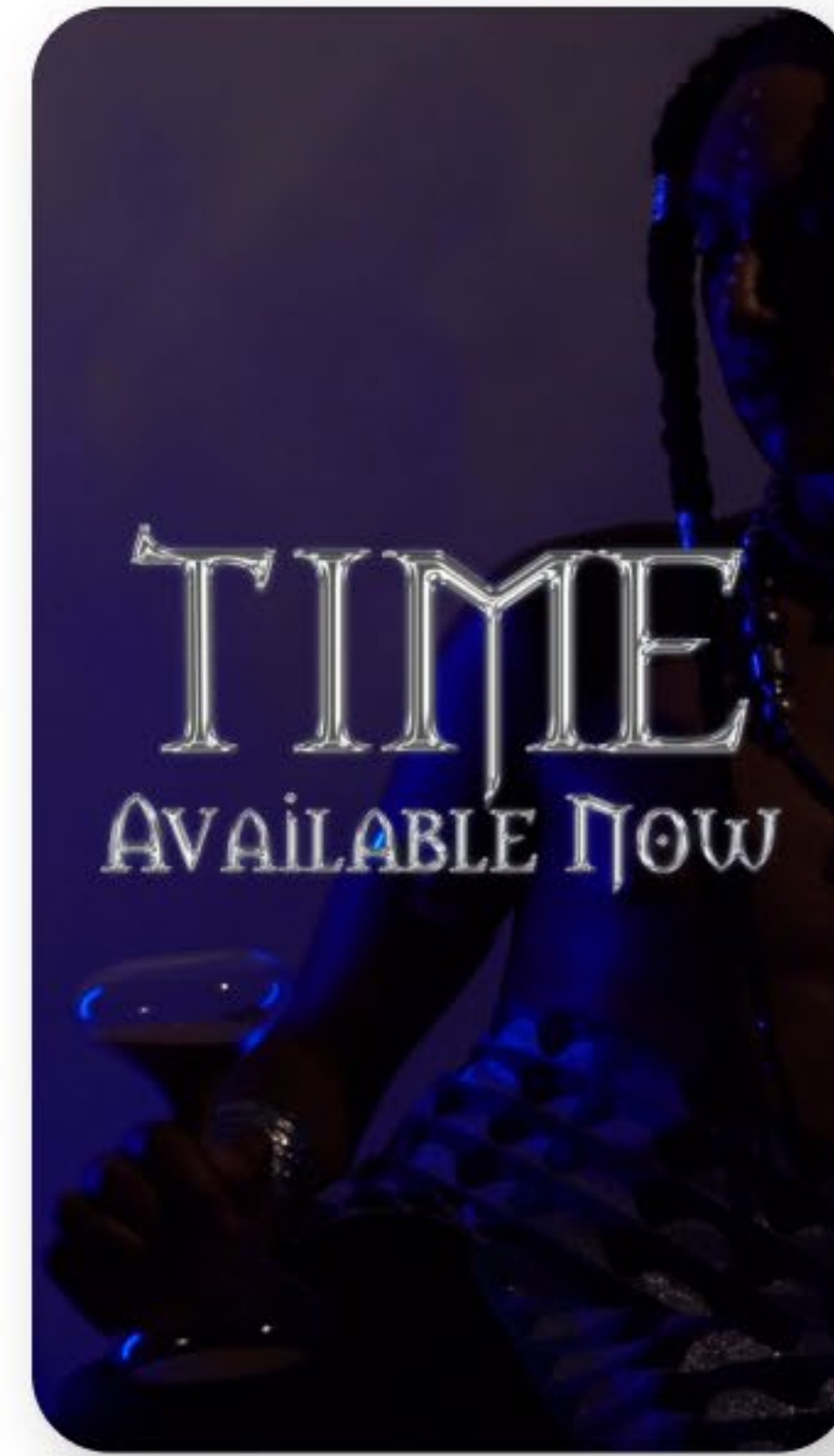
[Link to the full visualizer](#)



[Link to the live performance](#)

Visual Campaign Overview

To promote the release of "TIME," I created two teaser videos for Instagram Reels, each capturing a distinct mood to spark curiosity, one introspective, the other bold and more rhythmic.



[Click to watch the full video](#)

CAFE SOA

Industry: Food & Beverage

Year: 2025

I created the brand identity and packaging concept for Café SOA, a fictional coffee shop inspired by Japandi aesthetics and the ritual of tea.

The design system features organic shapes, muted tones, and minimal typography, applied across packaging, print materials, and signage.

[Go to the case study](#)





CAFE SOA



CAFE SOA



Thank you for your time !

Auriane Bertil
Graphic Designer

If you like what you see, feel free to reach out, I'd love to hear from you.

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