# Mélissa ALPHA



## Who I am ?!

Currently completing my Master's in Art Direction, I focus on branding, visual identity, UI/UX and digital design.

My creativity draws from two influences: French artistic culture and Caribbean vision, shaping an approach that is structured, expressive and contemporary.

My experience at Fleava Digital Agency in Bali allowed me to work in an international environment, combining brand strategy and digital experiences.

As a content creator (≈80K followers), my brand collaborations also strengthen my understanding of communication, brand image and influence.

## Education

**BRASSART–Bordeaux** – MA Art Direction (2022–2027)
**Couvent St Joseph de Cluny** – French Baccalaureate (2022)

# ART DIRECTOR


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**Location :** 33000 France - Bordeaux

97233 Martinique - Schœlcher

**Instagram :** mel.alpha.art




## SKILLS

- Native French – English bilingual
- Art Direction (print & digital)
- Branding & Visual Identity
- UI/UX & Web Design
- Communication Strategy
- Project Management

## Interests

- Photography
- Travel & Culture
- Entrepreneurship & Personal Growth
- Content Creation
- Animal Welfare
- Astronomy



## Soft Skills

- Curious
- Proactive
- Independent
- Ambitious
- Adaptable

## EXPERIENCE

2026 – Creative Design Intern – Fleava Digital Agency, Bali
Award-winning international agency (50+ Digital Innovation Awards) – Branding, Art Direction & UI/UX for international hospitality projects.

2025 – Art Direction Assistant Intern – Sparta, Martinique – Event communication & web rebranding

2024–2025 – Freelance Art Director – Visual identities, illustrations, content & rebranding

2024–2025 – Brand Collaborations – Yves Rocher, Bucks…

2022–2025 – Nonprofit Events – My Kartel, Bordeaux

2022 – BRASSART Student Ambassador

**https://www.behance.net/mlissaalpha1**

## SOFTWARES

Figma · Ai · Id · Ps · Ae · CapCut · Procreate

