



Salomé *Tanguy*

PORTFOLIO

ABOUT ME

Nature is my main source of inspiration: not as a backdrop, but as a living, complex, sometimes chaotic system. I'm drawn to fertile disorder, non-linear paths, and the opportunities that emerge where things don't quite fit.

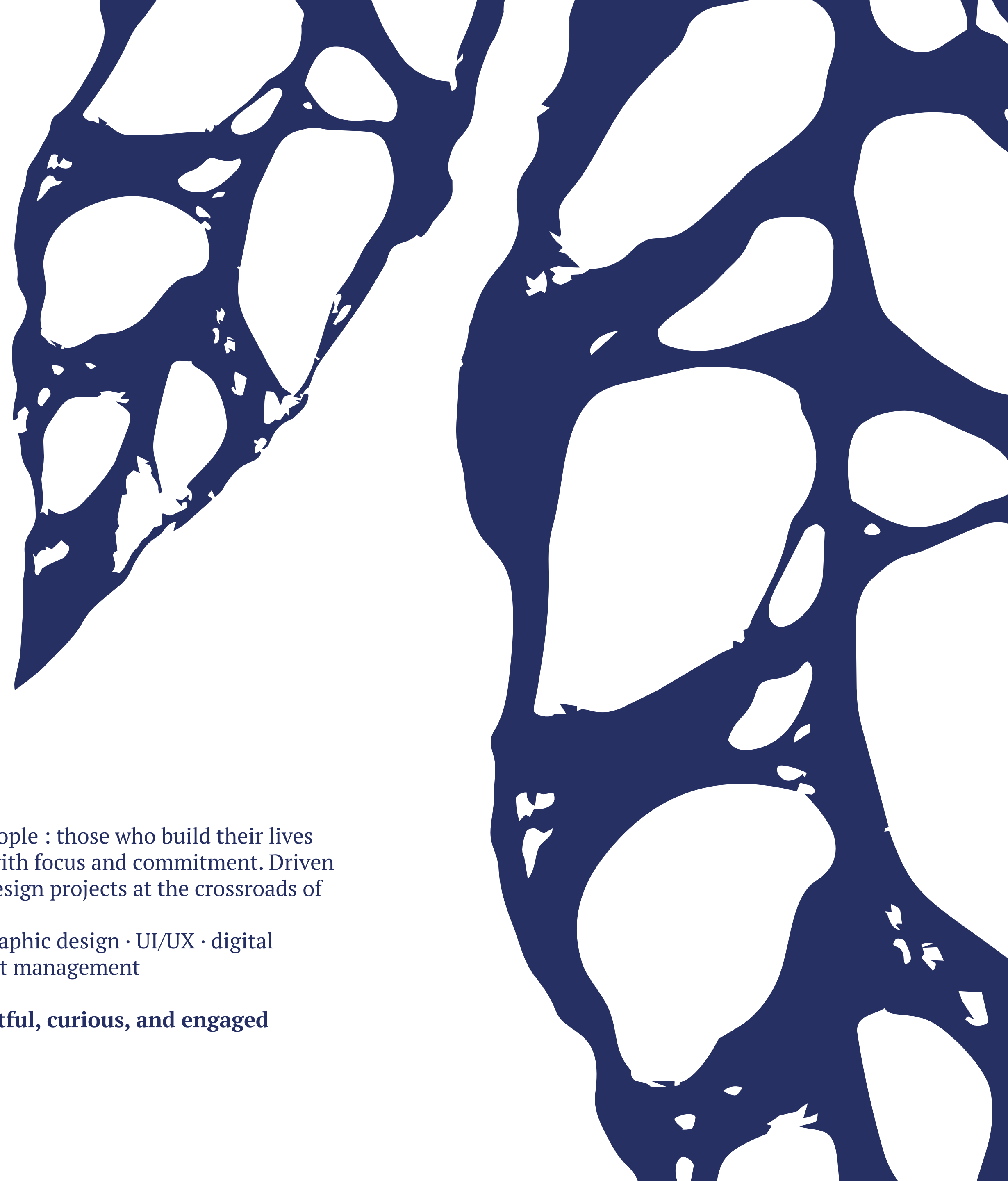
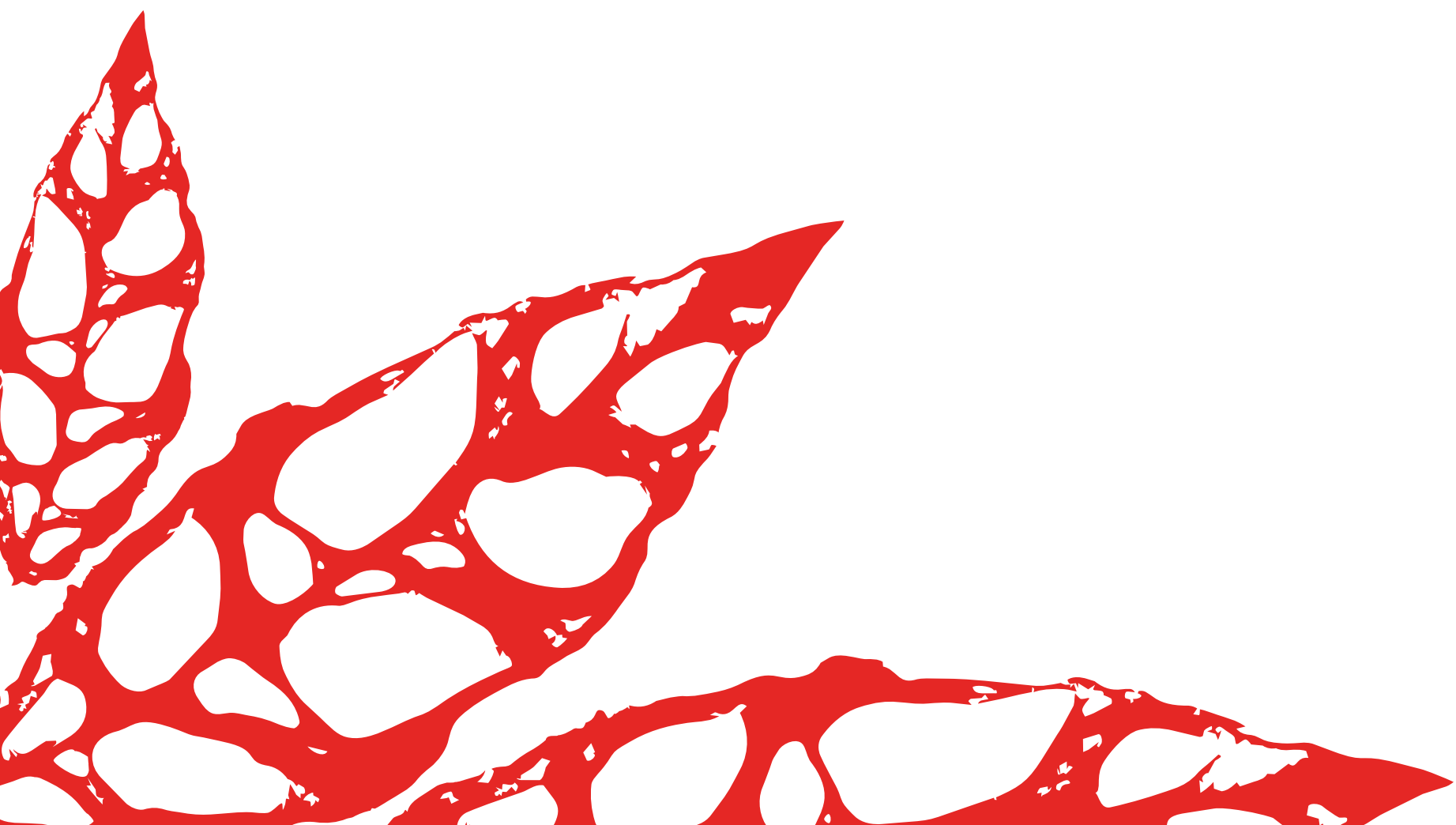
Beyond ecology, I'm driven by a **deep need for meaning**. I'm fascinated by science, by understanding how things work, and by the logic behind every phenomenon. I'm naturally attracted to what's strange, hybrid, and different, where creativity becomes a way to explore and question.

My path is atypical but meaningful. Long before design, I was drawn to how living systems communicate and adapt, how a plant responds to its environment, how a species finds its place in a network. I find the same questions in design and communication today. This background shapes how I work: observing before acting, understanding before creating, and balancing intuition with structure.

I collaborate with passionate people : those who build their lives around a project and pursue it with focus and commitment. Driven by multiple passions myself, I design projects at the crossroads of strategy, design, and meaning.

What I do : visual identity & graphic design · UI/UX · digital communication · creative project management

If you're looking for a thoughtful, curious, and engaged approach, we should talk.



PROJECTS

Three projects, three scales :
from a single idea to a living ecosystem.



A self-contained organism

one idea, brought fully to life



A network of ideas

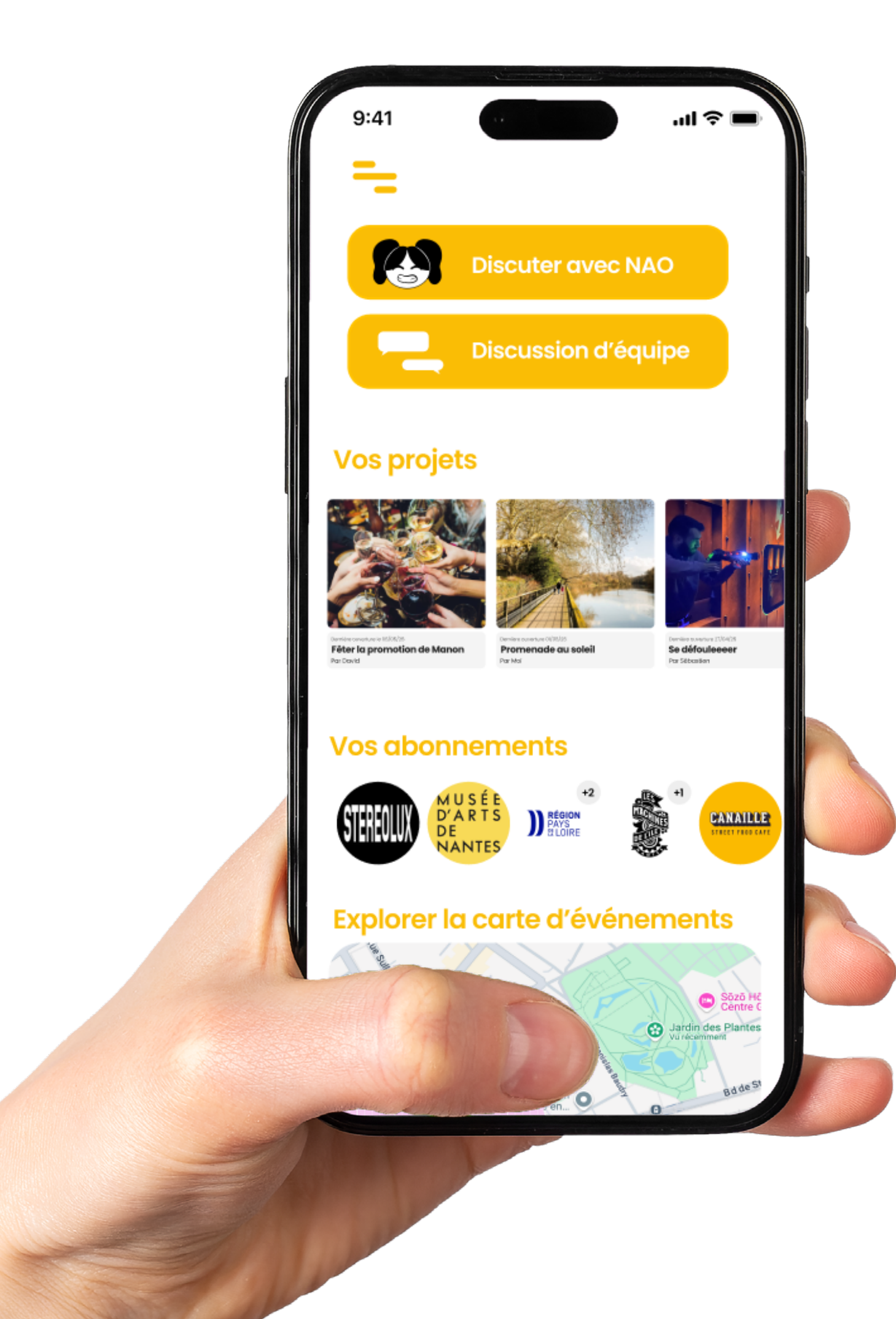
connecting science, sport, and design thinking



An ecosystem in motion

where identity, content, and strategy
grow together

1.NAO



Hi, I'm Nao !

Your friendly companion, here to guide you through Nantes' cultural scene.

I design custom itineraries adapted to your preferences and constraints.

Details

 Group of 3

 3 months

School project : build an app

Software used





THE PROBLEM

Every summer, Nantes comes alive with the Voyage Estival, an immersive cultural trail drawing over 850,000 visitors in 2024 alone. Yet despite this remarkable attendance, many **Nantes families struggle to make the most of what their own city has to offer.**

They know the iconic spots. But the rest? A blank.

Between busy schedules and the overwhelming amount of information scattered across websites and brochures, planning a **meaningful family outing feels like a chore rather than an adventure.**



WHO IS THE TARGET ?

42% of Loire-Atlantique tourists **travel as a family**, and **35% of all trips include children**. The average visitor is 39 years old : active, time-poor, and looking for experiences that work for everyone in the group.



OUR CHALLENGE

How might we help Nantes families explore the Voyage Estival through a **personalized, real-time itinerary : adapted to their needs, pace and interests?**

Nantes has two iconic symbols : the Ligne Verte, already used by Naolib and Le Voyage à Nantes, and the mechanical elephant. We chose to use **the elephant**.

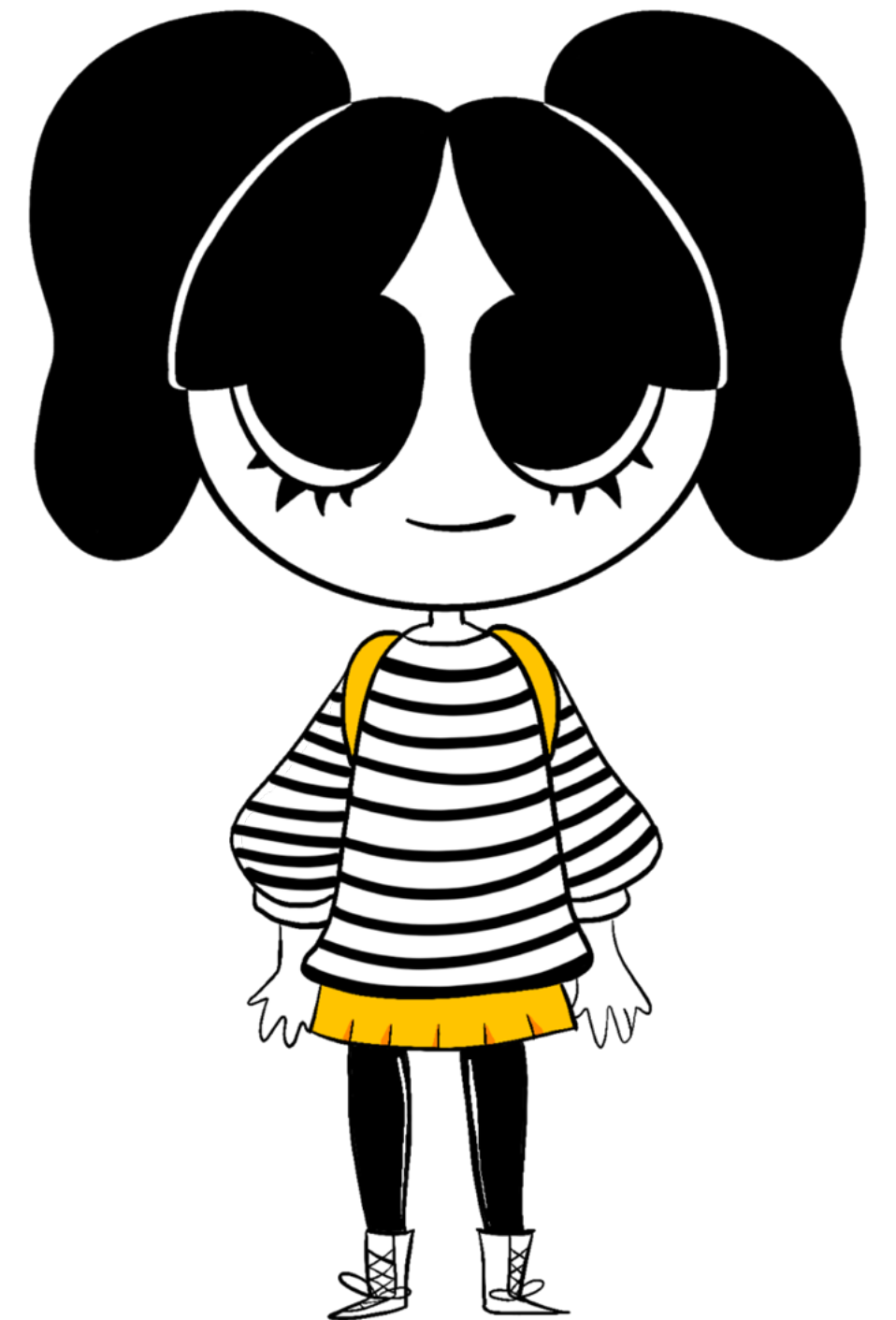
From there, the character took shape naturally. NAO's distinctive hairstyle was directly inspired by **elephant ears** : a subtle nod to the city's identity without borrowing from existing visual codes.

Early explorations used grey, the elephant's natural color. But grey felt too neutral, too static for a companion meant to feel warm and energetic. We stripped it back to black and white, **letting the personality come through shape and expression rather than color**.

For the drawing style, I drew inspiration from **The Powerpuff Girls**, the iconic sculptures of cheerful, bold female figures, to give NAO that same sense of **friendliness and strength**.

VISUAL IDENTITY

NAO's visual identity is built on three colors: yellow #FFC400, a vibrant summer tone that captures the energy of the project; white for clarity and ease of navigation; and black #1E1E1E for contrast and structure. This **minimalist palette** was a deliberate choice : **accessibility** was central to our design decisions. As an app designed for the whole family, from young children to older adults, we paid close attention to readability and interface simplicity throughout the design process.



Finally, NAO's outfit blends regional tradition with a modern twist, grounding the character in Nantes culture while keeping her feeling fresh and contemporary.

NAO GUIDES USERS THROUGH EVERY STAGE OF THEIR VISIT : PLANNING, NAVIGATING, DISCOVERING, AND SHARING



BEFORE THE VISIT

NAO greets the family and collects their preferences : available time, interests, and group size...to instantly generate a fully personalized itinerary.

DURING THE VISIT

NAO guides the family in real time: parking assistance, turn-by-turn navigation, push notifications, and audio guides available at each stop.

AFTER THE VISIT

NAO wraps up the experience with a mission recap, invites the family to rate their visit, and suggests new activities tailored to their feedback.



2.DISSERTATION



Details



Individual work



3 months

School project : deliver a essay

Software used



DISSERTATION

The topic

ENCOURAGE WOMEN TO BE AMBITIOUS

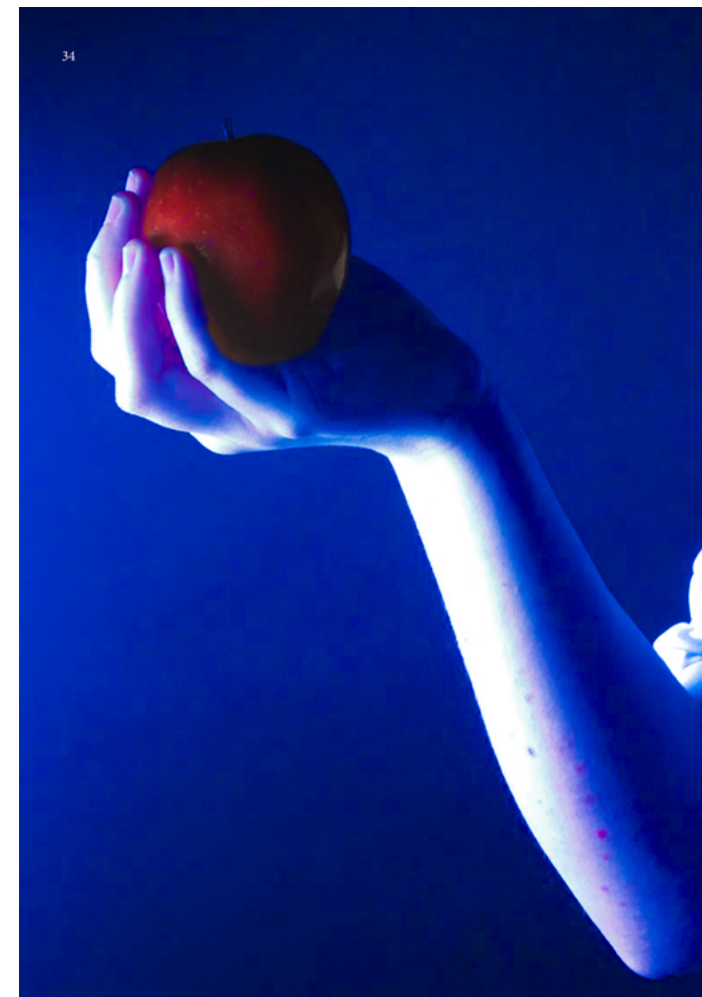
This thesis builds on our final-year group project, which tackled a still largely overlooked issue: **the impact of the menstrual cycle on athletic performance**. I chose to approach the topic through the lens of **nutrition**, a field I studied in depth before my Bachelor.

The thesis unfolds in four parts :

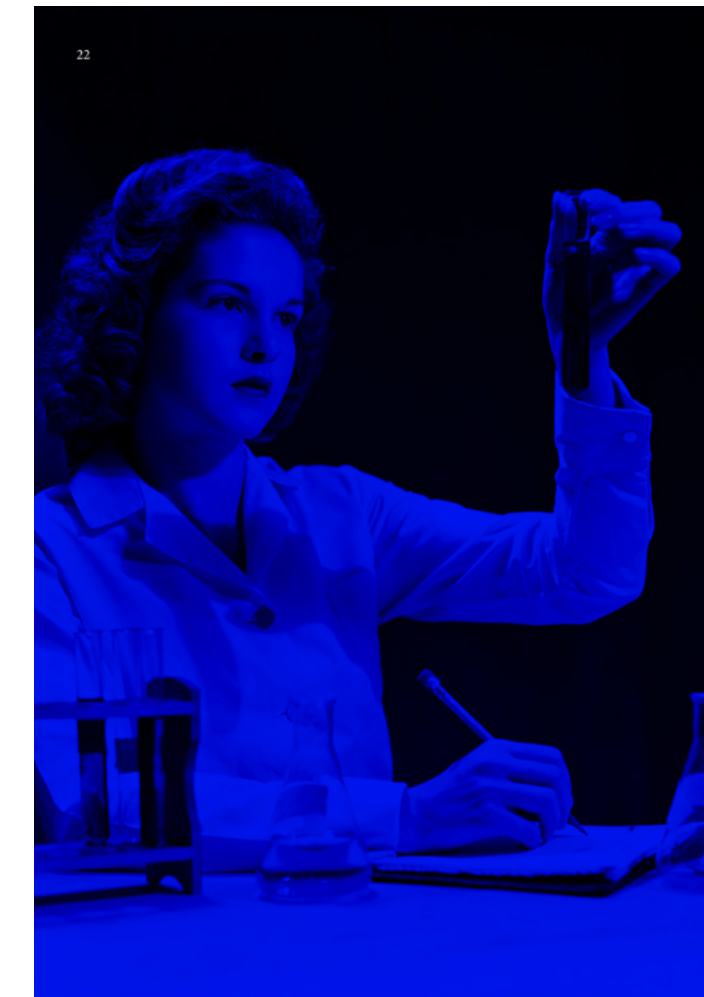
- 1** The **fundamentals** of the menstrual cycle and nutrition
- 2** Why these fields have lagged **so far behind**
- 3** How **nutritional needs shift** across the different phases of the cycle
- 4** What is, and still needs to be, **changing** in these areas



**POSONS
LES BASES**



**LES BESOINS
NUTRITIONNELS
SELON LES
PHASES
DU CYCLE :
MÉCANISMES ET
APPLICATIONS
PRATIQUES**



**LA
NUTRITION
SPORTIVE A
ÉTÉ PENSÉE
POUR LES
HOMMES :
HISTOIRE
D'UN BIAIS
SCIENTIFIQUE**



**VERS UNE
NUTRITION
SPORTIVE
CYCLIQUE**

DISSERTATION

Moodboard

INSPIRATION TO PERFORM

This moodboard highlights the **strength of women in sport** while revealing the reality of the menstrual cycle.

The red/blue contrast expresses the **power of blood**, the **intensity of physical effort**, and the «**outdoor**» **spirit** all at once.

Images of athletes, sometimes in extreme conditions, show **performance persisting despite periods**.

Menstrual products and the stained pad point to a subject that remains taboo, while the raised fist symbolizes the fight for greater equality.

The joined hands, the bird, and Little Red Riding Hood evoke solidarity, freedom, and the presence of women in nature.

A key idea: **women keep performing, engaging, and pushing their limits, even during their period.**



DISSERTATION

Graphic charter

GRAPHIC IDENTITY

The visual identity relies on two typefaces: Allotrope, used for titles and structural elements with its **bold, contemporary** presence, and PT Serif, chosen for body text for its readability and more classic, **editorial feel**. Both are declined across several weights to build a clear hierarchy throughout the document.

The color palette centers on two core tones: a red (#E52625), echoing the imagery of **blood, effort** and **revolution**, and a deep blue (#263063), bringing **balance** and **depth** to the palette.

This red/blue duo is also a **recurring code in sports visuals**, symbolizing effort and collective spirit.

Throughout the photographs, I chose to bring out a fluorescent blue, adding a sharp, **energetic accent** that reinforces the athletic dimension of the project.

ALLOTROPE TITLE

PT Serif	Summary, conclusion
Allotrope	Texte title
PT Serif	Body text

Inspiration for colourimetry of pictures

C=0 M=94 J=88 N=0		
Code hexa	E52625	
RGB	229,38,37	
CMYK	0, 94, 88, 0	
C=100 M=91 J=32 N=16		
Code hexa	263063	
RGB	38,48,99	
CMYK	100, 91, 32, 16	

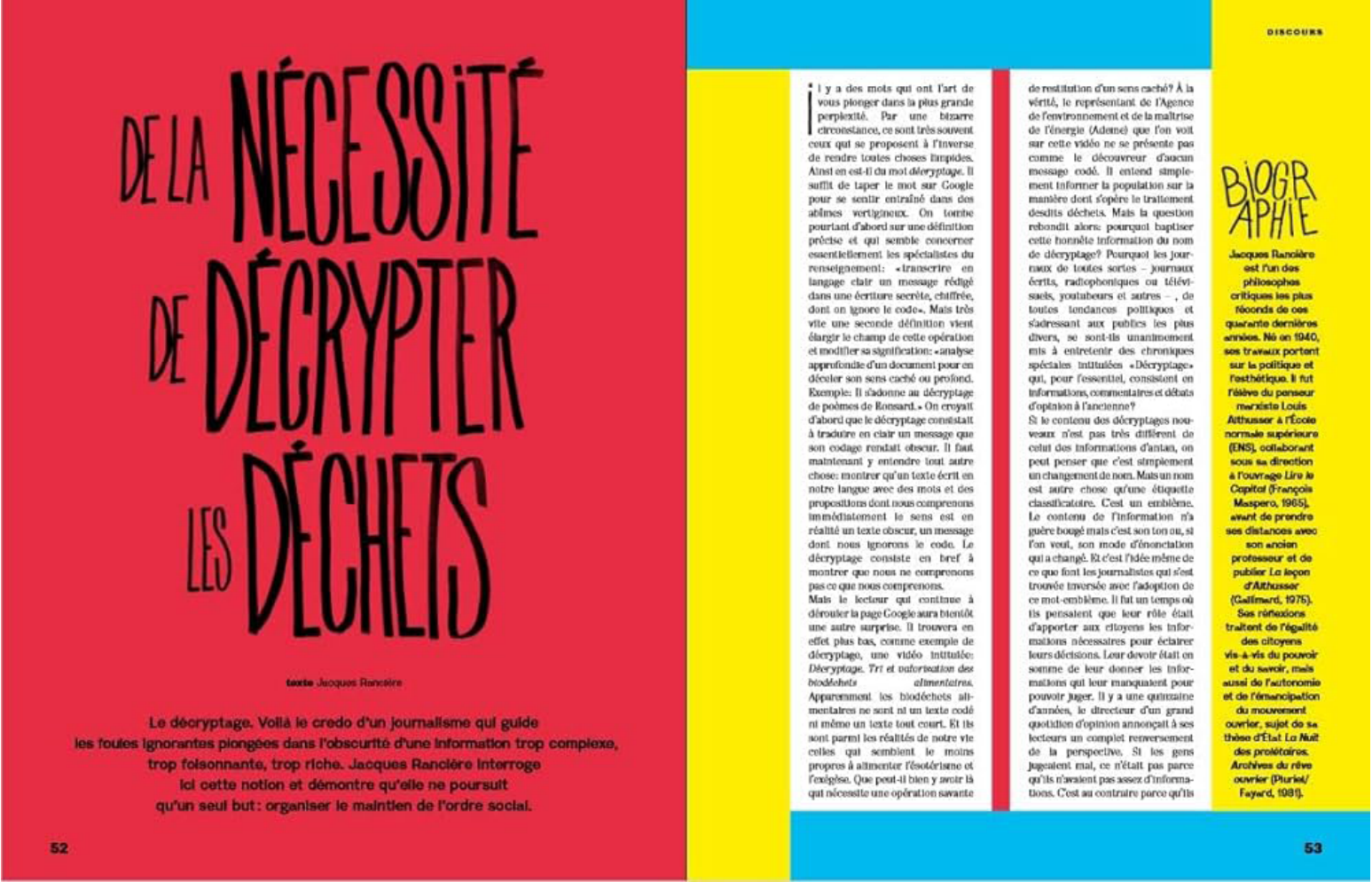
DISSERTATION

Inspirations

Socialter Magazine

My main design reference for this project is ***Socialter***, a French independent magazine known for its bold editorial stance and striking visual identity.

What draws me to it is the punch ! Both in its writing and its layouts. Each issue plays with a **wide range of page compositions**, typography, and rhythm, never settling into a single formula.



Socialter

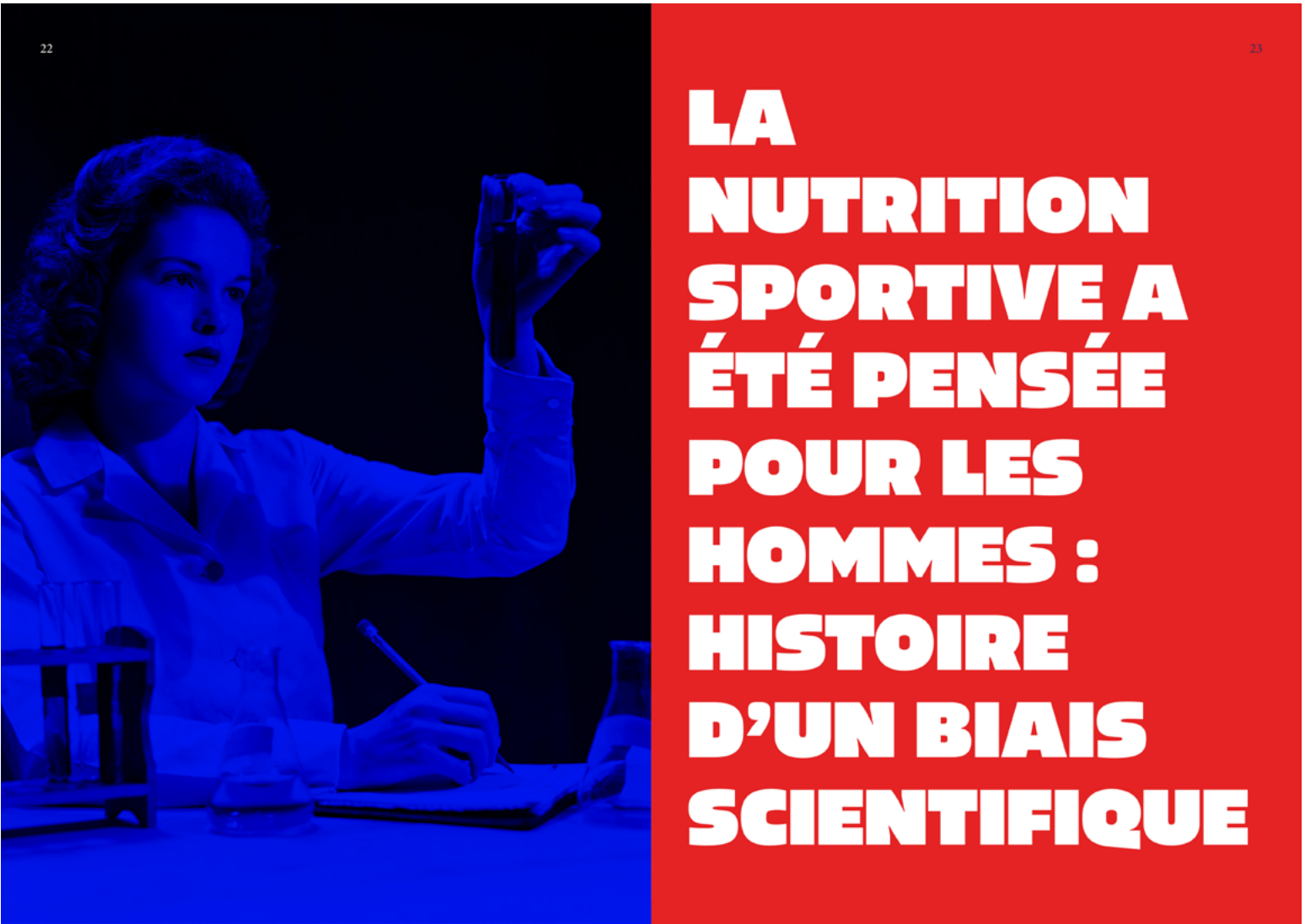


This diversity of layout, paired with a strong, committed voice, is exactly what I wanted to bring into this project: **design that doesn't just illustrate a subject, but takes a stance on it.**

That said, since this is an academic thesis and not a magazine, I chose to tone things down, keeping the diversity of layout and the sense of intention, while **staying more measured** and readable overall.



My dissertation



DISSERTATION

See more



READ THE FULL DISSERTATION

This portfolio only shows a glimpse of the design work behind this project. To explore the complete research, from the state of the art to the final recommendations, **scan the QR code below to access the full thesis.**

Only available in French

3. POUSSSES ET PLANTES



Details



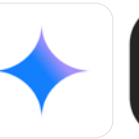
individual work



1 year

Work study : communication, marketing and Design

Software used





What i did

MY MISSIONS

Brand voice · SEO content · Instagram community management · Vendor onboarding · B2B/CSE outreach · Product page redesign (Figma)

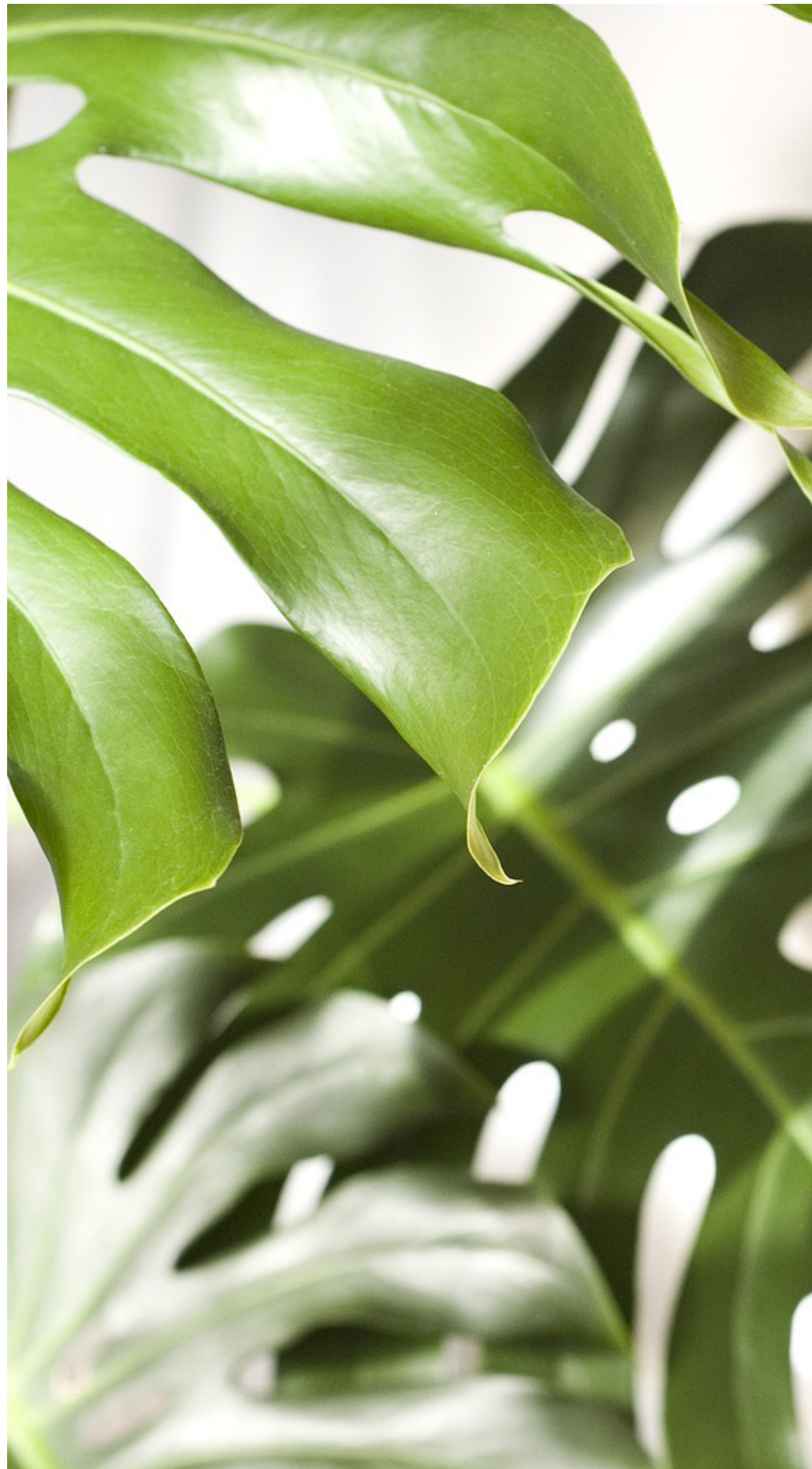
From **building the editorial strategy** to onboarding producers and **developing a B2B acquisition channel** for employee benefit committees, I owned the full communication scope, with a lot of room to figure things out as I went.

MY CHALLENGES

Small photo library. No premium tools. No CRM, no analytics dashboard, no paid acquisition budget. **Most of the time, the data I needed didn't exist yet and the visuals I wanted weren't available.** The real work was finding creative solutions where resources fell short.

WHAT DID I LEARN

A limitation is just another kind of brief. This experience taught me to prioritize ruthlessly, adapt constantly, and think strategically about a brand's growth, not just execute tasks, but truly own them.

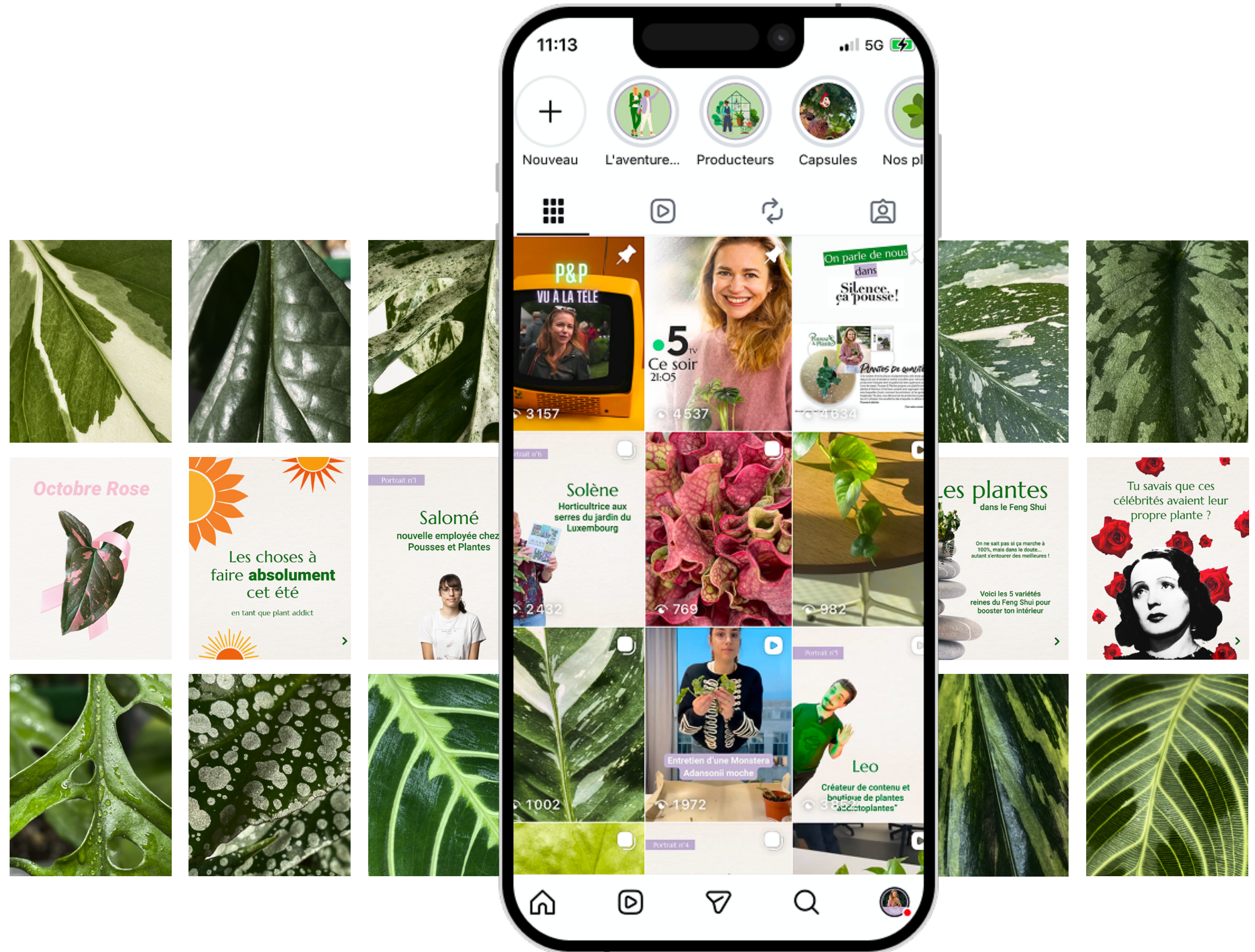


BETWEEN PLANTS AND PEOPLE

Since joining Pousses & Plantes, I took on nearly full ownership of the brand's Instagram presence : **creating posts, Reels, and Stories**, filming all video content, and shooting every plant photograph myself.

Two series stand out: Plant of the Week, where close-up photography reveals the intricate patterns and colors that rarely get the attention they deserve, and **Portrait of a Passionate**, built around conversations with plant professionals and enthusiasts, giving a human face to the sector.

Beyond content, Instagram has become a genuine **community-building** tool: a space to connect with plant lovers, deepen collective knowledge, and shape **how prospects perceive the brand** : approachable, knowledgeable, and genuinely enthusiastic.



P&P

Communication medium

DESIGNING WITHIN CONSTRAINTS

Working across both **B2B** and **B2C** channels means designing communication materials for very different purposes and audiences.

This variety comes with real constraints: Pousses & Plantes is a young company with a very **limited library** of photos and visual assets. To work around this, I had to be resourceful : illustrating elements by hand for the employee gift card, shooting my own photos for the B2B flyer, or reaching out to vendors to request permission to use their visuals for the roll-up banner.

Each material also had its own production context: the gift cards were printed in-office, making double-sided alignment particularly tricky; the flyers were designed for digital distribution via email and web; and the roll-up banner was sent to a professional printer for large-format output.

Every design decision had to account for both the target audience and the final medium.

EMPLOYEE GIFT CARD



B2B FLYERS



ROLL-UP BANNER FOR B2C STAND



BRINGING GREEN TO THE WORKPLACE

Together with Clara, we designed a B2B offer bringing plants into workspaces through partnerships with companies and CSEs.

I led the design and writing of the offer catalogue, structured around three packages: employee & client gift boxes, workshops & pop-up stands, and space greening, along with the supporting flyers and outreach materials.



3 B2B OFFERS



Notre savoir-faire se décline en 3 offres pour vous livrer un concept clé en main

Du producteur au collaborateur

1



Coffrets collaborateurs et clients

Duos plante & cache-pot personnalisés, avec fiche d'entretien digitale

2

Ateliers et stands

Ateliers et stands végétalisés immersifs



3



Végétalisation d'espaces

Des univers sur mesure pour retranscrire l'ADN et la culture de votre entreprise

1 Coffrets collaborateurs et clients

Une plante dans un pot personnalisé avec le logo de votre entreprise

Onboarding, fin d'année, fêtes des pères/mères, anniversaire d'entreprise, remerciement client... les occasions d'offrir ne manquent pas... Et si vous optiez pour un cadeau vivant, durable et porteur de sens ?

Des cadeaux vivants constitués de plantes et de pots personnalisés. Au-delà du geste, le pot personnalisé avec votre logo devient un véritable marqueur de votre image et de votre marque employeur, ancrant votre identité de manière durable et positive au quotidien.



Classique petite Ø 6 cm - 7€ *

Mini plante et mini cache-pot en terre cuite



Iconique petite Ø 6 cm - 13€ *

Mini plante et mini cache-pot en porcelaine de Limoges

* À partir de
Les tarifs sont indiqués en HT.



2 Ateliers individuels ou collectifs

Vivez une expérience végétale en équipe

Nos ateliers végétaux sont bien plus qu'une simple activité créative : c'est un moment de partage, de détente et de cohésion, loin des écrans et des salles de réunion.

Ensemble, vous mettez les mains dans la terre, jouez avec les textures, les couleurs et les matières, et laissez parler votre créativité. Que vous choisissiez de composer un bouquet, façonner un kokedama, créer un mur végétal collectif ou découvrir votre plante jumelle, chaque atelier peut se prolonger autour d'un repas, d'un goûter ou d'un apéro pour savourer encore un peu ce moment ensemble.

Un team building original, accessible à tous, sans prérequis, modulable selon la taille de votre groupe grâce à l'ajout d'animateurs supplémentaires, où chacun repart avec une création unique... et de beaux souvenirs en commun.

Un petit plus : optez pour une pause gourmande (petit-déjeuner, déjeuner, goûter, apéro) tout inclus avec nos plateaux repas.



Ateliers prêts à emporter

Création de terrarium 38€ *

9h-10h30 25-10 max

Lors de cet atelier, vous créerez votre propre mini-écosystème végétal dans un contenant en verre. Guidé pas à pas, vous apprendrez à sélectionner les substrats, choisir vos plantes et les disposer selon vos envies. Vous repartirez avec une création vivante, unique et facile à entretenir.



Composition de bouquet 38€ *

9h-10h 25-10 max

Lors de cet atelier, vous composerez votre propre bouquet, en fleurs fraîches ou séchées, selon la saison. Guidé pas à pas, vous apprendrez à sélectionner vos fleurs, à jouer avec les couleurs, les textures et les hauteurs, puis à les assembler avec élégance. Vous repartirez avec une création florale unique, entièrement réalisée de vos mains.



Création de kokedama 39€ *

9h-10h30 25-10 max

Expérimentez votre propre kokedama, cette boule de mousse japonaise qui habille les racines d'une plante sans pot. Guidé pas à pas, vous apprendrez à préparer le substrat, mousser et façonner la boule, puis choisir la plante qui s'adapte le mieux. Vous repartirez avec une création végétale originale, suspendue ou posée, prête à embellir votre intérieur.



* À partir de
Les tarifs sont indiqués en HT.

3 Végétalisation d'espaces

Transformer vos locaux en véritables lieux de vie, chaleureux et inspirants : c'est tout le pouvoir de la végétalisation.

Faites entrer la nature pour offrir à vos équipes un cadre de travail où il fait bon collaborer et s'épanouir.

Notre approche s'adapte à la configuration de vos bureaux, à leur luminosité et à vos contraintes :

Un design adapté à votre entreprise : nous sélectionnons des végétaux élégants, qui sublimeront vos locaux.

Des formules flexibles (achat ou location) : que vous souhaitiez investir durablement dans la végétalisation de vos espaces ou privilégier la souplesse d'un abonnement en location, nos offres s'ajustent précisément à votre modèle budgétaire.

Un accompagnement et un entretien « zéro contrainte » : de la visite conseil à l'aménagement final, nous orchestrons tout. Vous souhaitez une tranquillité d'esprit absolue ? Nos experts peuvent assurer l'entretien régulier de vos plantes directement sur site.

Si vous optez pour la gestion en interne, la sérénité reste de mise. Un simple scan du QR code discret situé sur le pot donne accès à la fiche d'entretien digitale de la plante.

Respirez, votre entreprise s'épanouit, nous nous occupons du reste !

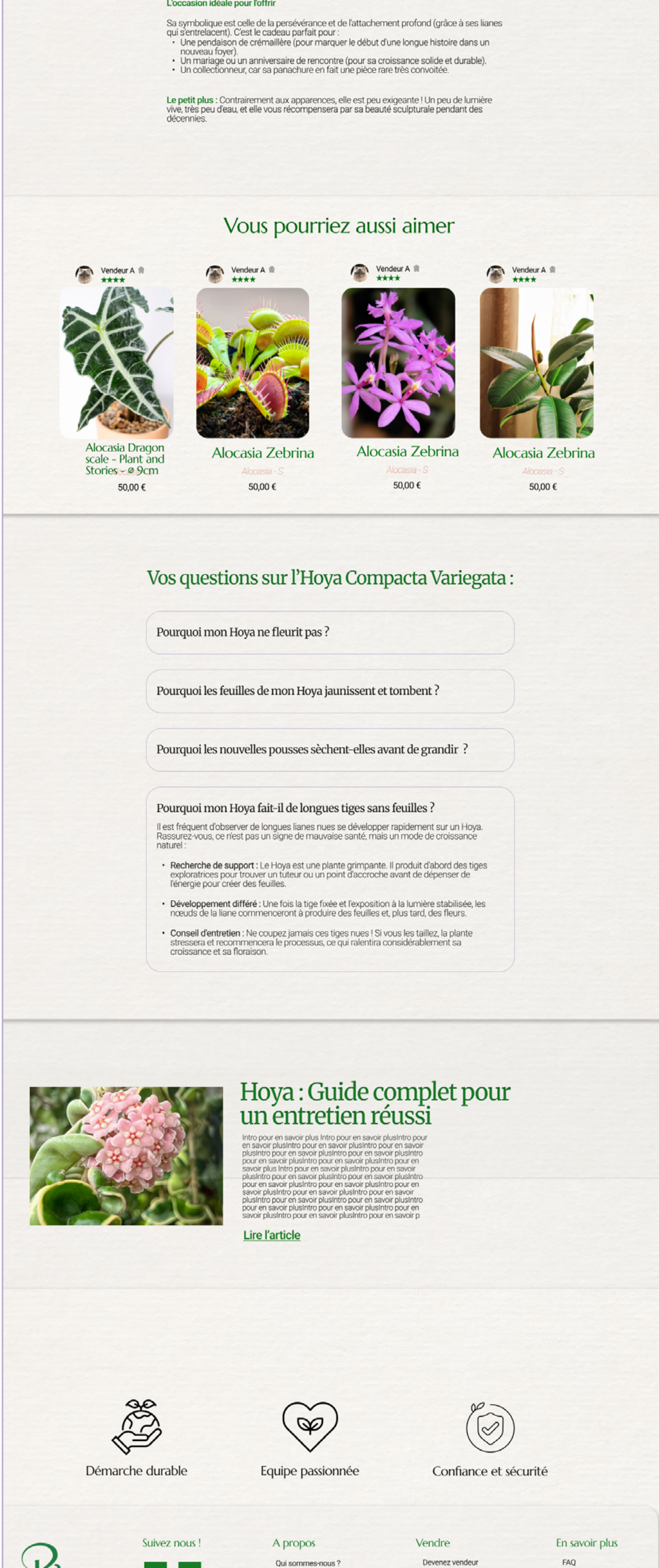
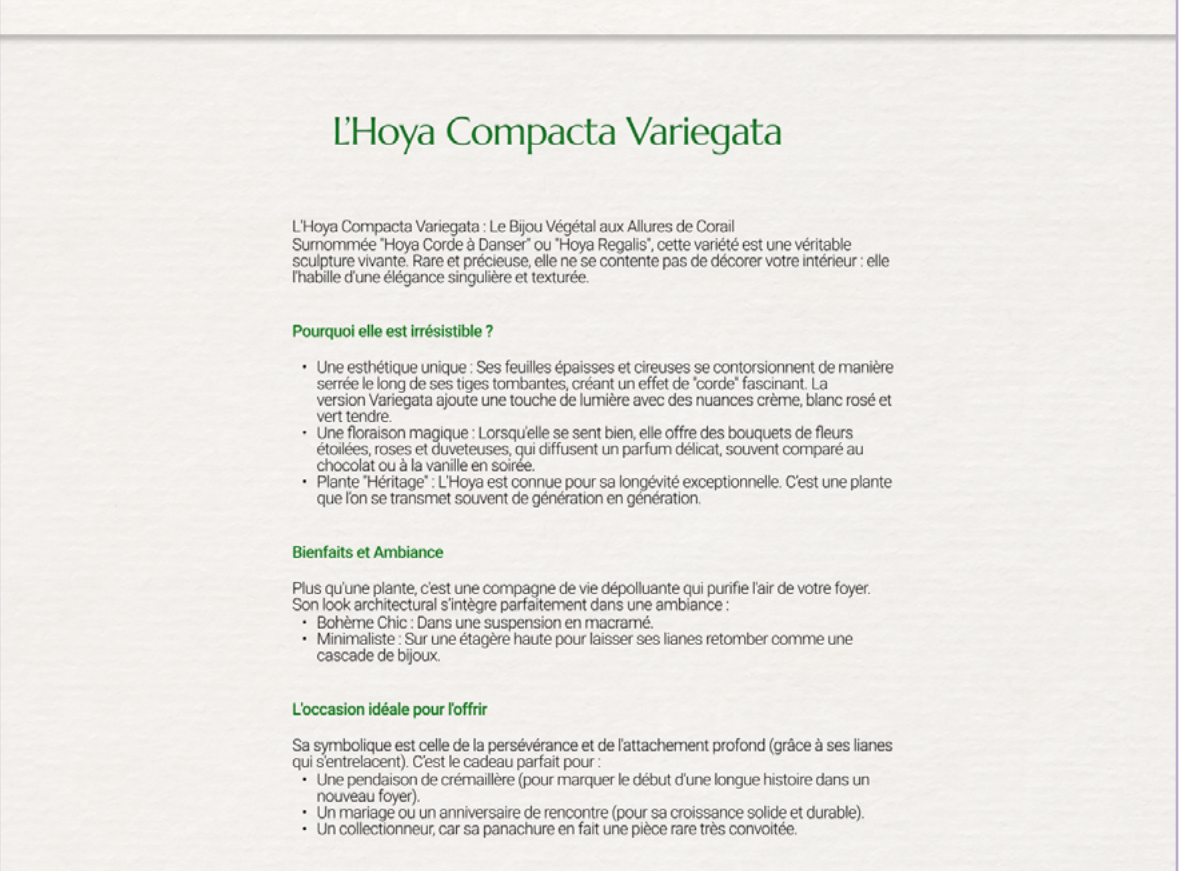
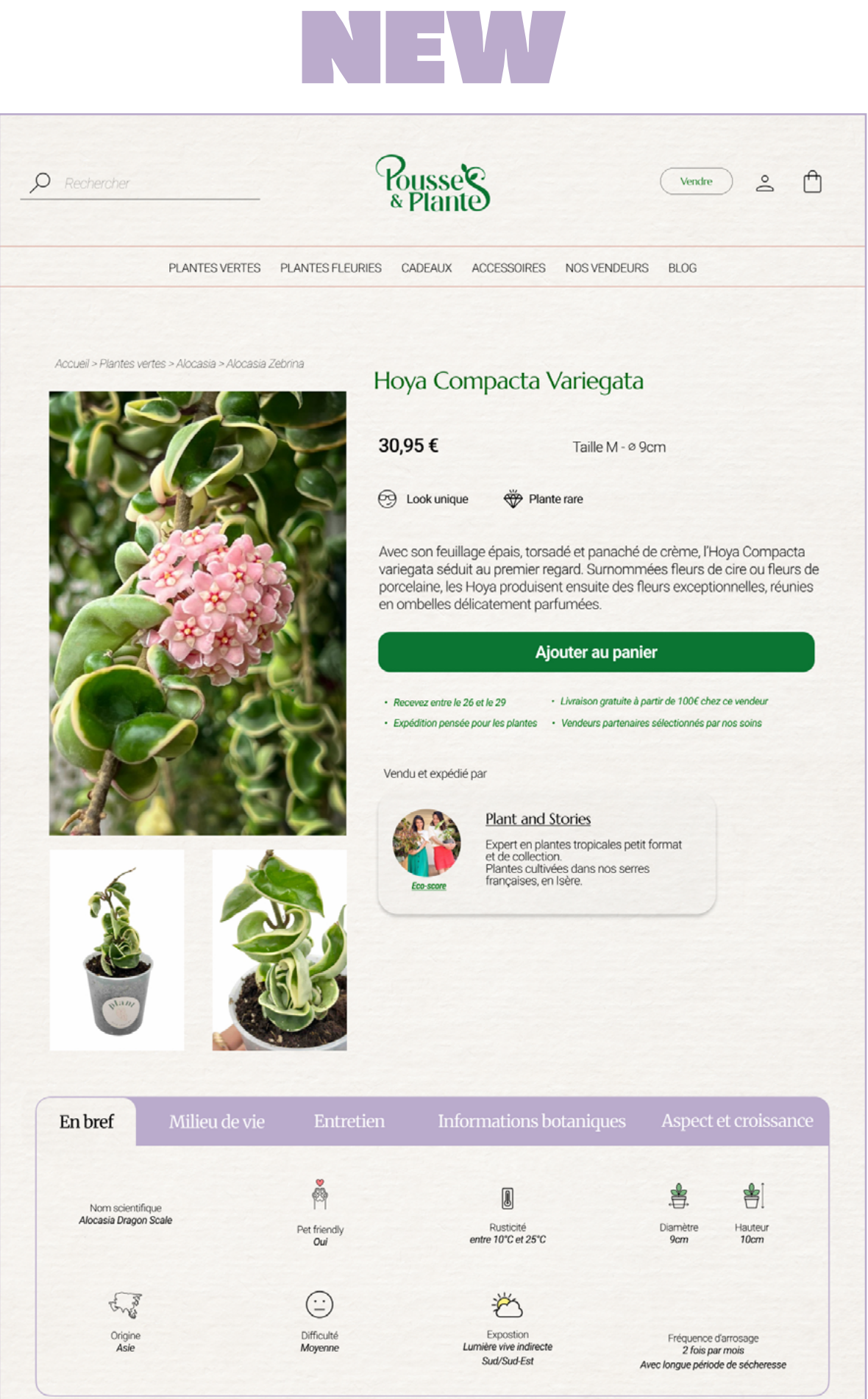
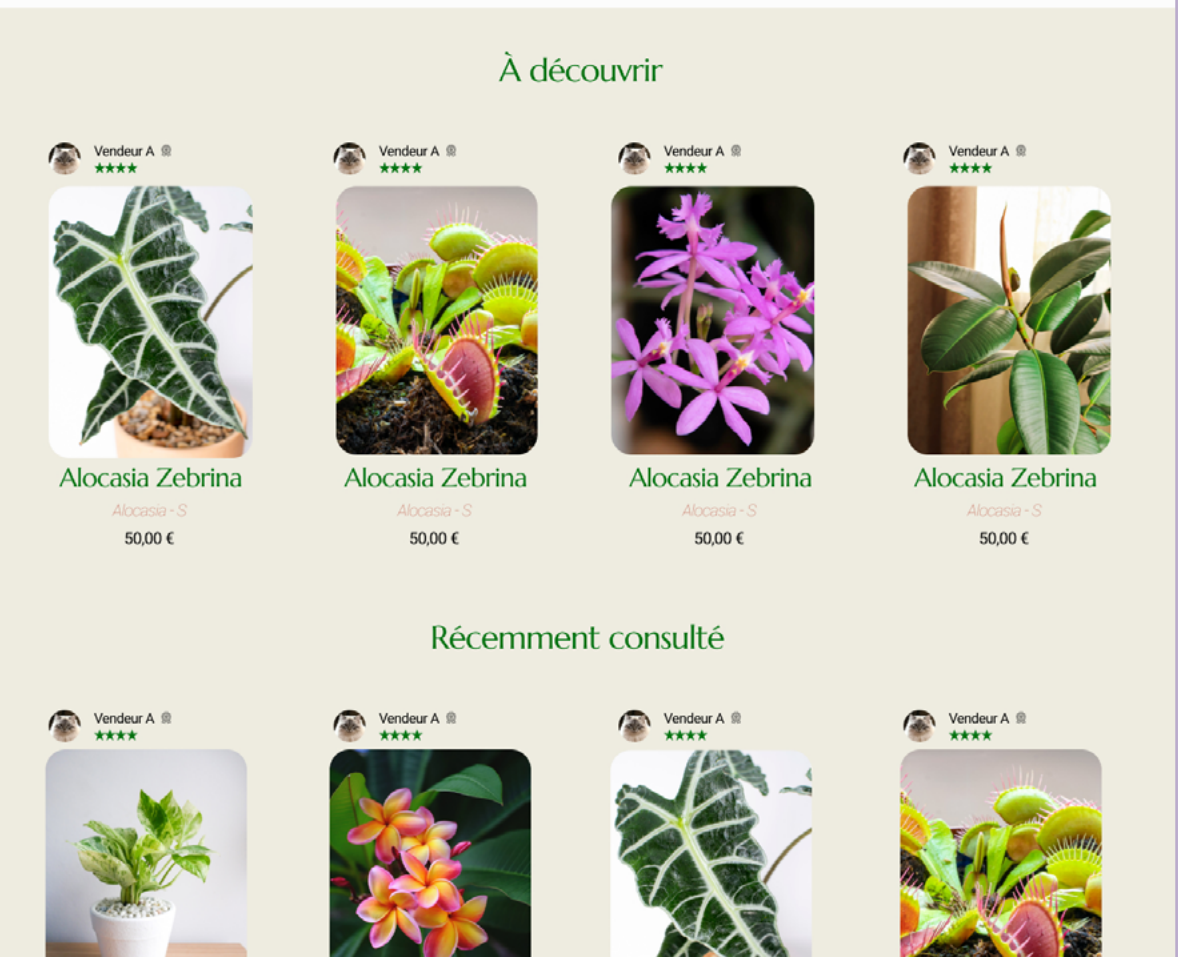


P&P

Updating the website

THE BRIEF

The existing product page was functional but incomplete : sparse content, weak information hierarchy, and limited SEO value. The goal was to reorganize and enrich the page to serve both readers and search engine crawlers, without losing the simplicity of the brand’s voice.





Updating the website

WHAT I DID

I redesigned the page around a structured **information panel** combining text and visuals, a format that simultaneously **improves SEO indexing** and holds the reader’s attention longer. Information hierarchy was rebuilt from scratch to match how users actually scan a page, and how bots scrape it.

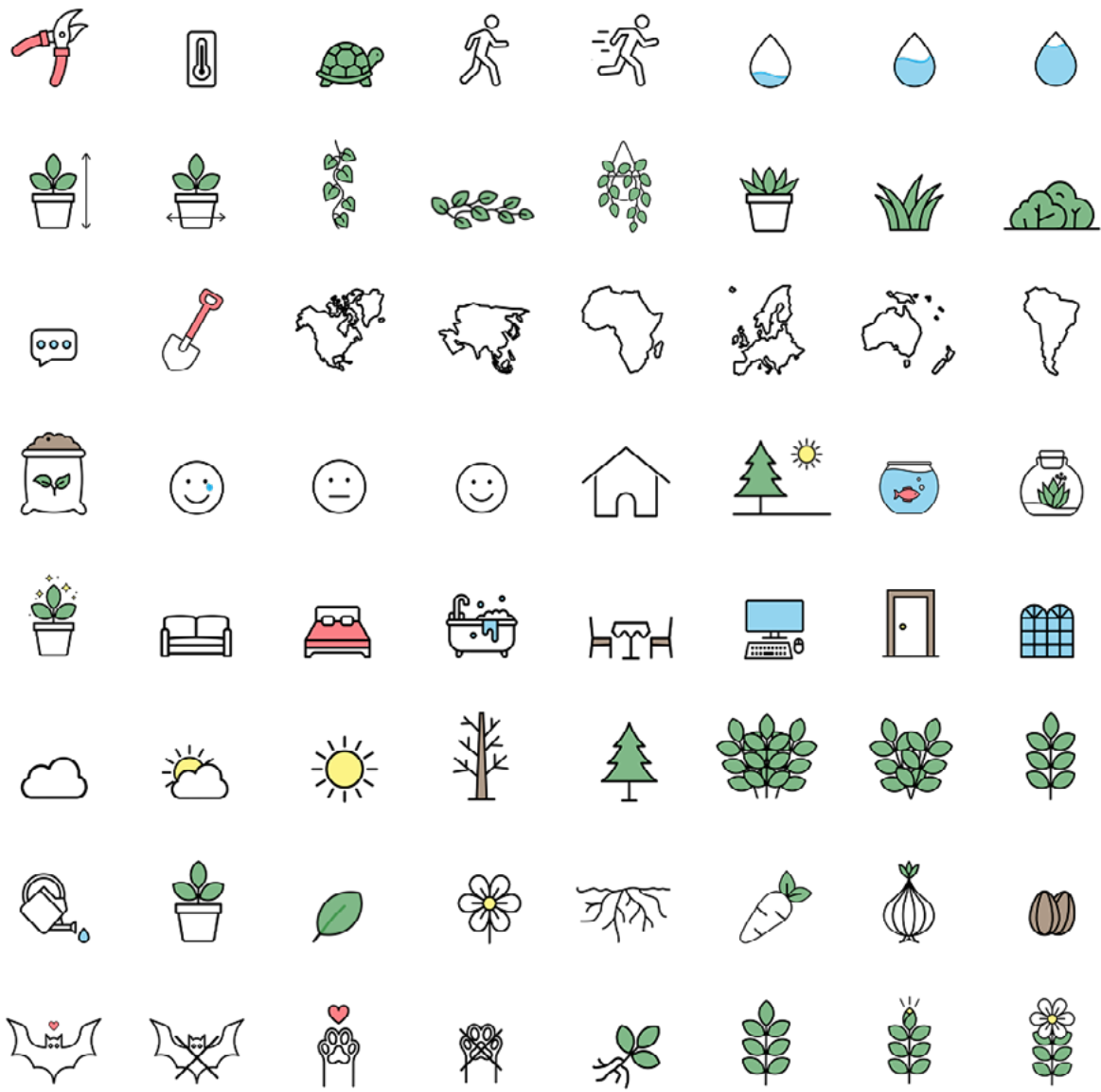
For the iconography, I sourced and adapted open-source icon libraries, redrew several icons by hand, and added custom color touches across the full set to create visual consistency.

I also introduced a subtle page grain across the entire site, a lightweight design detail to **reflect the organic, living nature of Pousses & Plantes** and its commitment to French craftsmanship.

ICON-BASED PRODUCT HIGHLIGHTS

En bref	Entretien	Aspect et croissance	Emplacement	Informations botaniques
 Pet friendly Non	 Difficulté Facile	 Rusticité 15°C minimum	 Exposition Mi ombre	
 Fréquence d'arrosage 1 fois par semaine	 Diamètre du pot 12cm	 Type de terreau Léger		

FULL ICON LIBRARY



THE RESULT

Users feedback has been strongly positive.

Visitors appreciate the **depth of information** now available at a glance, and the redesign has measurably **strengthened trust in the brand**.

CONTACT ME



Salomé
Tanguy



s.tanguy@lecolededesign.com



+33 7 85 34 18 48



www.linkedin.com/in/salome-tanguy



WeChat