

АИТОМ®

hi i'm tom azema hoyer aka ahtom ; graphic designer from Toulouse adopting a mature 360 point of view in order to offer strong and impactful results

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SKILLS

SOFTWARE

Indesign, Illustrator, Photoshop, After effects, Premiere pro, Figma, Dimension and Luminar

DOMAIN

Design editorial, visual / brand identity, ux + ui, environmental design, motion design, communication strategy and project management

QUALITIES

Curious, original, autonomous but likes teamwork, cultivated and versatile

EDUCATION

2022

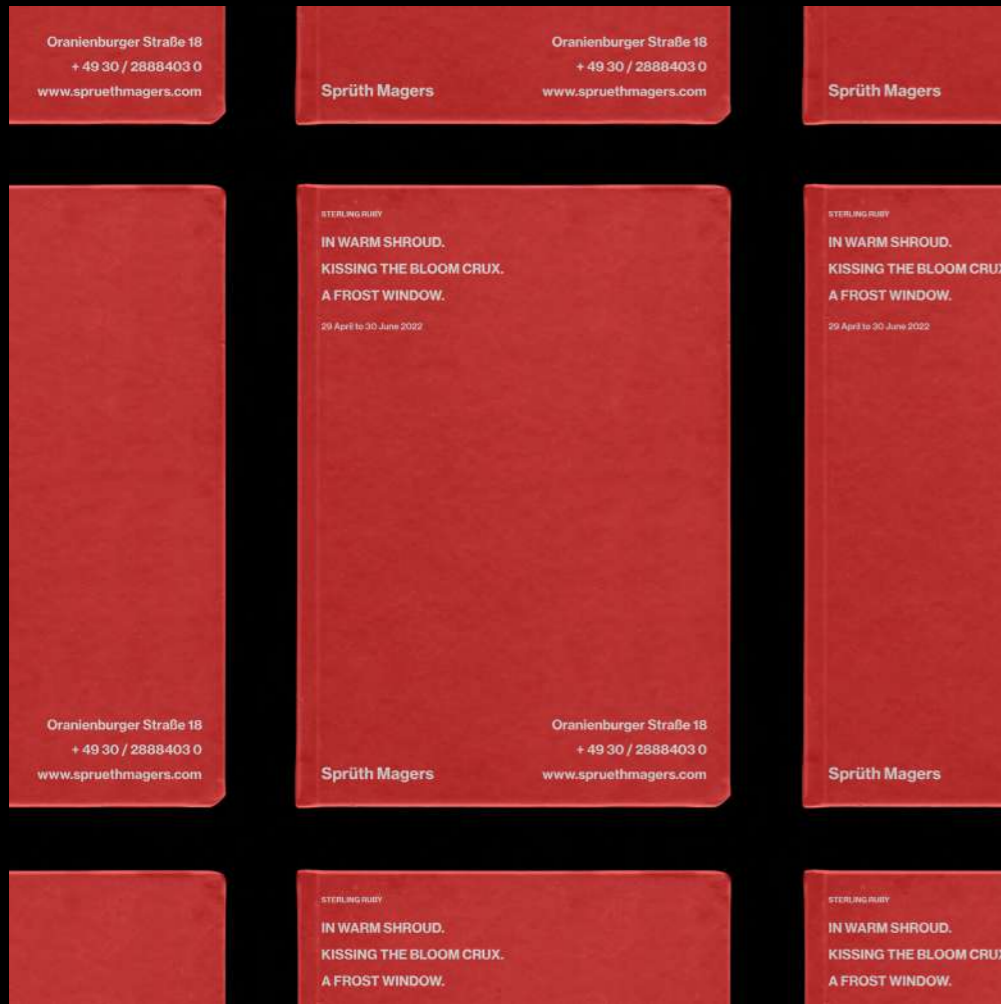
/ INTERNATIONAL COURSE (3 MONTHS) IN BERLIN /
« Design Graphic Formation »

2019-2024

/ ARTISTIC DIRECTOR MASTER (2019-2024) - PLACE :
E-artsup (Toulouse)

2019

/ BACCALAUREAT ES with honors



booklet

SPRÜTH MAGERS

PROJET 1

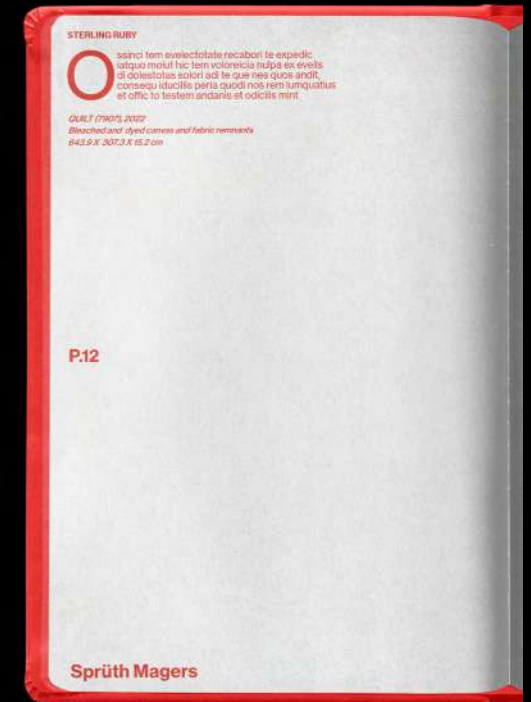
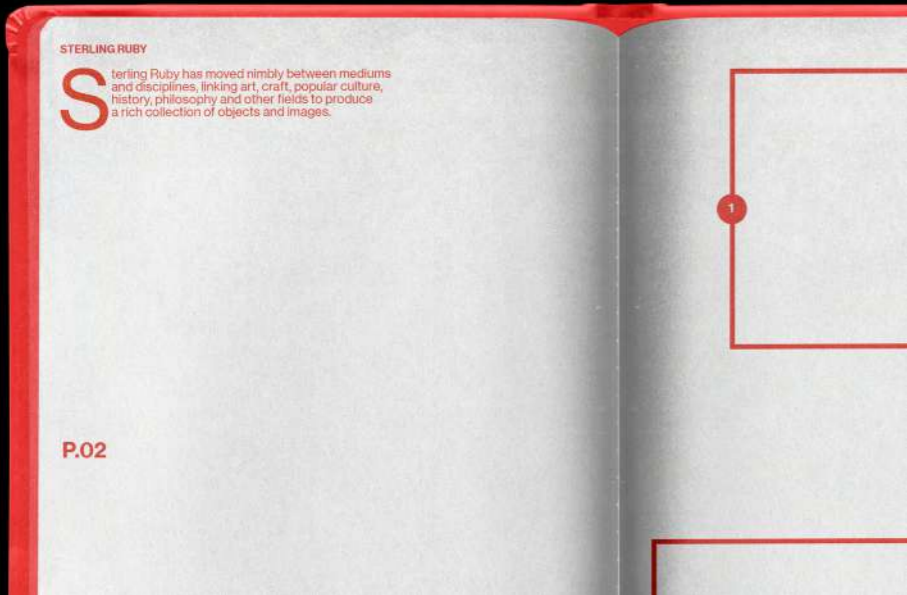
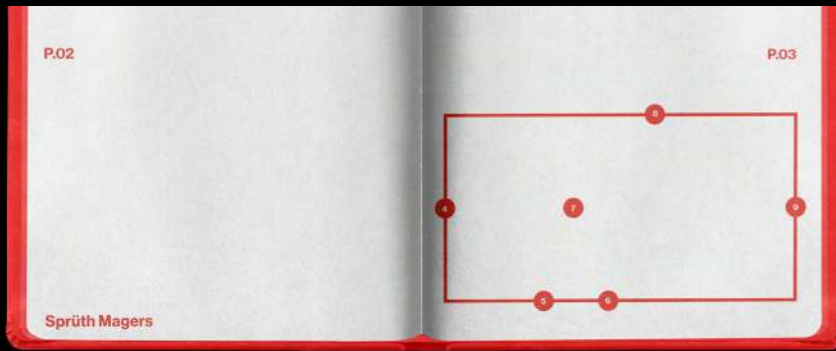


posters one by one

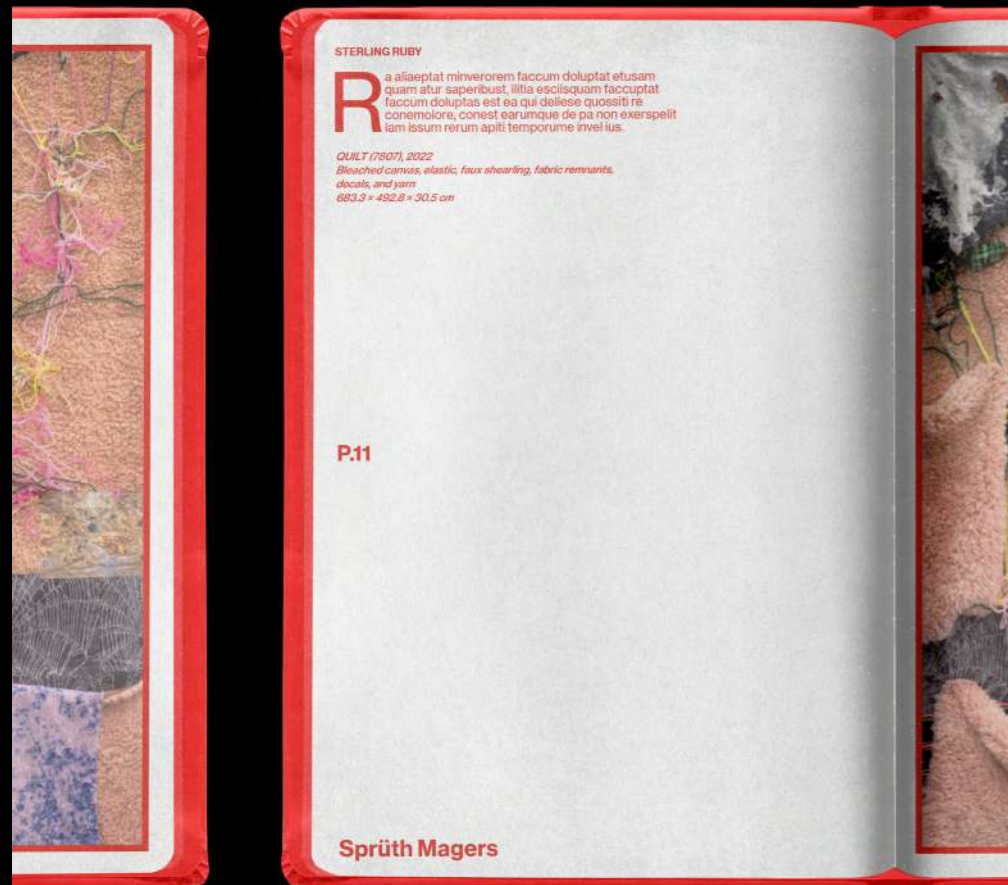


Editorial design + Print

Graphic redefinition of the booklets / posters of the *Sprüth Magers* gallery, enhanced with their iconic red ; both brutal and orderly ; classy and engaged (with here the example of the Sterling Ruby's exhibition).



poster all in one



booklet





visit card

THEATRE NAT.ST

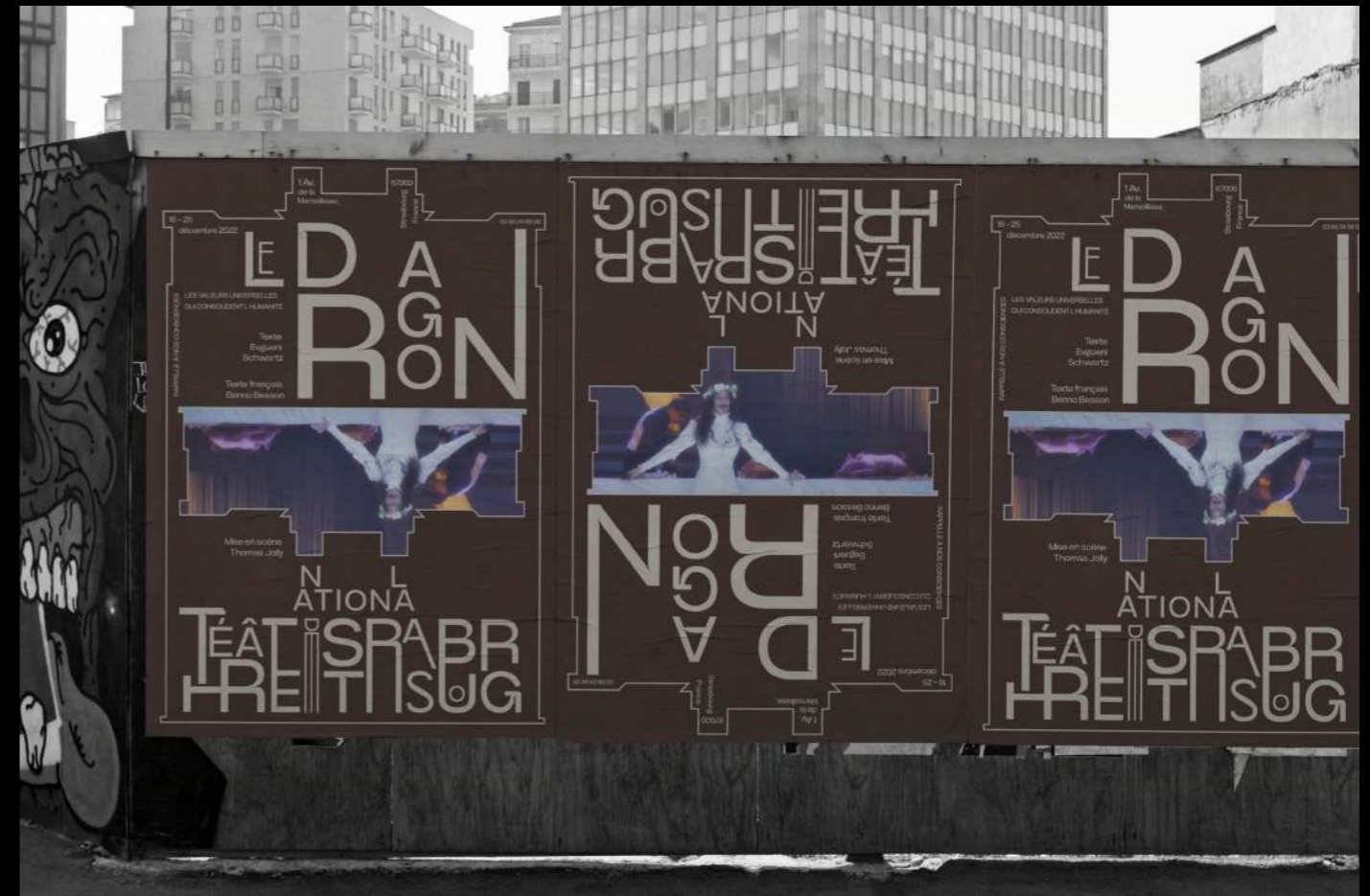
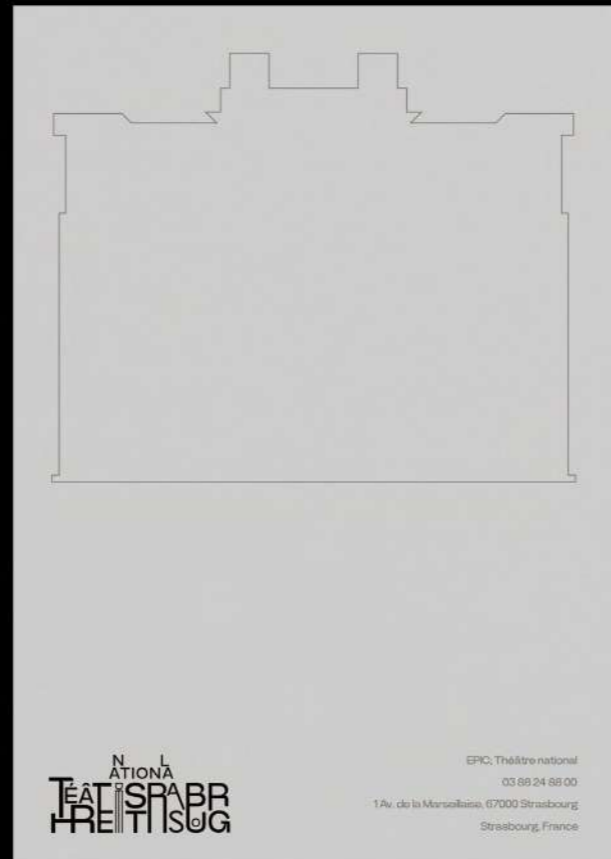
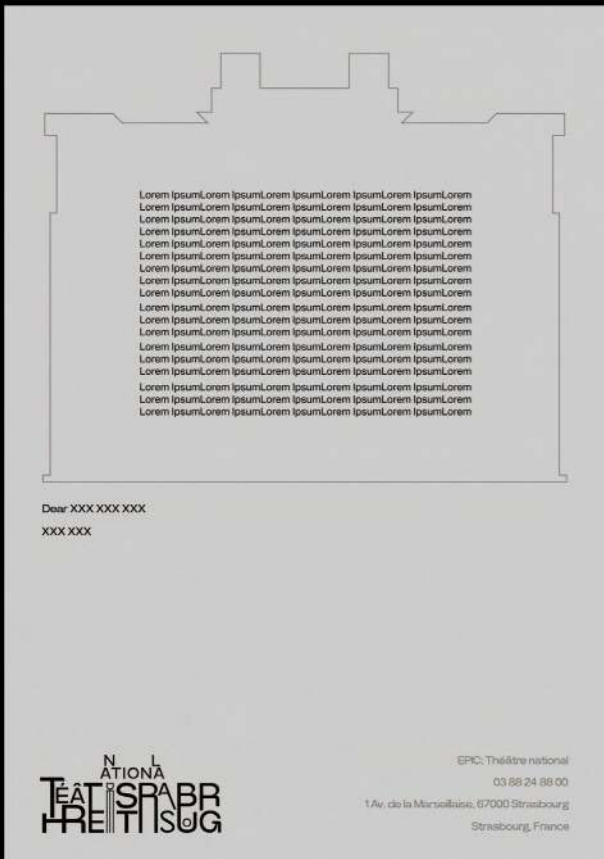
PROJET 2



logo

Visual identity + Editorial design + Motion design + UI / UX + Print

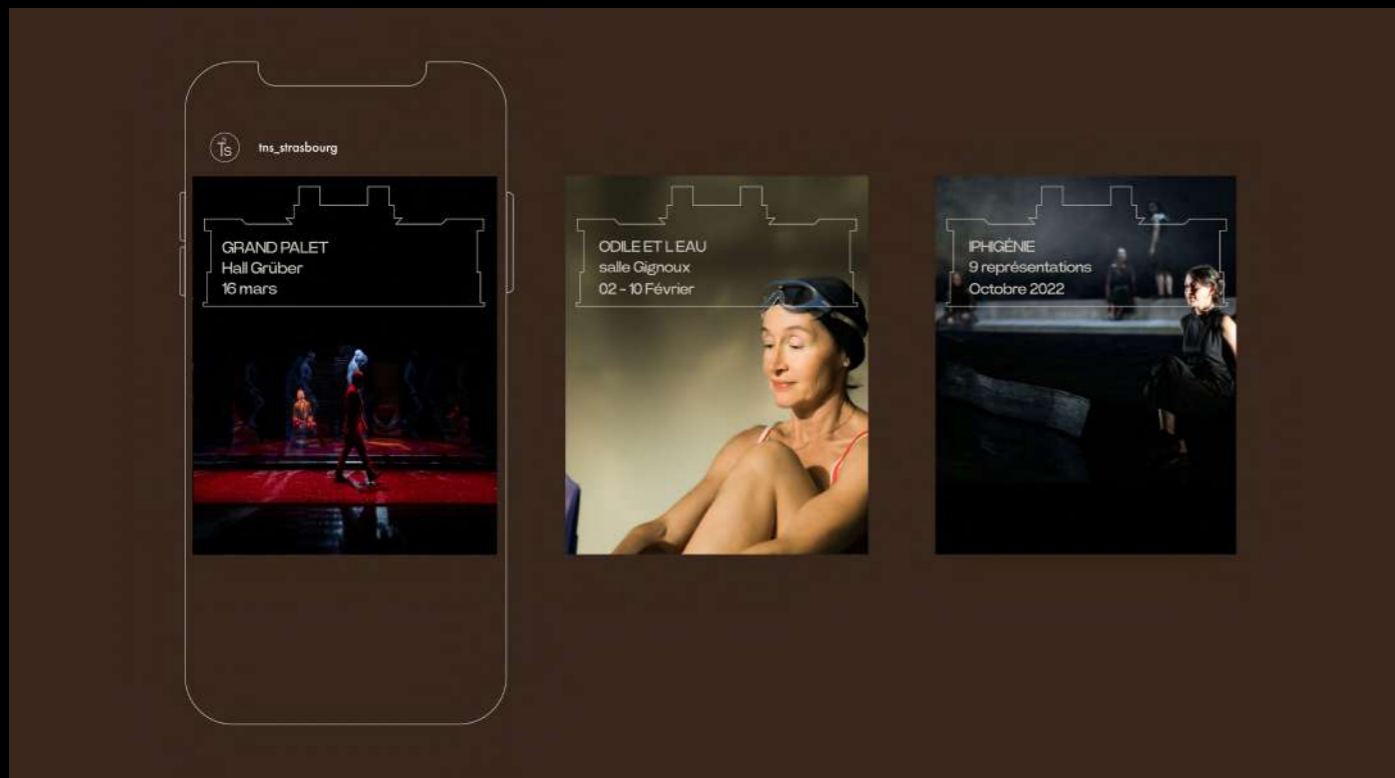
New visual identity of the *national theater of Strasbourg* offering the idea of a place where we sing, dance, scream, and live. This artistic direction allows these energies to be framed with a reminder of the nobility imposed by such a place, with the aim of best exposing all the vibrations felt by the public and the artists.



letterhead

poster

instagram posts



website



TRANSMISSION

PROJET 3



office

banner



Visual identity + Editorial design + Motion design + UI / UX + 3D + Print

Transmission is an exhibition gallery (1 different artists every 10 days) which creates a room corresponding to their worlds in connection with the artists exhibited ; with the help of a unique and interchangeable artistic direction (classic + versions adapted to current exhibitions).



cover

chapter 3



LYRE (HERITAGE BOUQUETIN)

PROJET 4 ↓

Editorial design + Illustration

Lyre is a book of animal photography dealing with the figure of the ibex in Ariège. It is a deeply colorful book structured around minimalist illustrations of ibex serving as modern « *enluminure* ». Each chapter having its own chapter as well as its own ibex illustration. the goal here is to offer a modern rereading of the naturalist notebook.



open book





SUPREME X R.M

PROJET 5



promotional banner

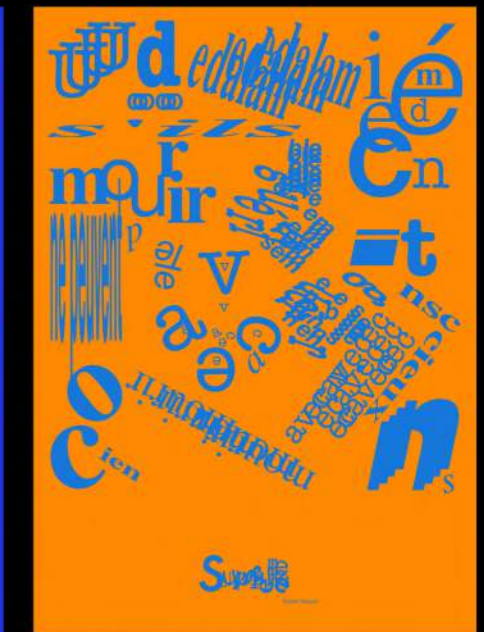
instagram posts



Communication design + Space design + Textile design + UI / UX + Print

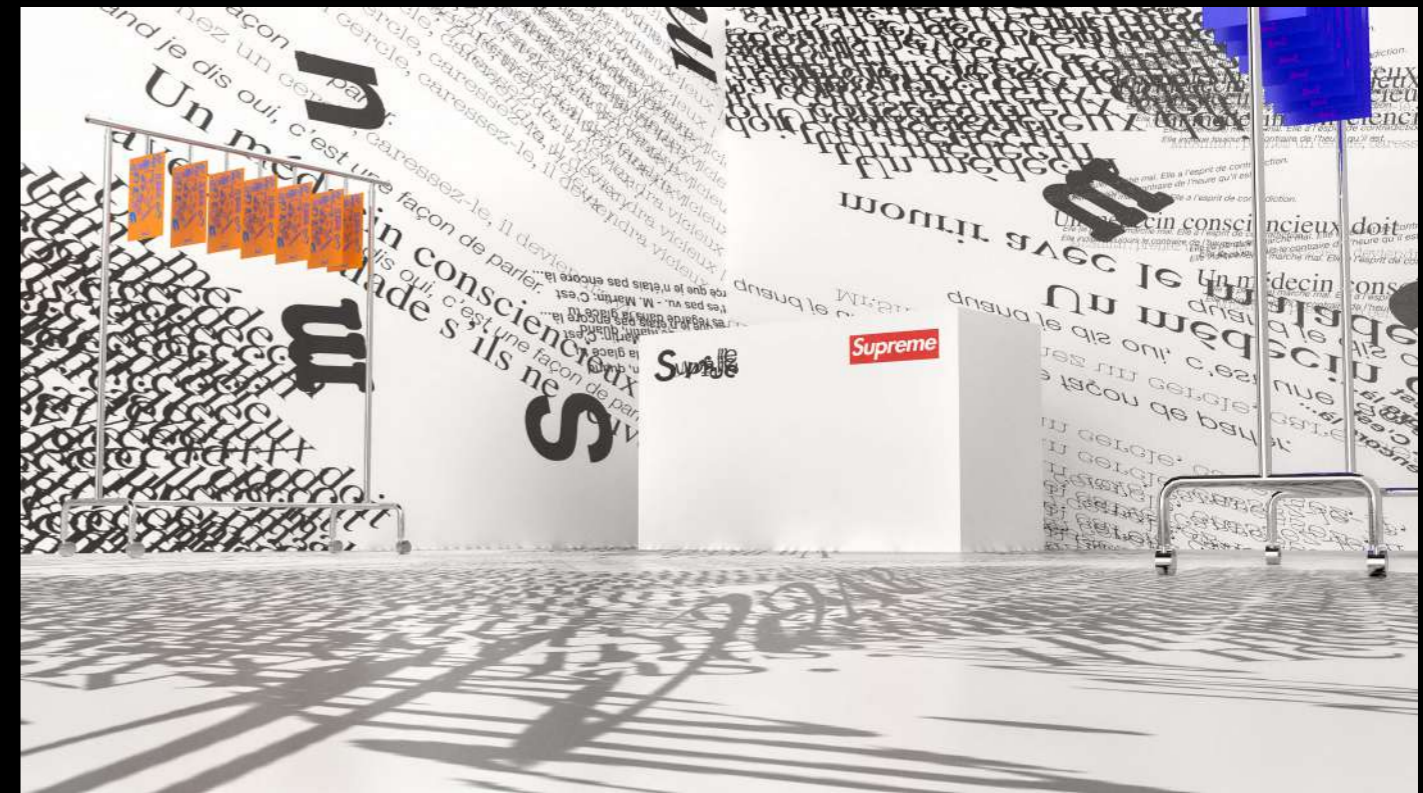
Collaboration between *SUPREME* and the famous French graphic designer *Robert Massin* for a very exclusive piece. The collaboration will be announced discreetly on posters visible in New York City. However if peoples wants to get their exclusives pieces, they will have to analyse those same posters in order to get the date and the location of the event. Then, once in the good New York Supreme's store (modified for the occasion), the people will have to decode and find the sentence hidden on the walls of the store thanks to the typography posters wich can be found on the wardrobes : « Un médecin consciencieux doit mourir avec le malade s'ils ne peuvent pas guérir ensemble » (famous phrase from the play «la cantatrice chauve» whose «theatre-book» was produced by robert massin, certainly his most famous layout work).

posters

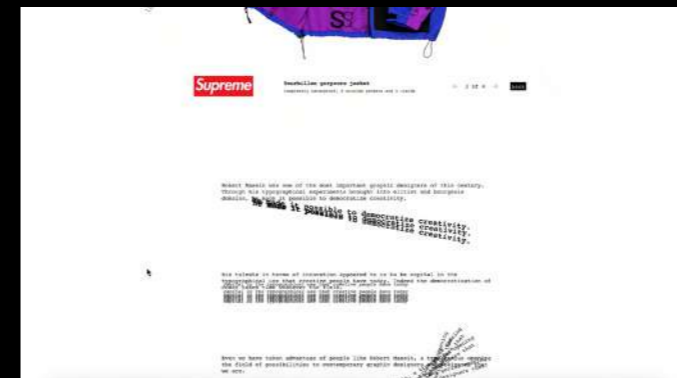
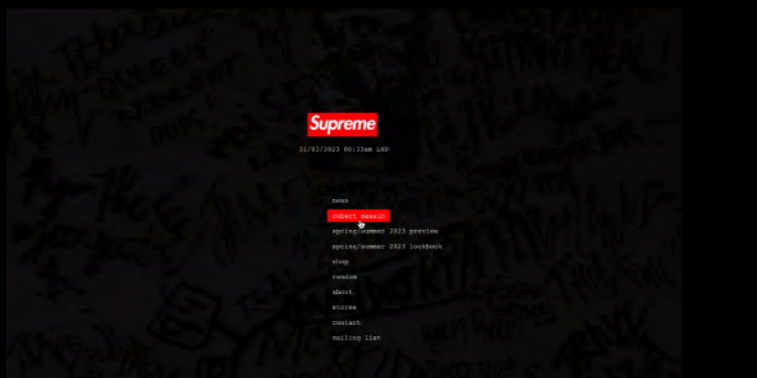


enigma

modified store



website





cover

SPELUNCAE ILLUSTRIS.

PROJET 6

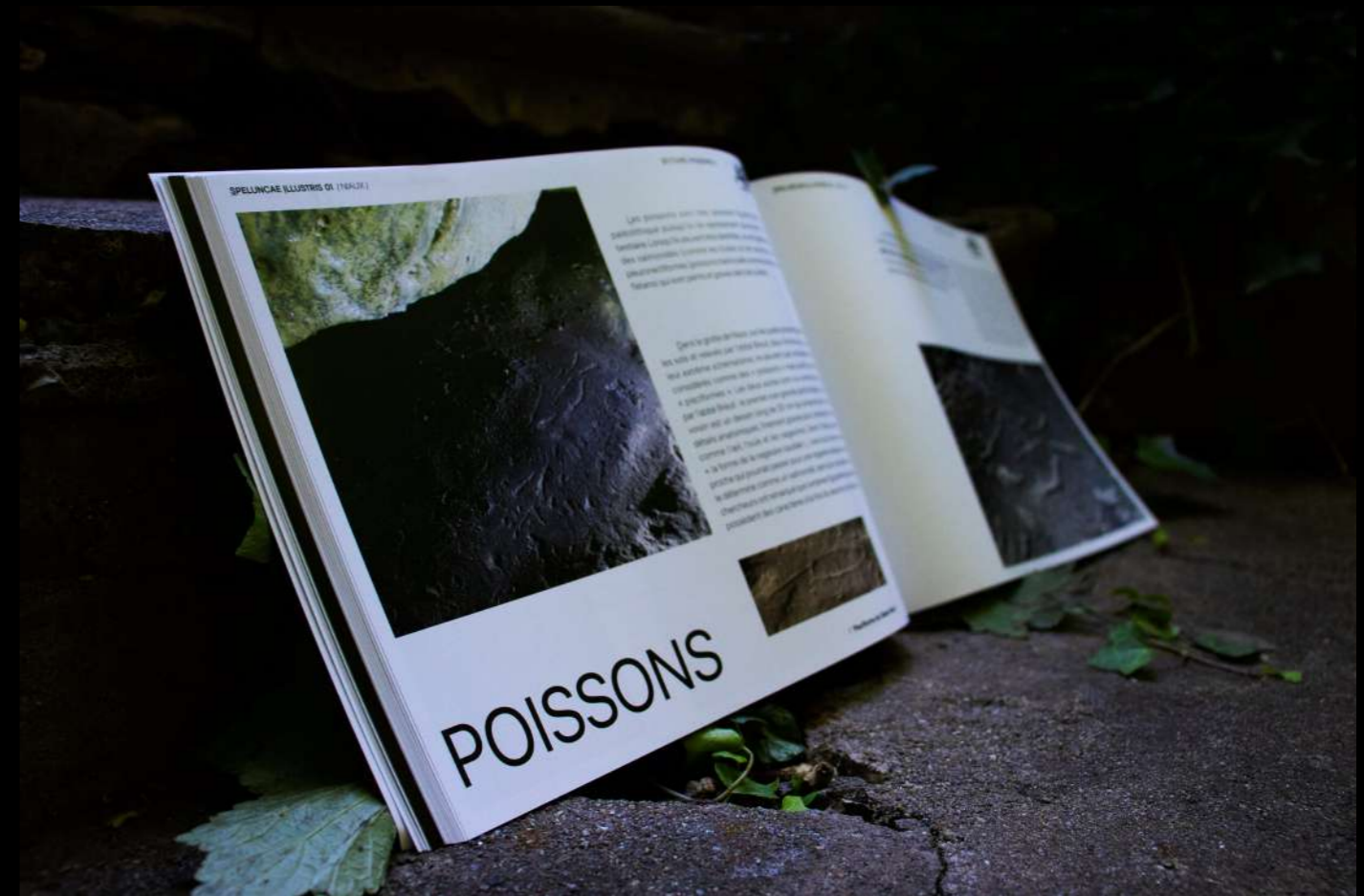


open book



Art direction + Editorial Design

Speluncae Illustris is a series of books dealing in each volume with a very specific prehistoric cave based on a geometric and minimalist layout. The first volume revolves around the Niaux cave and devotes its chapters to the study of the different paintings, engravings and graffiti found there.



open book





OLYMPE MALOU

PROJET 7 ↓

artistic direction



Visual identity + Editorial design + Web design + Illustration + Game design

Olympe (&) Malou is a digital platform allowing school teachers to address the theme of the animal cause with students in the upper section of kindergarten and above, through a simple and complete provision of documentation, workshops and decorative supports adapted to their ages and printable for free, thus responding to the problems of lack of accessibility and resources encountered by those wishing to deal with these subjects in class.



stand with examples of workshops, decorations and information sheets





cover

open book



SONGE ANIMAL

PROJET 8



Visual identity + Editorial design

Songe animal is an animal photography book which allows us to admire around twenty animals in the Ariège landscapes with the help of multiple poems as well as a layout with naturalistic colors and strong typographies.



open book

back





logo



LA BAND'A VW

PROJET 9

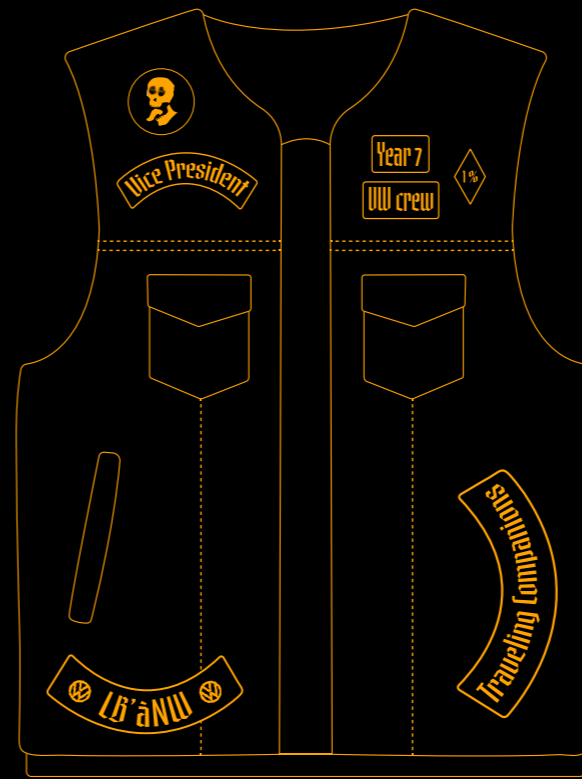


Visual identity + Editorial design + Illustration + Textile design

Creation of a vintage biker club identity, from a time when the products were (still) of quality for the association of *La Band'à VW* (group of volkswagen vehicles.) Creation of a real club with the aim of strengthen cohesion between its members, strangers and visitors. Development of the image of *La Band'à VW* to ensure that the meetings and gatherings organized are identified as those of "the band at VW" before being "those of fans of Volswagen vehicles."



flyer



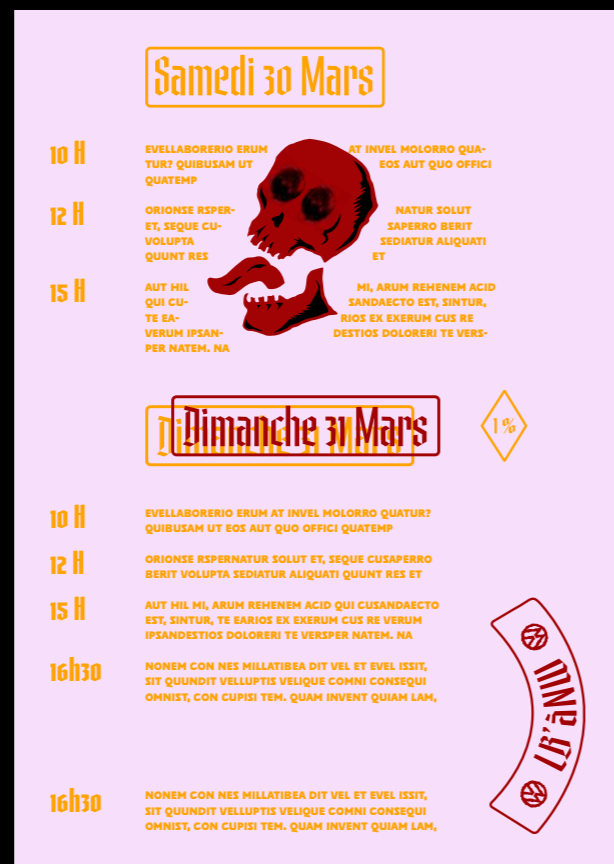
restaurant flyer



stickers



jacket and tee shirt



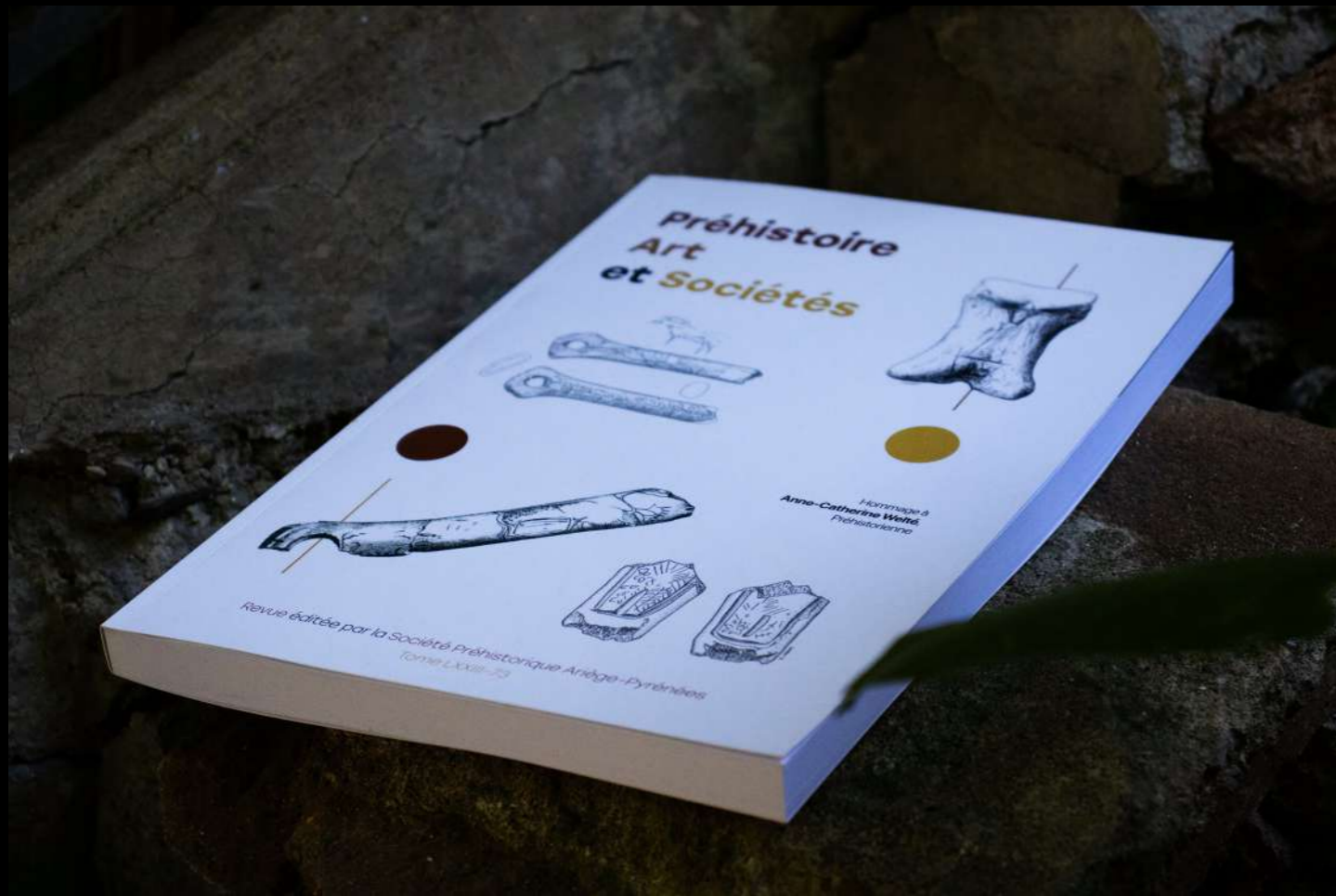
promotional poster



directional poster

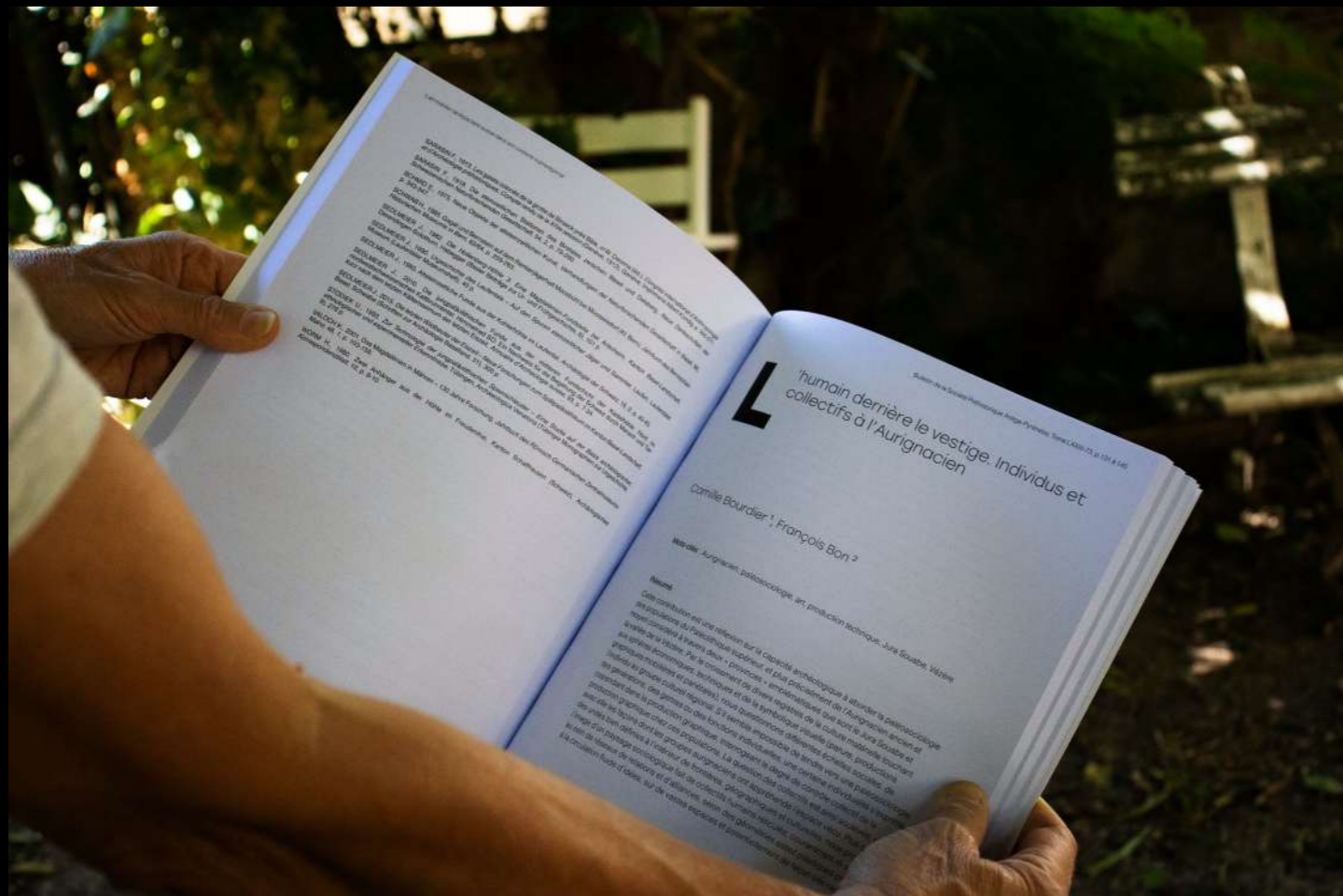
BULLETIN PRE.73

PROJET 10 ↓



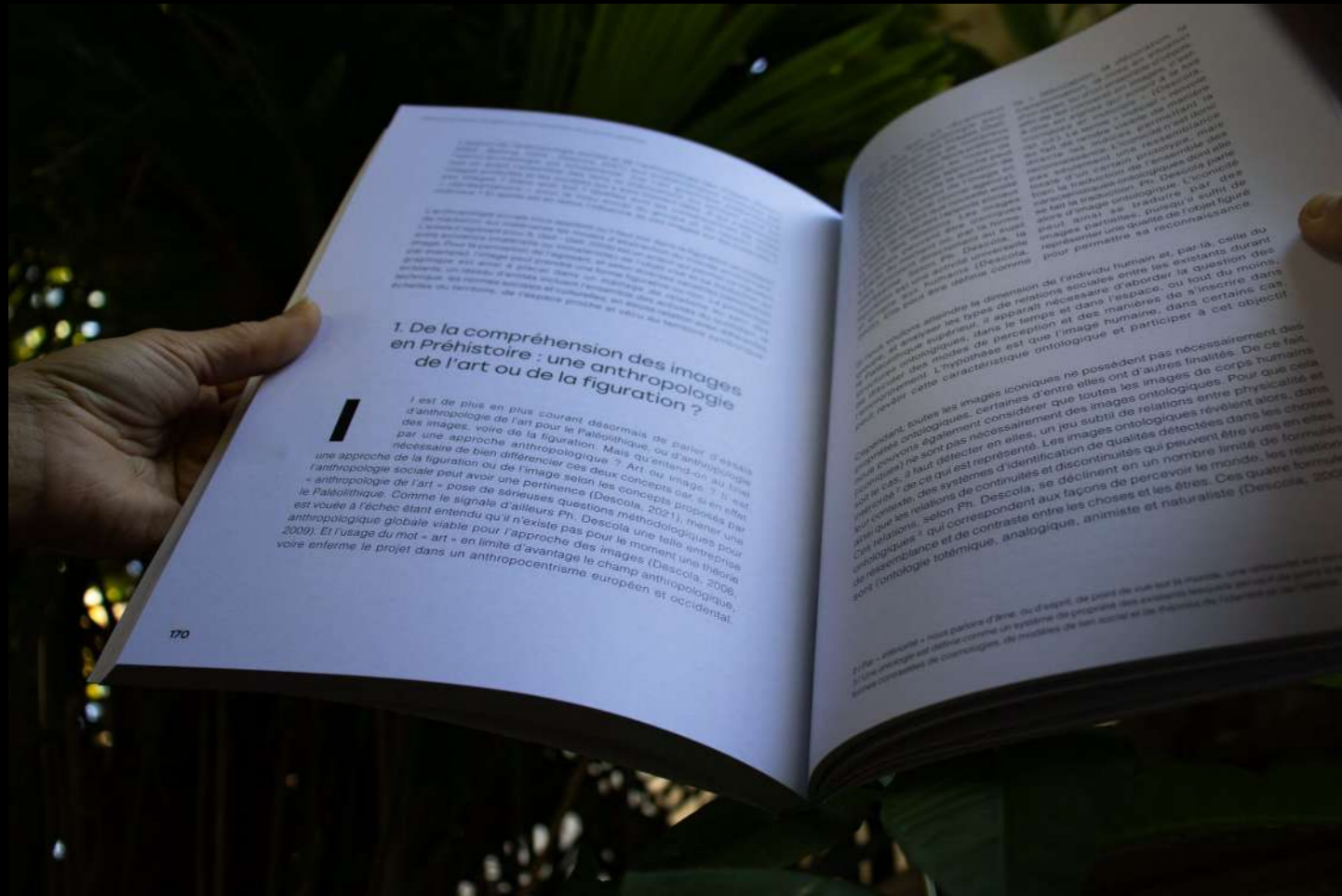
cover

open book

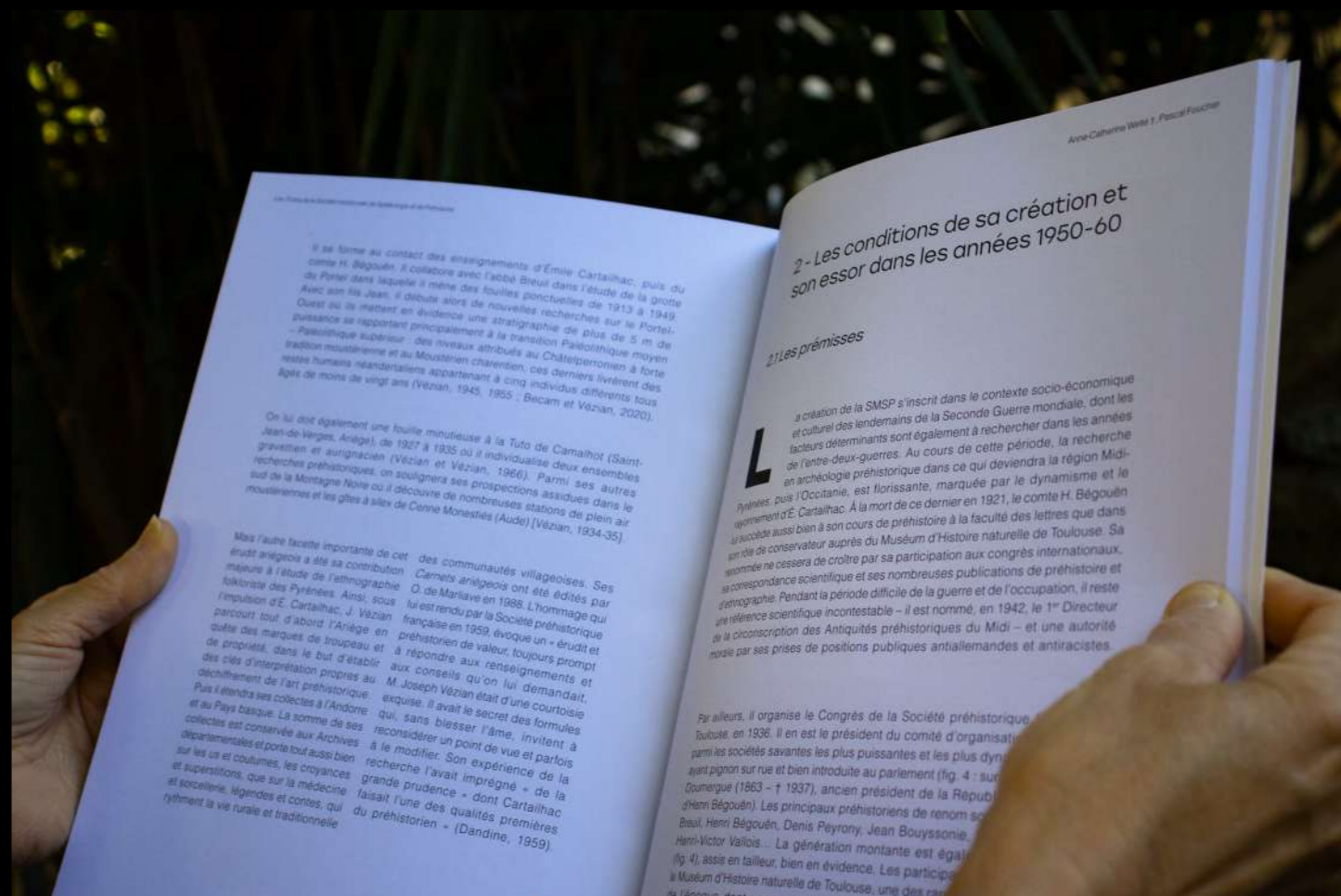
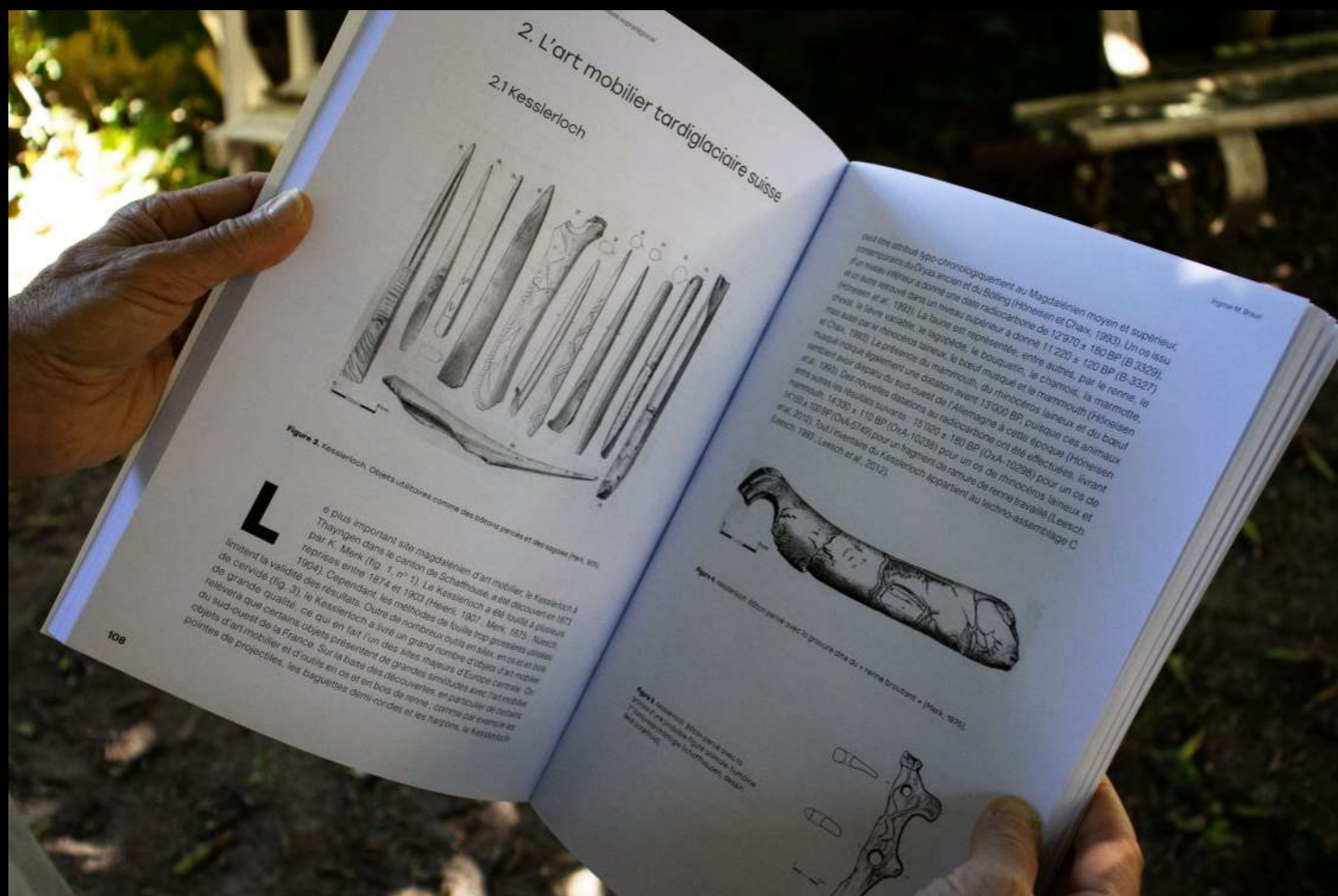


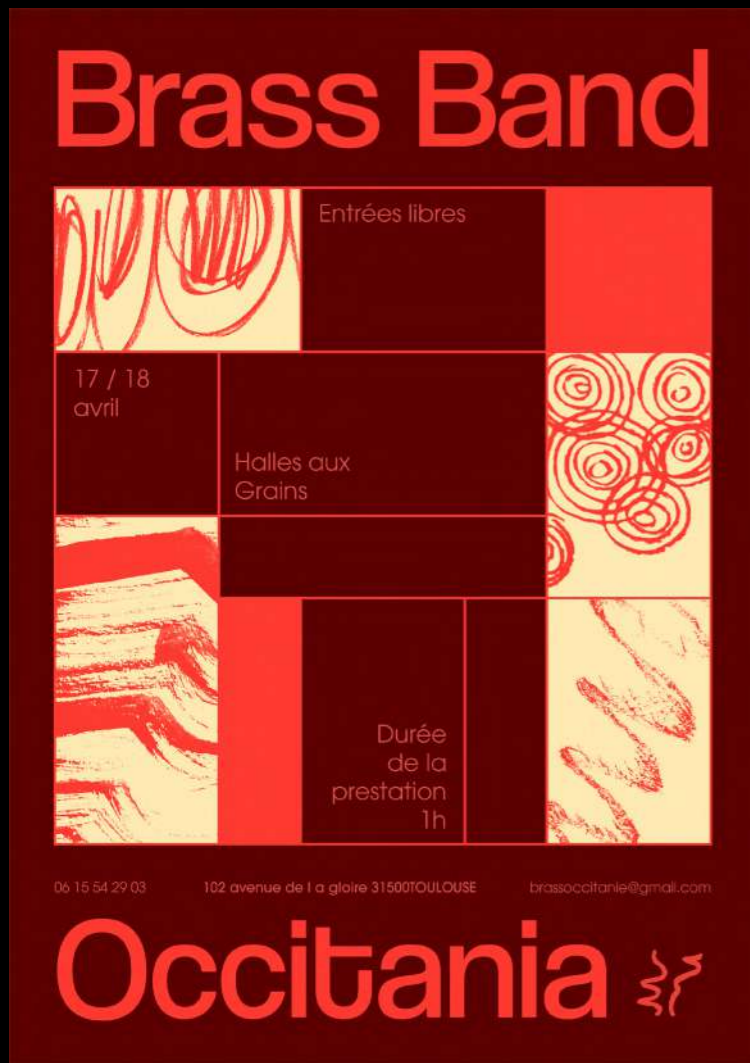
Visual identity + Editorial design

Préhistoire Art et sociétés is a scientific journal addressing multiple subjects around prehistory. It is composed of around ten articles including graphics, illustrations and photographs being highlighted through a strict, refined, modern and minimalist layout.



open book





promotional poster

BRASSBAND OCC.

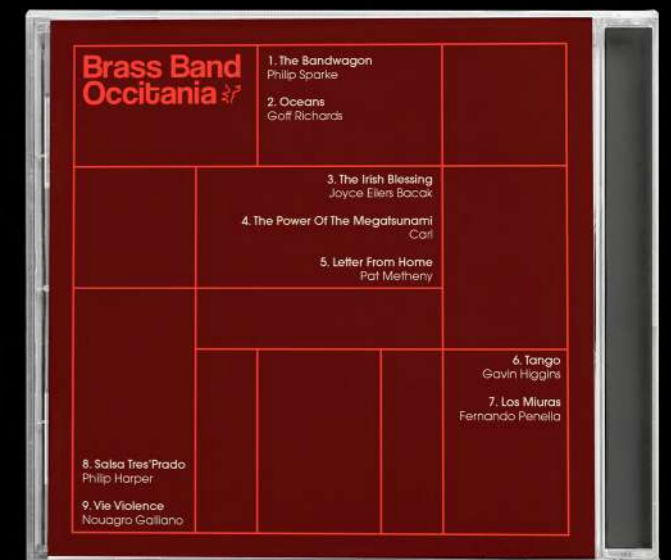
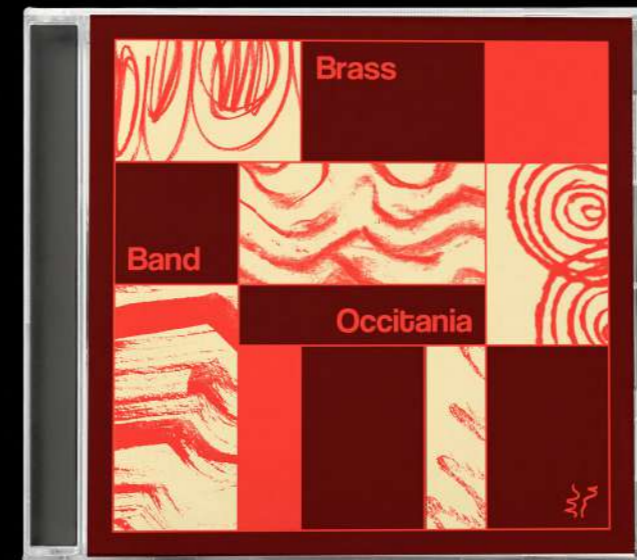
PROJET 11 ↓



project carried out as a group with **Emma De Cock**, **Romane Villeneuve** and **Alexia Claverie**

Visual identity + Editorial design + Web design

Rebranding of the *Brassband Occitania* orchestra based on the emotions felt when listening and analyzing pieces created by the orchestra as well as a construction similar to the placement of musicians in the orchestra with bright and expressive colors.



instagram posts
visit card
website

web banners
cd
website

АИТОМ®