Personal work
2026 Edition

# portfolio

Léonard Leseurre



## *Who am I ?*

***I am Léonard Leseurre, a communication professional and graphic designer with 5 years of experience. From official government events to 3D environment creation, I blend creative storytelling with technical innovation to deliver impactful and modern solutions.***

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# *Print and Branding*




Sponsorship book front cover and back cover with inside layout examples.













Presentation video of the team in Netflix F1 Series interview style.

# 4L Trophy

## *Brief :*

Design the visual identity and all communication assets for the 4L Trophy 2025 project, highlighting the car, the humanitarian adventure, and partners through a complete graphic design toolkit.

## *Missions :*

- Design and layout of the sponsorship book ;
- Production of a project presentation video ;
- Design of the merchandising line (clothing, tote bags) ;
- Car photoshoot for the social media ;
- Creation of short videos for social media (teasers, behind the scenes, project updates) ;
- Ongoing photoshoots to document the project on social media.

## *Used Software :*

Asana, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

*Take a look at the LinkedIn page*



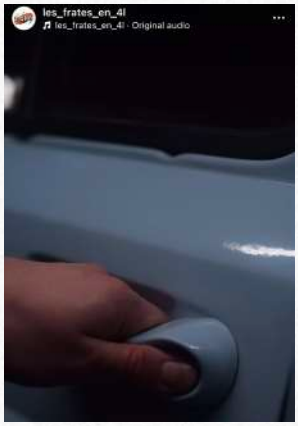


Merchandising design with the association logo for an online sales site.





Car photoshoot during a snowy day.






Teaser videos for social media.






Photoshoot of differents repairs to the car.



Examples of photos of institutional visits in the Marne department.













Cover and layout design of the 2023 activity report for the State services in Marne.

# The Marne Prefecture

## *Brief :*

Design and produce communication materials for the Marne Prefecture while strictly complying with the French State visual identity guidelines: activity reports, print materials, and photo/video content to highlight the work of public services.

## *Missions :*

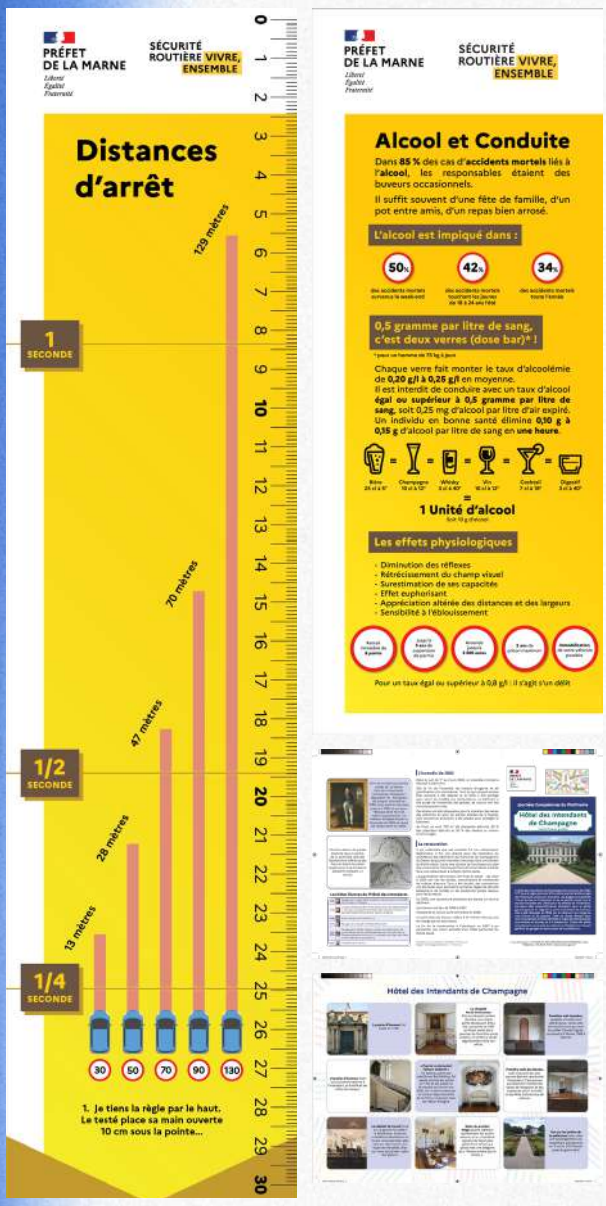
- Layout design of the 2022 and 2023 activity reports for State services in Marne ;
- Creative benchmark and graphic proposals, then adjustments based on feedback from the Prefect ;
- Design of brochures, kakemonos, and goodies for the Prefecture's various departments ;
- Production of videos for social media and for cinema screenings ;
- Photo coverage of official events (presidential and ministerial visits) ;
- Visual follow-up and adaptations across multiple formats, in full compliance with the State's graphic charter.

## *Used Software :*

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro

*Take a look at the 2022 activity report*

*Take a look at the 2023 activity report*




Design examples of various formats for the Marne Prefecture.




Images examples of various video for the Marne population on diverse subjects as JO 2024, road safety, local actions.



Final logo and all its different versions.

# AuBoutDuFilPodcast

## *Brief :*

Create and produce a self-published cinema podcast designed as an accessible, friendly conversation, with a strong visual identity and consistent presence on podcast platforms and social media.

## *Missions :*

- Logo design and visual identity for the podcast ;
- Design of covers for podcast platforms ;
- Writing of episodes (research, structure, scripts, descriptions) ;
- Filming and recording of podcast episodes ;
- Audio and video editing of the podcasts ;
- Creation of short video content for social media ;
- Scheduling and publishing episodes and posts on social media.

## *Used Software :*

Adobe Audition , Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Ausha, Metricool

*Take a look at the TikTok page*







Samples cover for the podcasts platforms.







Podcast's TikTok page features videos posted regularly.

# Alambda Album and Merch Design

## *Brief :*

Design the visual universe for artist Alambda: album cover for "27 Jours", social media visuals, and a limited-edition festival T-shirt, from photo shoot to final product.

## *Missions :*

- Photoshoot for the album cover and social media visuals ;
- Advanced photo editing (RAW) and color grading ;
- Design of the "27 Jours" album cover (composition, typography, moon integration, visual variations) ;
- Graphic design of a limited-edition T-shirt (research, benchmark, creative brainstorming) ;
- Preparation of print-ready files for textile production ;
- Setup of a small online sales platform ;
- Production management: creation, packing, and shipping of the T-shirts ;

## *Used Software :*

Adobe Illustrator, Adobe Photoshop, Adobe Lightroom






Merchandising design sold for a show.



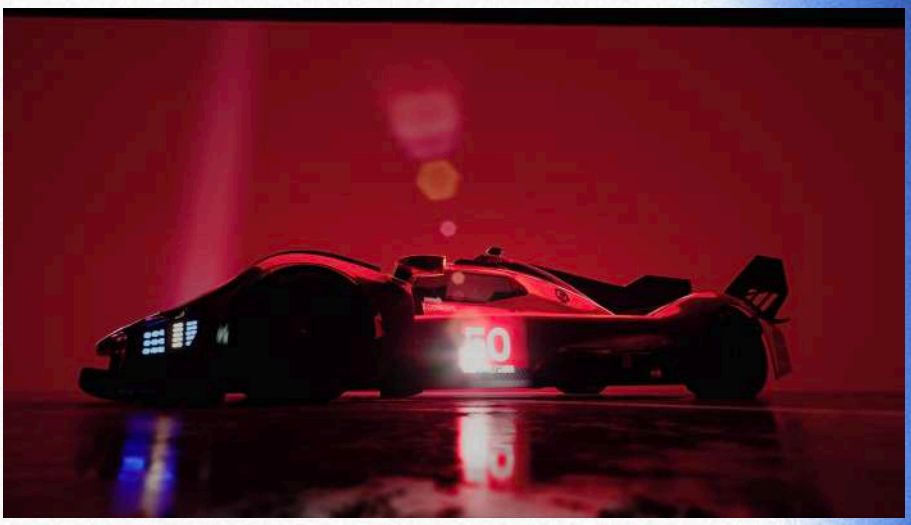






Album front and back cover ad also the CD design.


Digital





Screenshots from the video

# Ferrari 499P Reveal Commercial

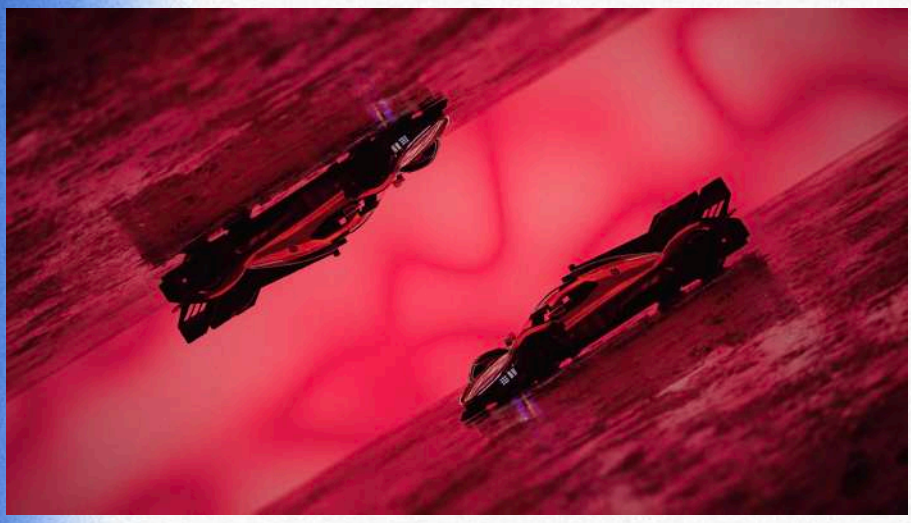
### *Brief :*

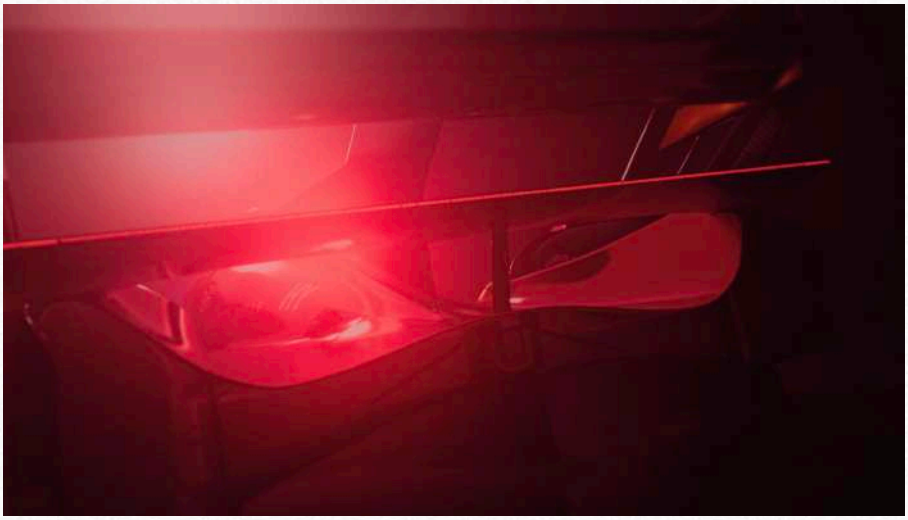
Participation in a commercial video contest with a reveal video of the Ferrari 499P, showcased in 3D environments created in Unreal Engine, then edited and finished in DaVinci Resolve.

### *Used Software :*

Ureal Engine 5.7, DaVinci Resolve

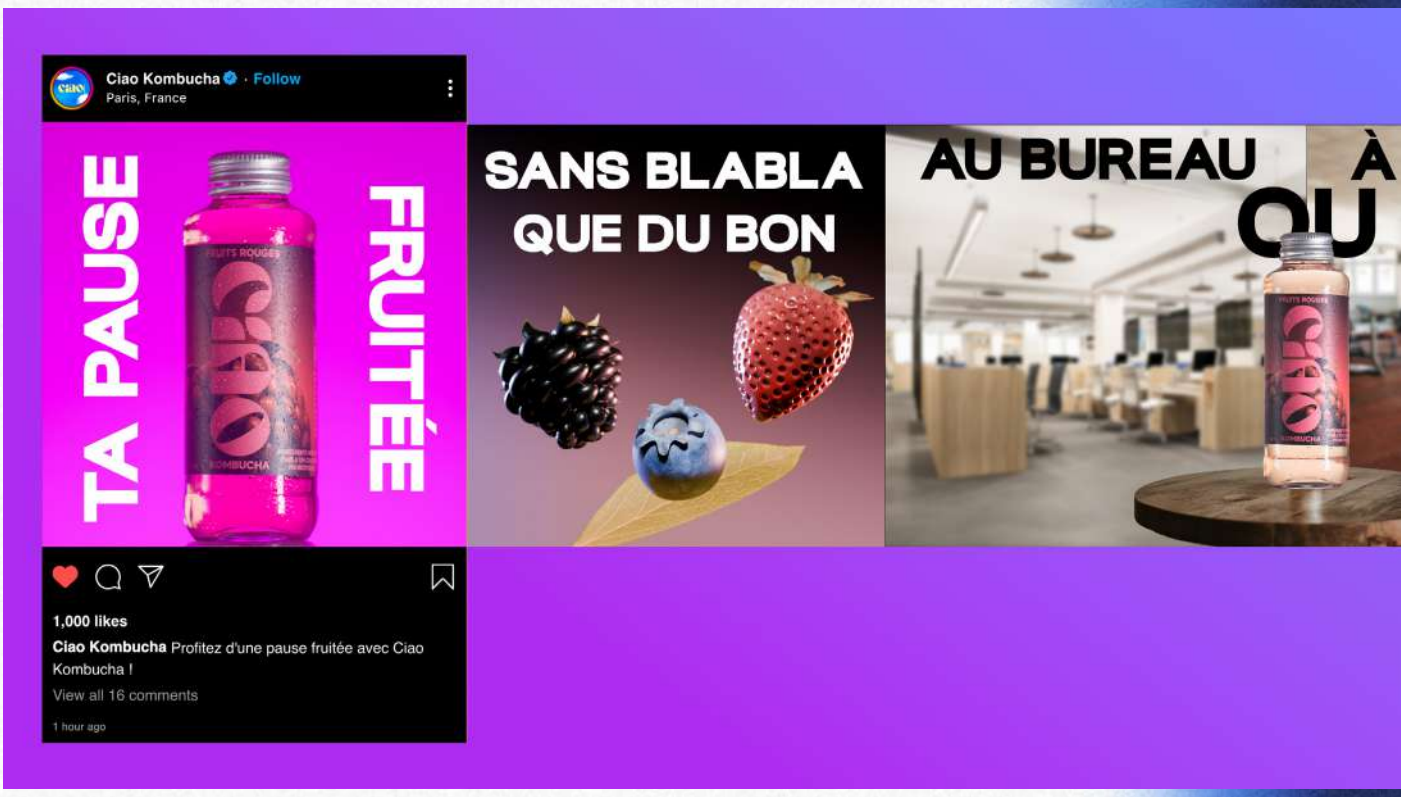
*Watch the video*






ferrari
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Mock-Up of the instagram carrousel

# Ciao Kombucha

## *Brief :*

Create a fictional advertising campaign for Ciao Kombucha, mixing 3D visuals and live-action footage through a graphic carousel and a short vertical looping video designed for social media.

## *Used Software :*

Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Blender

*Watch the video*





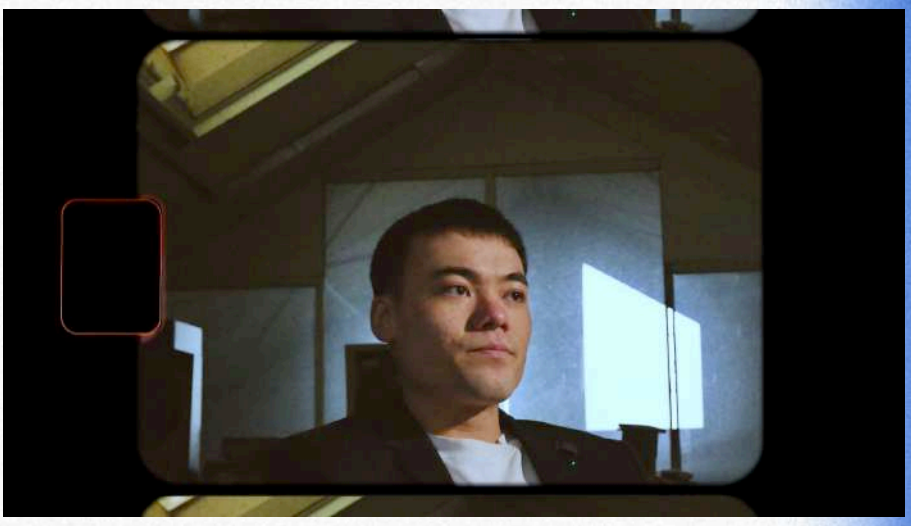


Video screenshots preview




Mock-Up of the video for Instagram



A-Roll Footages examples

# Presentation Video for LVMH Group

### *Brief :*

Create a presentation video for LVMH, aligned with the group's visual style and inspired by the Wembanyama interview for Louis Vuitton, covering scriptwriting, visual planning, shooting, and final editing.

### *Used Software :*

Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro

*Watch the video*











B-Roll Footages examples

# Personal Photography Projects

### *Brief :*

Personal travel photography project to train my eye for framing and shooting angles, then enhance the images through editing in Photoshop and Lightroom.

### *Used Software :*

Adobe Lightroom, Adobe Photoshop








Photos of the Irish countryside

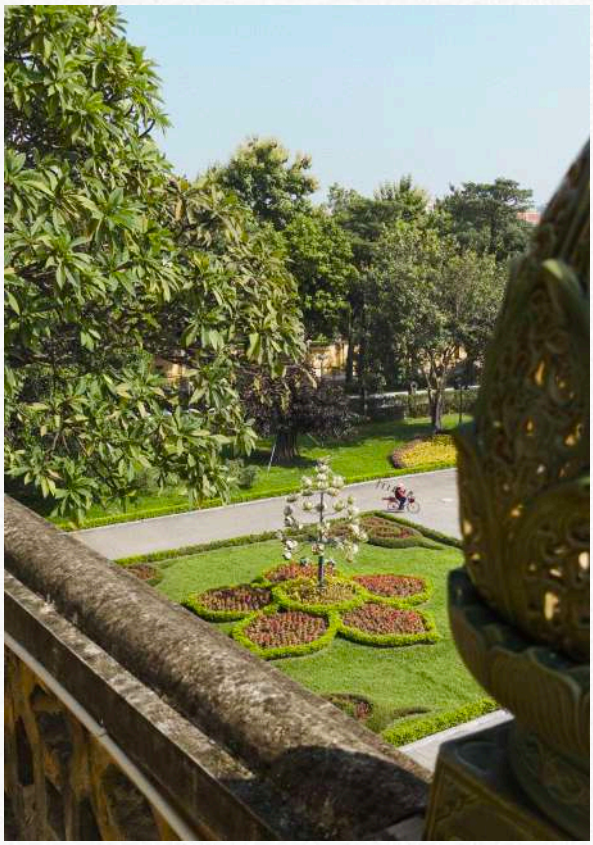








Photos of Bangkok in various locations



Photos of the Thang Long Imperial Citadel in Hanoi

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