



CLAUDIA BITAN

Art Director — Graphic Design
October . 09 . 2000

PROFESSIONAL EXPERIENCE

CITROËN RACING FORMULA E TEAM – 2025

Art Director + Graphic Design

Art direction across all touchpoints, from livery to paddocks, including drivers' suits and visual assets. Creation of the graphic universe and visual guidelines for social media. Design and production of merchandising distributed at E-Prix events. Collaboration with Bertrand De Chastenet.

.RAW LAB — 2025

Art Direction

Development of the visual identity for an emerging brand.

XSCAPE STUDIO – 2024

Art Director + Web Designer

Development of the artistic direction and website design. Collaborated with visionary founders to create strong, cohesive products aligned with their innovative ideas.

SIVARG – 2024

Art Director Formula 1 Project + 3D Designer + Author

Concept and development of an AI-driven Formula 1 team. 3D modeling of a Formula 1 car. Creation, writing, and design of editorial books presenting the project.

PARIPARI – 2024

Art Director + Graphic Designer

Creation of the visual identity for a handroll bar in Miami, encompassing branding and graphic design.

MAZARINE – 2023 (3-month internship)

Graphic Designer — Advertising & Packaging

Designed creative assets for prestigious brands. Developed visual identities and logos.

CHANEL – 2023 (3-month internship)

Assistant Set Designer + Web Designer & Social Media

Assisted in set design for advertising shoots. Created digital content for holiday campaigns and handled photo retouching. Contributed to the development of the brand's online presence through web design and social media.

MCCANN – 2022 (4-month internship)

Graphic Designer + Post-Production

Developed graphic and media content for multiple international brands. Collaborated with post-production studios to finalize advertising campaigns.

SANDRO – 2021 (3-month internship)

Assistant Fashion Designer + Set Designer

Designed and prototyped pieces for the Spring/Summer collection. Contributed to the art direction of sets for fashion campaigns.

CONTACT

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www.claudiabitane.com

EDUCATION

PENNINGHEN — 2022–2024
Master's Degree in Art Direction

ECV Digital — 2019–2021
Master's Degree in Design & Advertising

PENNINGHEN — 2018–2019
Foundation Year in Art Direction
& Interior Architecture

LANGUAGES

French	Native
English	Fluent
Italian	Beginner

SOFTWARES

Adobe Creative Suite
Figma
Blender
Midjourney
DALL·E
Runway
Procreate
Spark AR

SKILLS

AI Art Direction
Generative Image Design
Creative Prompt Engineering
Art Direction
Visual Identity
Editorial Design
3D Modeling
Photography