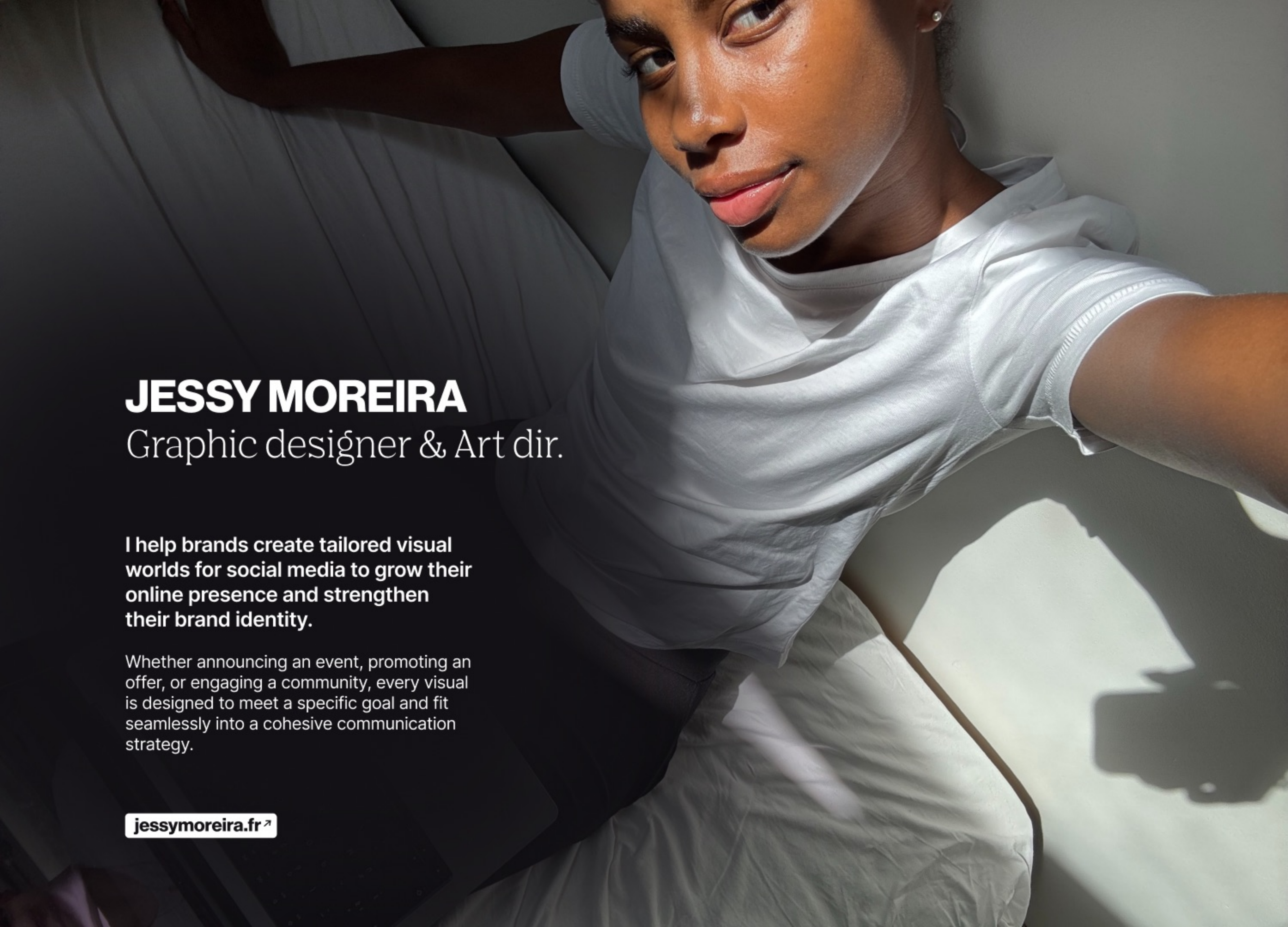




PORTFOLIO SOCIAL MEDIA

Jessy Moreira





JESSY MOREIRA

Graphic designer & Art dir.

I help brands create tailored visual worlds for social media to grow their online presence and strengthen their brand identity.

Whether announcing an event, promoting an offer, or engaging a community, every visual is designed to meet a specific goal and fit seamlessly into a cohesive communication strategy.

jessymoreira.fr ↗

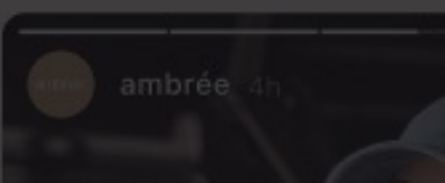
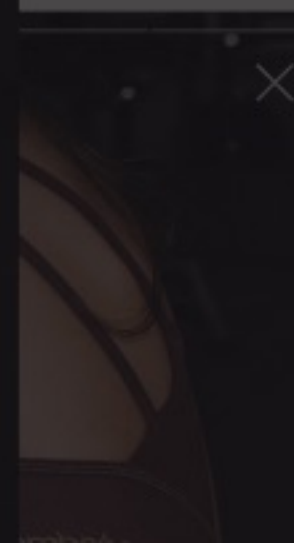
SUMMARY

04	FASHION
09	SPORT
17	FOOD
21	BEAUTY
23	HEALTH CARE
26	EVENT
28	MARKETING



Content type

FASHION



ambrée.



NOUVELLE COLLECTION

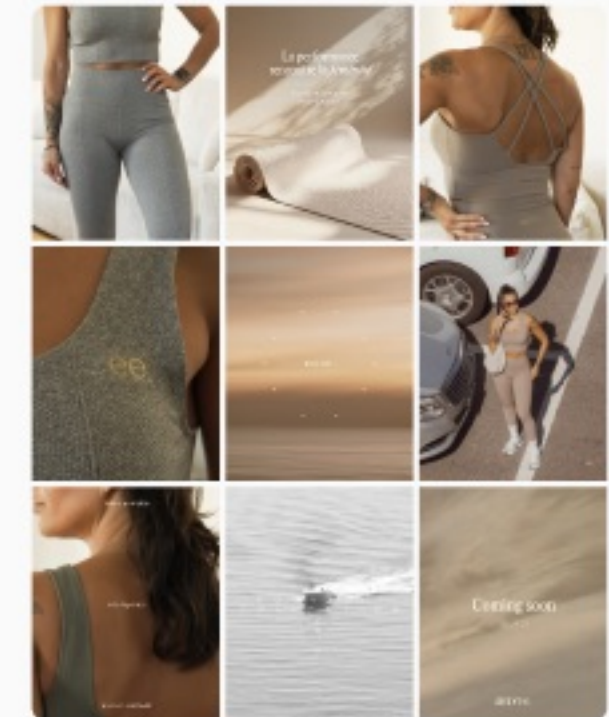
ACTIVE WEAR

NOUVELLE COLLECTION

OUTFITS OF THE WEEK

ambrée.

Monday



@ambreeofficial

Coming soon

11.25

ambrée.

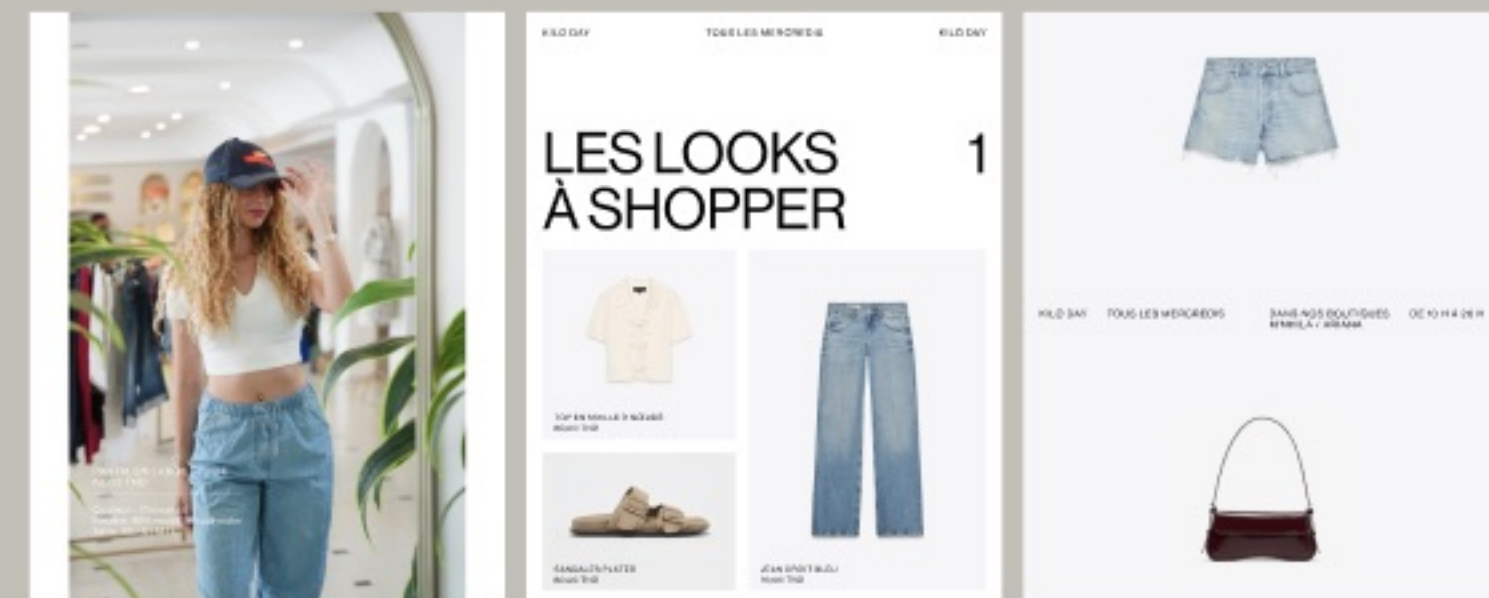
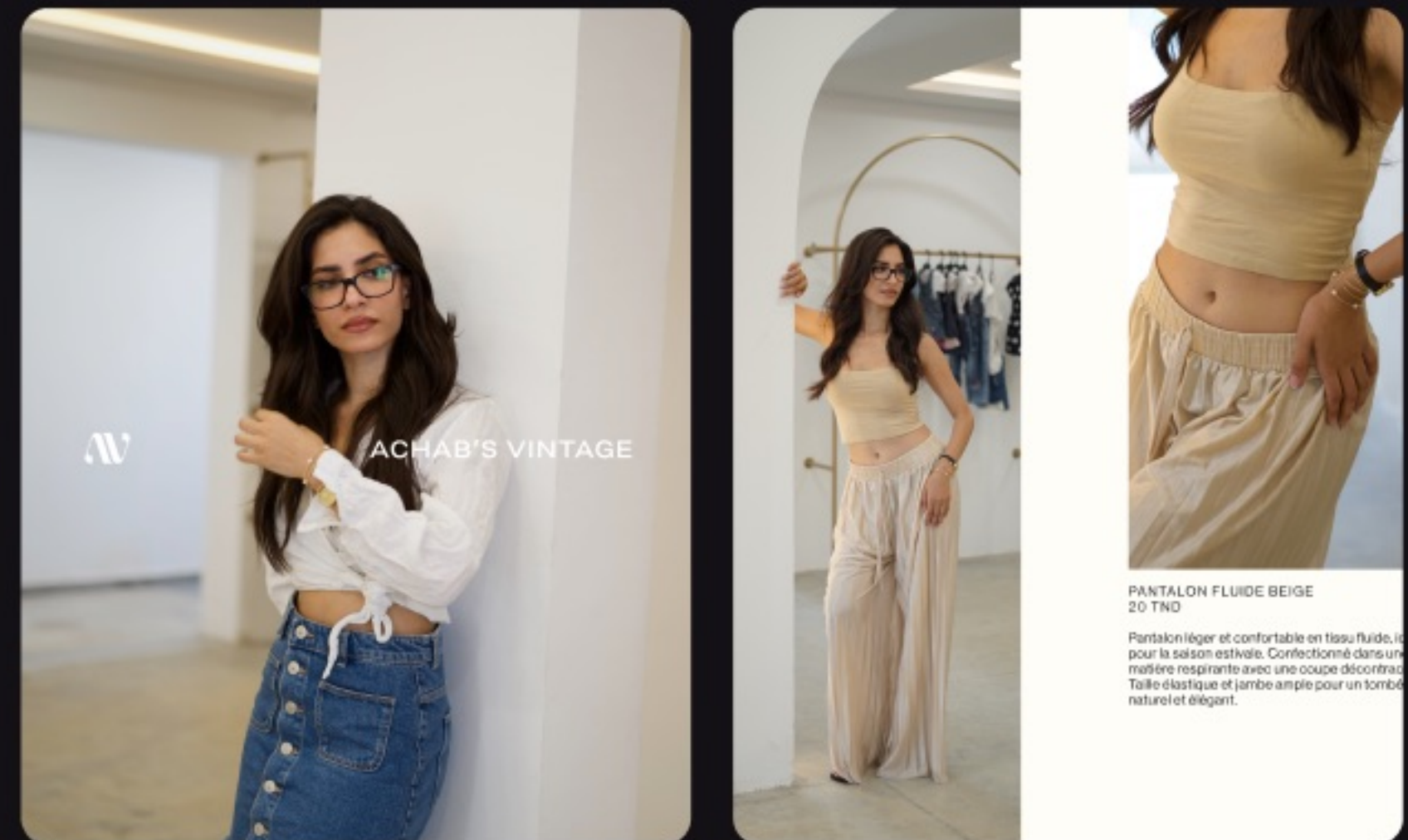
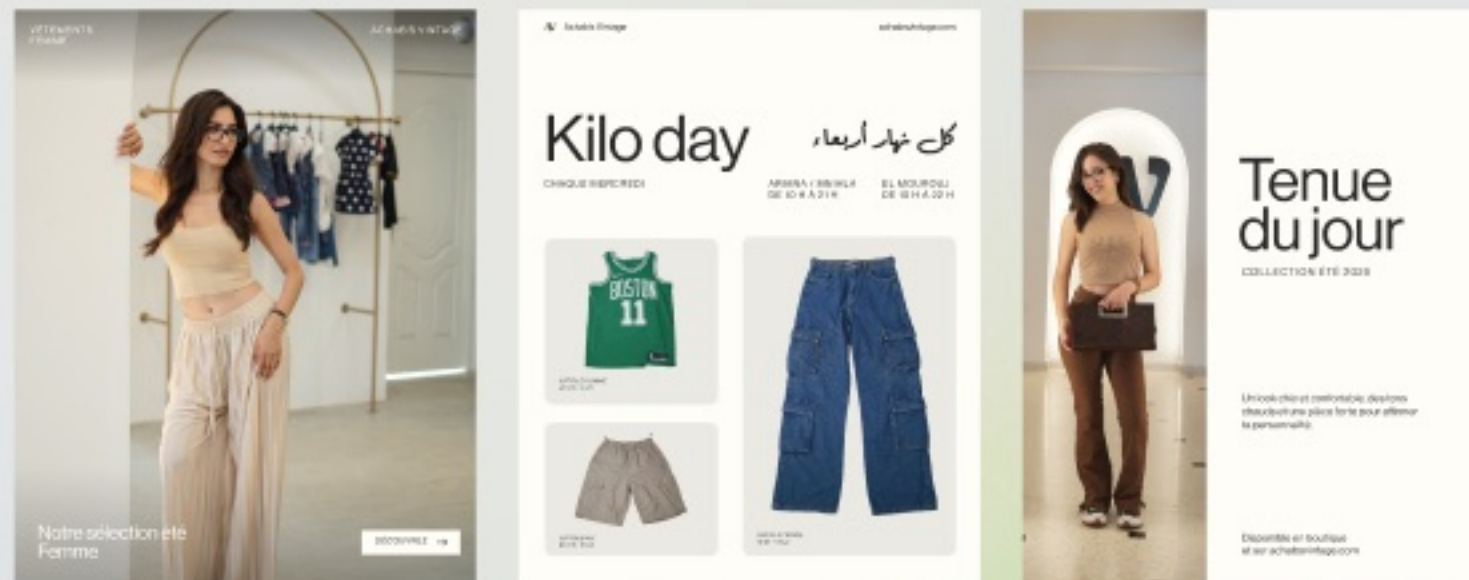
Ton look, ton flow

Une man
qui allie co

AMBRÉE

Brief Support the launch of their sportswear collection by creating a clean, bold visual identity designed specifically for social media.

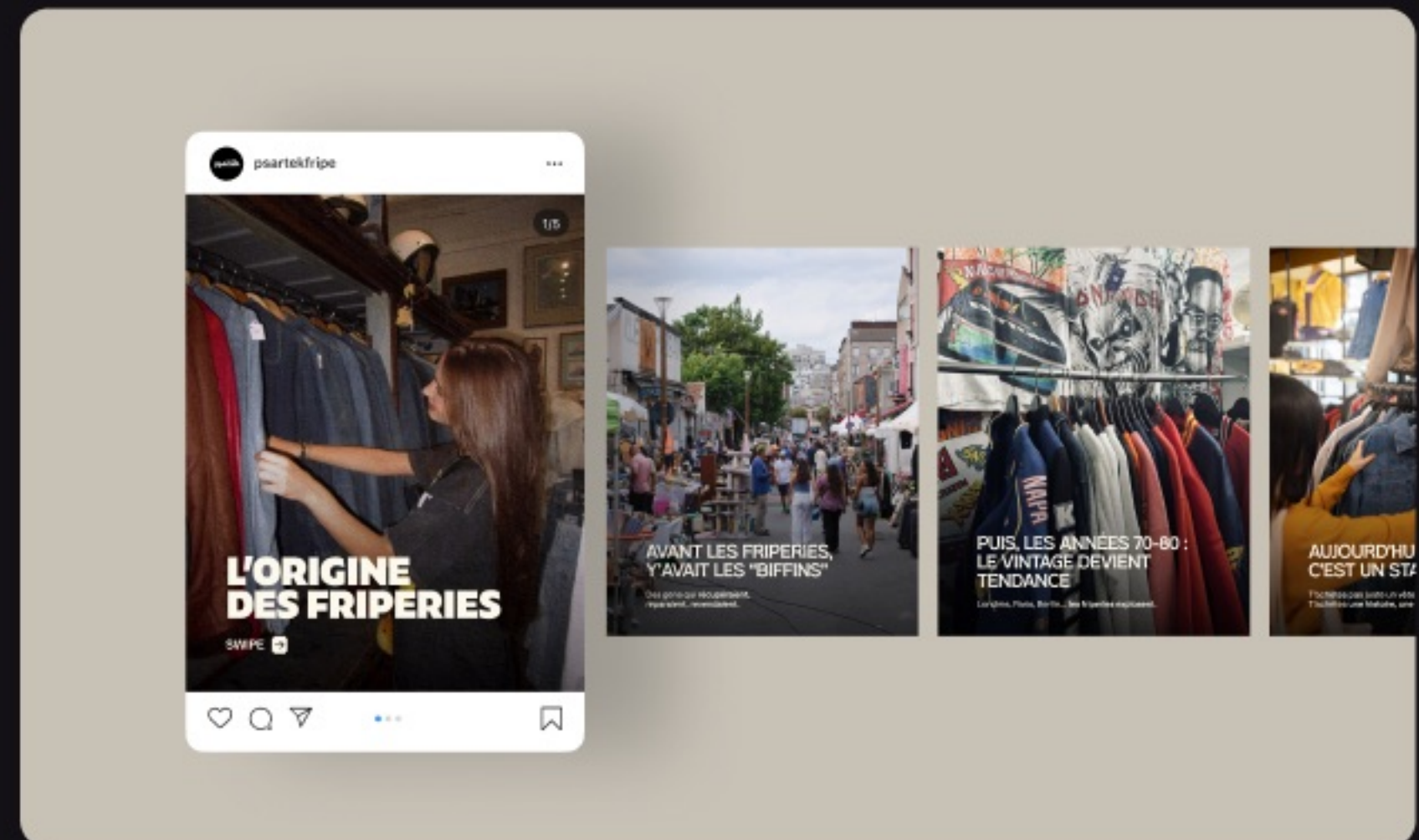
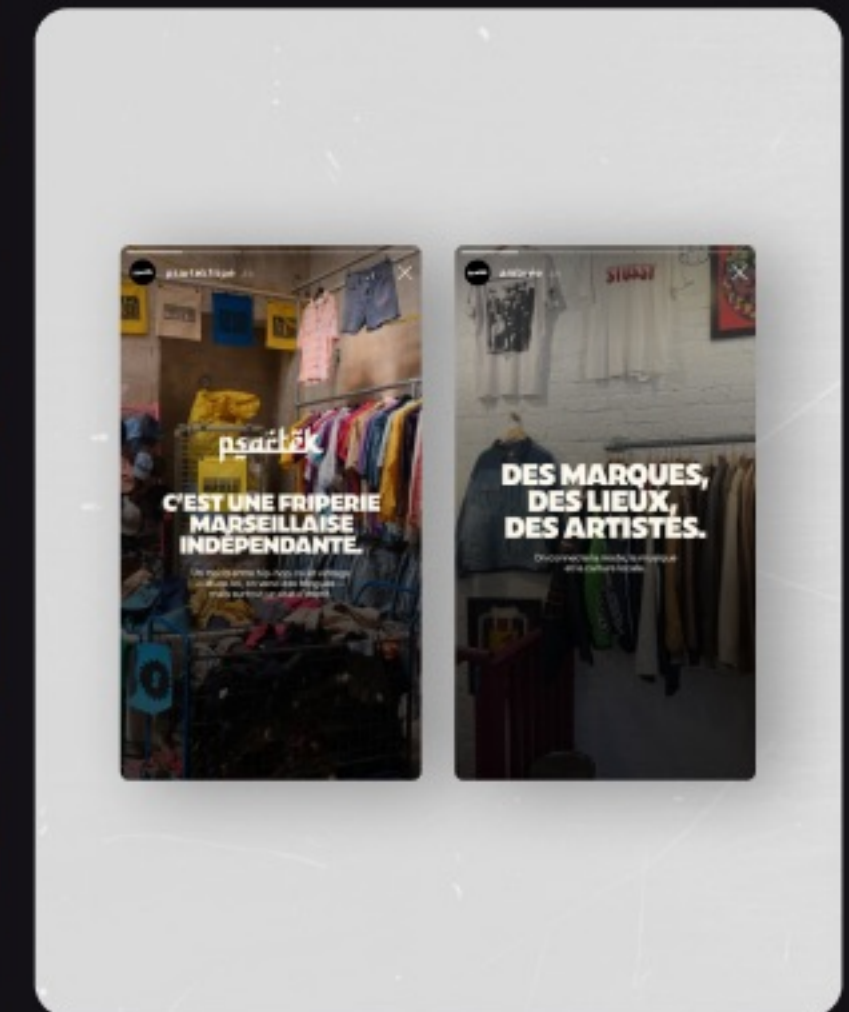
Instagram [↗]
[@ambreeofficial](https://www.instagram.com/ambreeofficial)



ACHABS VINTAGE

Brief Design continuous visual content for social media to promote collections, highlight products, and support the brand's key communication campaigns.

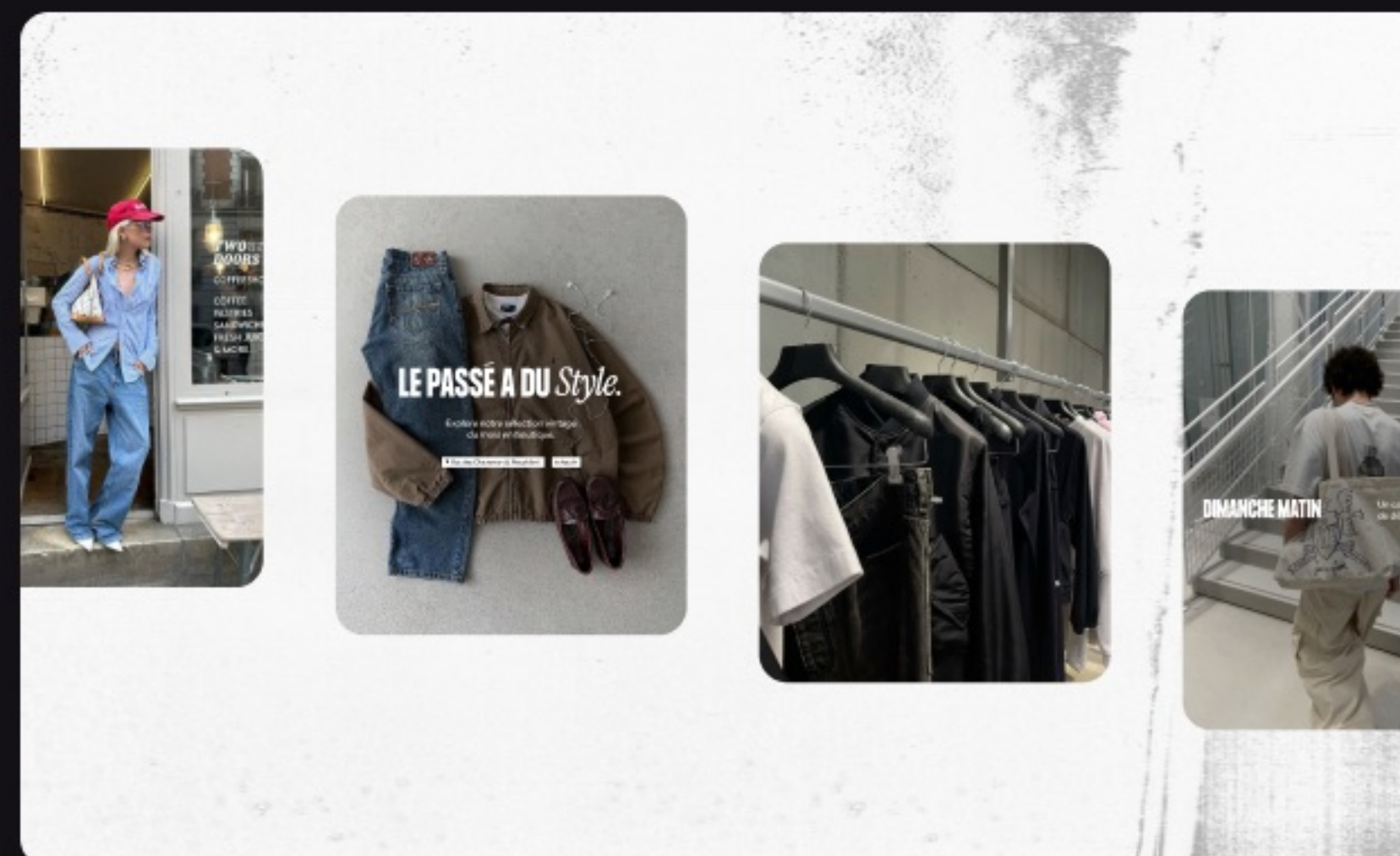
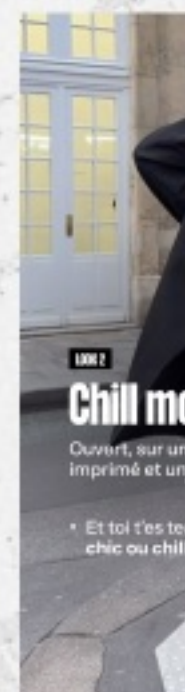
Instagram [↗]
@achabs.vintage



PSARTEK

Brief Create educational content to raise awareness about secondhand fashion and support the communication for various events and pop-up stores.

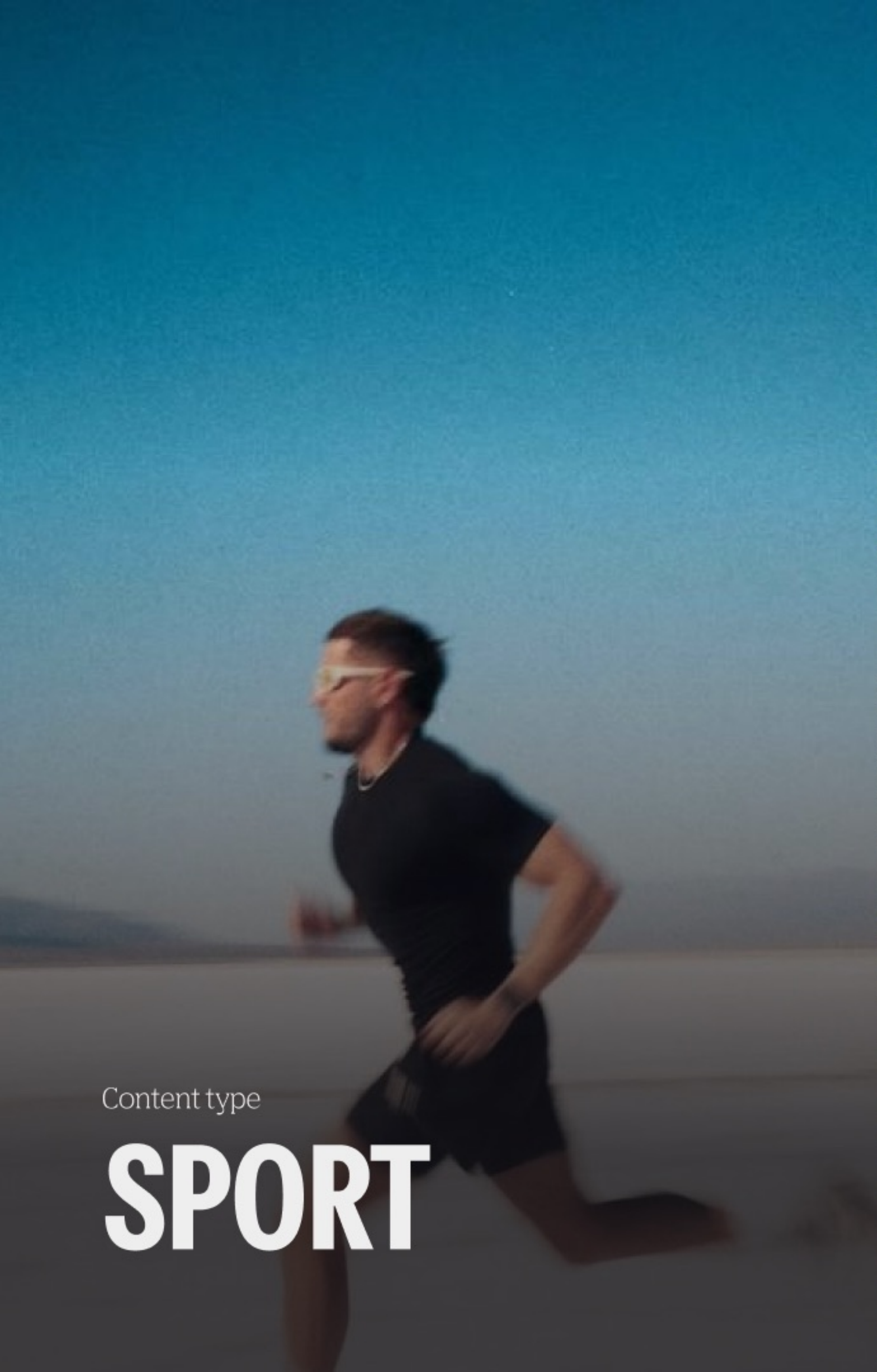
Instagram [↗]
@psartekfripe



TRVBE

Brief Develop a contemporary and bold visual identity, rolled out across social media and communication materials for the store launch.

Instagram [↗]
@trvbe.ch



Content type

SPORT



sweat social lab
neuchâtel

athleti
social c

FRIDAY
JUNE 20TH
2025
10:30-16:00

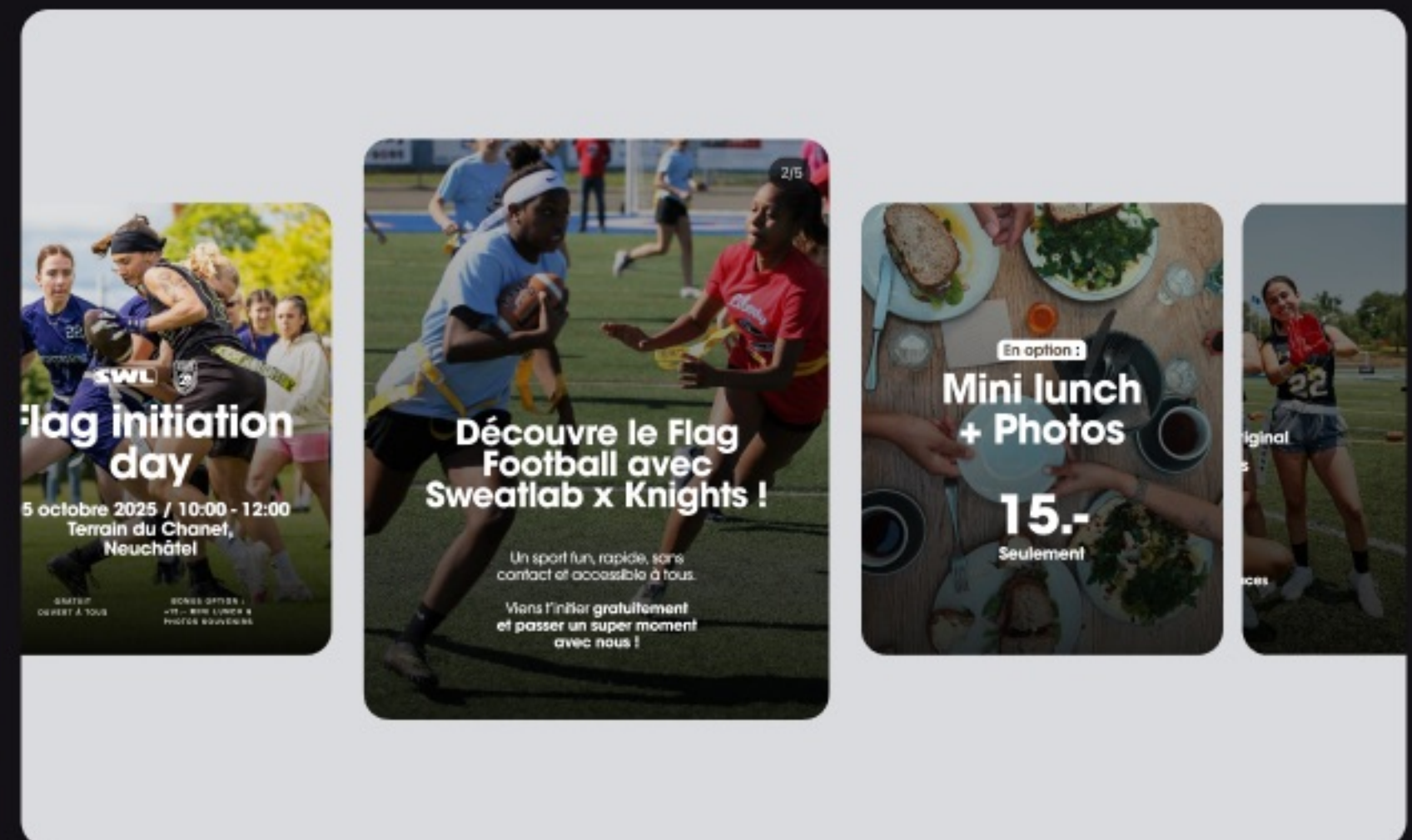
5 RUE DE LA
PROMENADE- NOIRE
NEUCHÂTEL
SWISS

INCLUDING
FOOD, DRINKS
& GOOD MUSIC

sweatlab 8km circuit

20 jun. 2025 10:30-16:00

CONFIRM YOUR ATTENDANCE
BEFORE 15 JUNE 2025



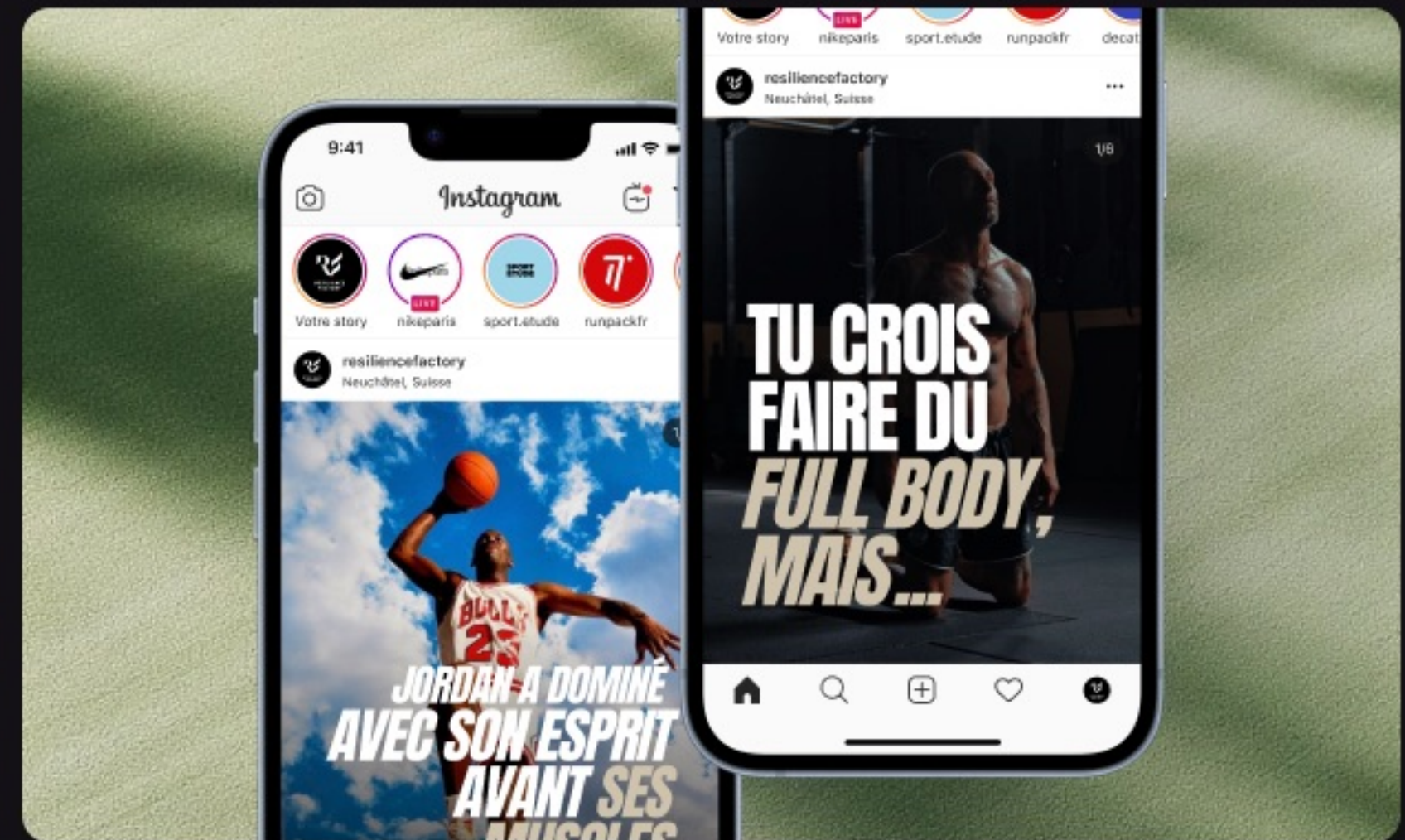
SWEAT SOCIAL LAB

Brief Create a visual identity and recurring content to promote events and highlight the club's activities.

Instagram [↗]
[@sweatlab.ch](https://www.instagram.com/sweatlab.ch)



**TU BOSSES ENCORE
LES BASES OU TU
PERDS *TON TEMPS* ?**



RESILIENCE FACTORY

Brief Design inspiring and motivational content to boost the visibility and appeal of the sports coaching business.

Instagram [↗]
[@resiliencefactory](https://www.instagram.com/resiliencefactory)



FT45 HYROX

TARIFS ABONNEMENTS
AVEC ENGAGEMENT

	2 séances par semaine	Séances illimitées
12 mois	99 CHF / mois	125 CHF / mois
6 mois	119 CHF / mois	145 CHF / mois
3 mois		150 CHF / mois
1 mois SANS ENGAGEMENT		175 CHF

CARTES À CASES
SANS ENGAGEMENT

10 séances	1 séance
190 CHF	25 CHF



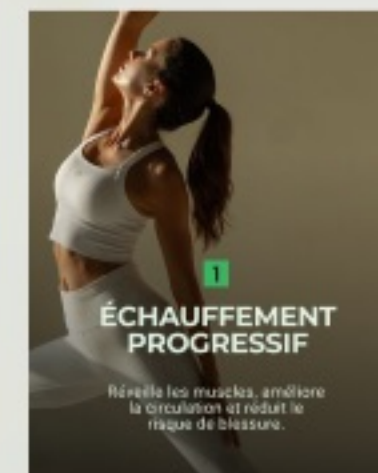


**S'ENTRAÎNER PLUS,
C'EST BIEN...**

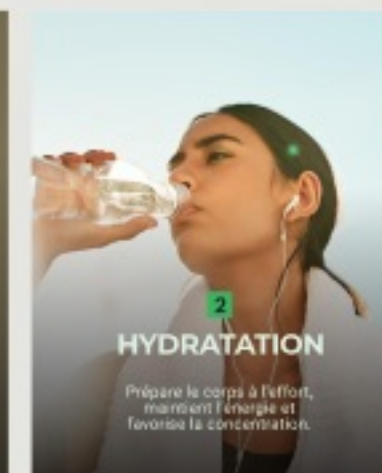
MYOCURE SPORT



**LES 3 ÉTAPES
INDISPENSABLES**
avant chaque entraînement



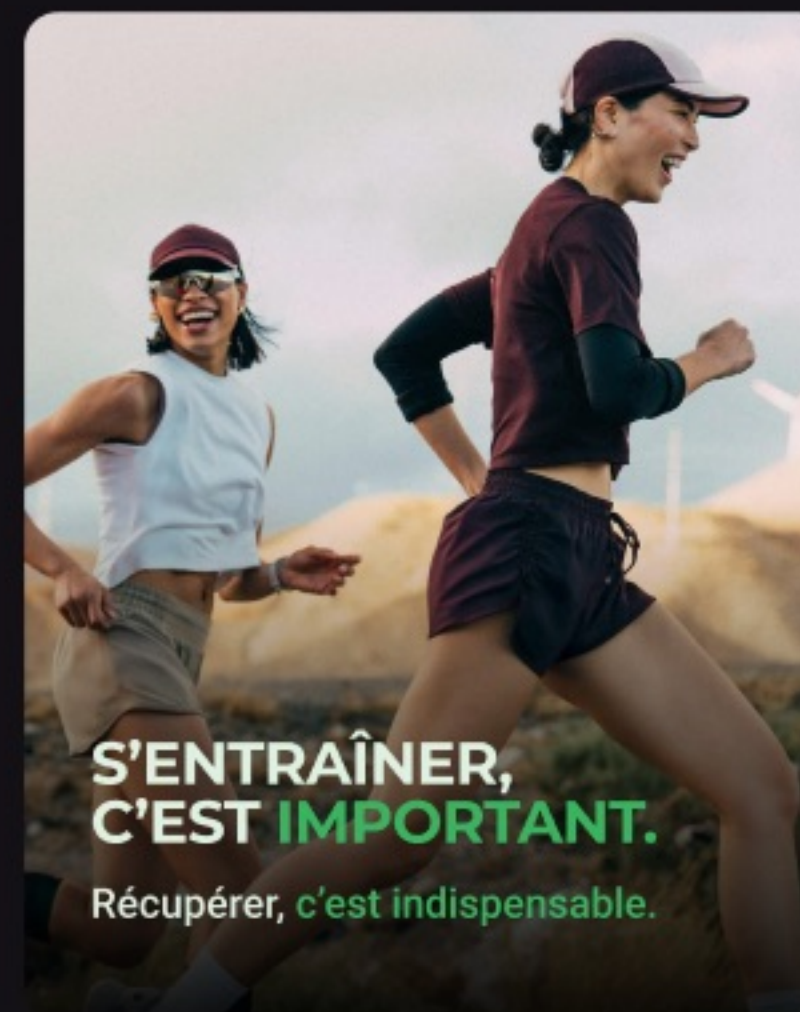
**1
ÉCHAUFFEMENT
PROGRESSIF**
Réveille les muscles, améliore
la circulation et réduit le
risque de blessure.



**2
HYDRATATION**
Prépare le corps à l'effort,
maintient l'énergie et
favorise la concentration.



**3
EXERCICES DE
MOBILITÉ ET
ÉTIREMENT
DYNAMIQUE**
Optimisent l'amplitude
et la performance.



**S'ENTRAÎNER,
C'EST IMPORTANT.**

Récupérer, c'est indispensable.



**TU VEUX
CONTINUER
À PERFORMER
SANS TE
BLESSER ?**

Viens chez Myocure

Brief Create educational content around sports and health
to promote the specialized physiotherapy clinic's services.

Instagram [↗]
[@myocuresport](https://www.instagram.com/myocuresport)

CONCEPT⁴⁵
SPORT & SANTÉ

SOULAGEMENT LOMBAIRE

6 SEMAINES POUR COMPRENDRE ET RENFORCER LE BAS DU DOS

Du 30 au 4 décembre

Entre explications
et exercices pratiques

Prenez le temps de prendre soin de vous.

CONCEPT⁴⁵
SPORT & SANTÉ

CHEZ CONCEPT45, ON CROIT EN LA FORCE DU COLLECTIF.

Ensemble, on soutient

Octobre Rose.

CONSEILS PRATIQUES

- ✓ **AUTO-EXAMEN**
Une fois par mois, devant le miroir.
- ✓ **CONSULTE TON MÉDECIN**
Si tu remarques une anomalie (boule, écoulement, changement de peau).
- ✓ **MAMMOGRAPHIE**
Tous les 2 ans dès 50 ans (plus tôt si antécédents familiaux).
- ✓ **STYLE DE VIE**
Activité physique régulière, alimentation équilibrée, limiter alcool & tabac.

KINÉ, OU OSTÉO ?

Tu ne sais pas à qui t'adresser ?



CE QU'UN OSTÉO PEUT TRAITER

- ✓ Maux de dos & cervicales
- ✓ Troubles digestifs
- ✓ Migraines
- ✓ Stress & fatigue
- ✓ Douleurs après une chute ou un choc

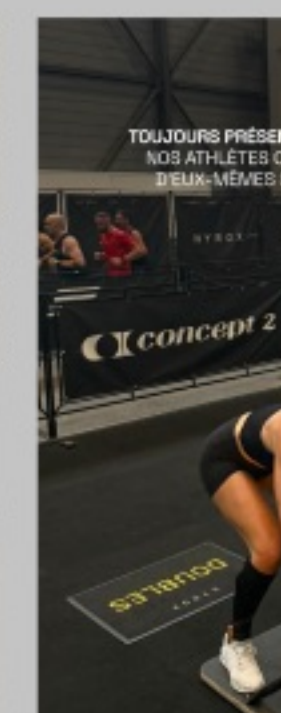
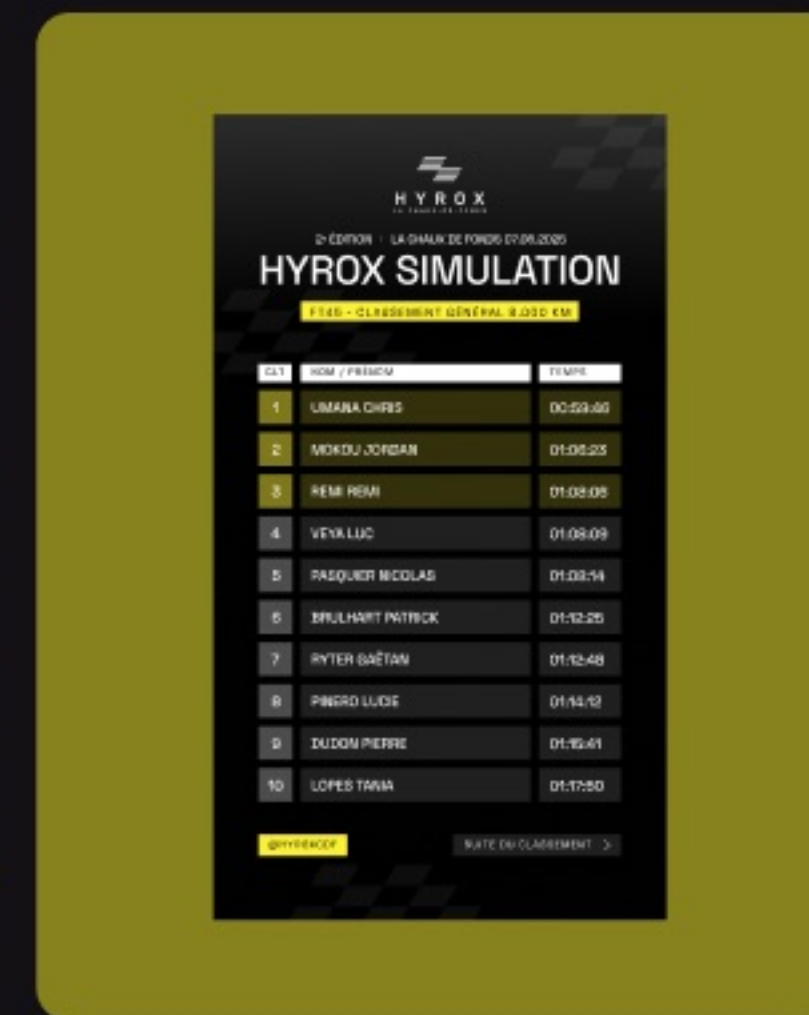
CONCEPT45

Brief Create educational content around sports and health to promote the specialized physiotherapy clinic's services.

Instagram [↗]
[@concept45.ch](https://www.instagram.com/concept45.ch)



HYROX LA CHAUX-DE-FONDS



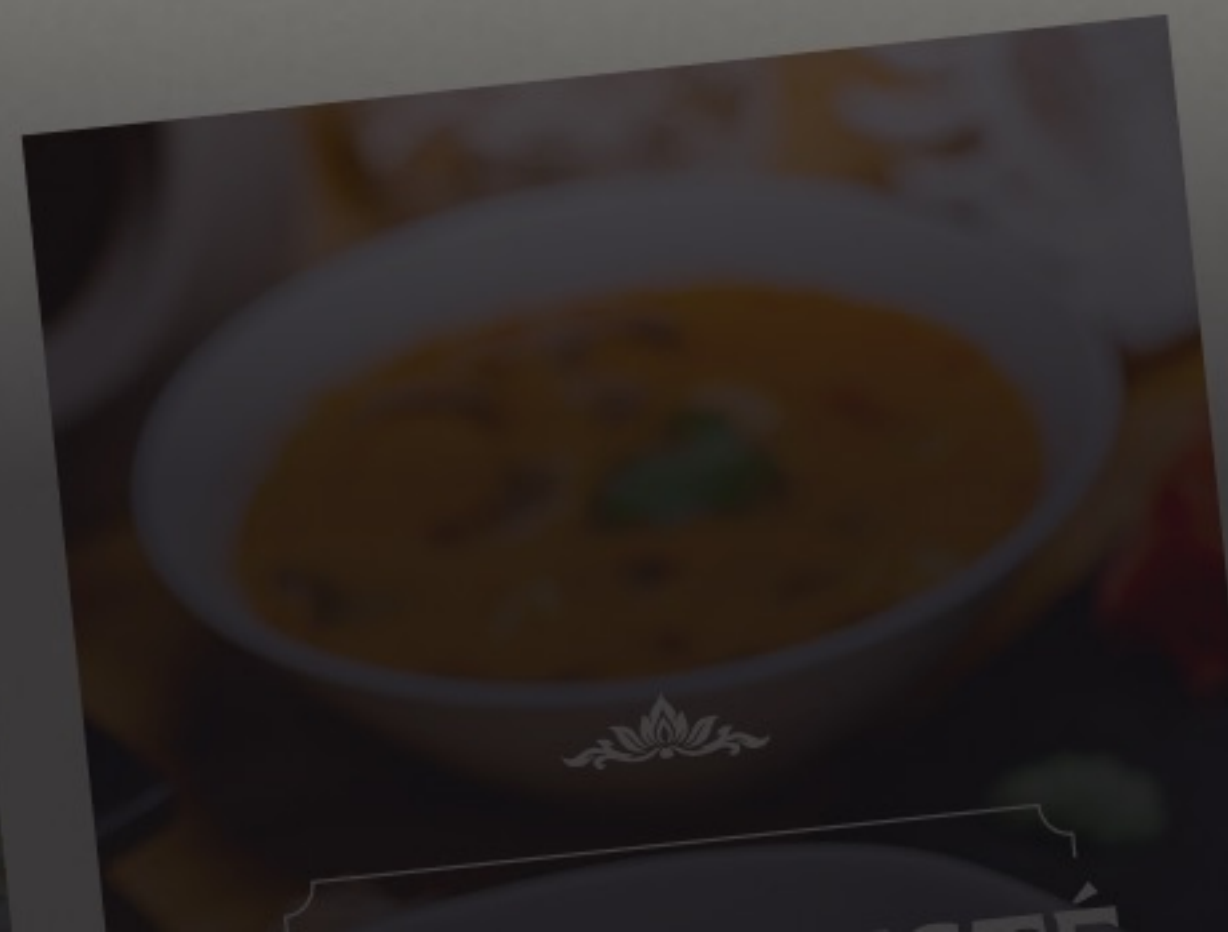
Brief Design dedicated carousels and stories for their annual event communication.

Instagram [↗]
[@hyroxcdf](https://www.instagram.com/hyroxcdf)



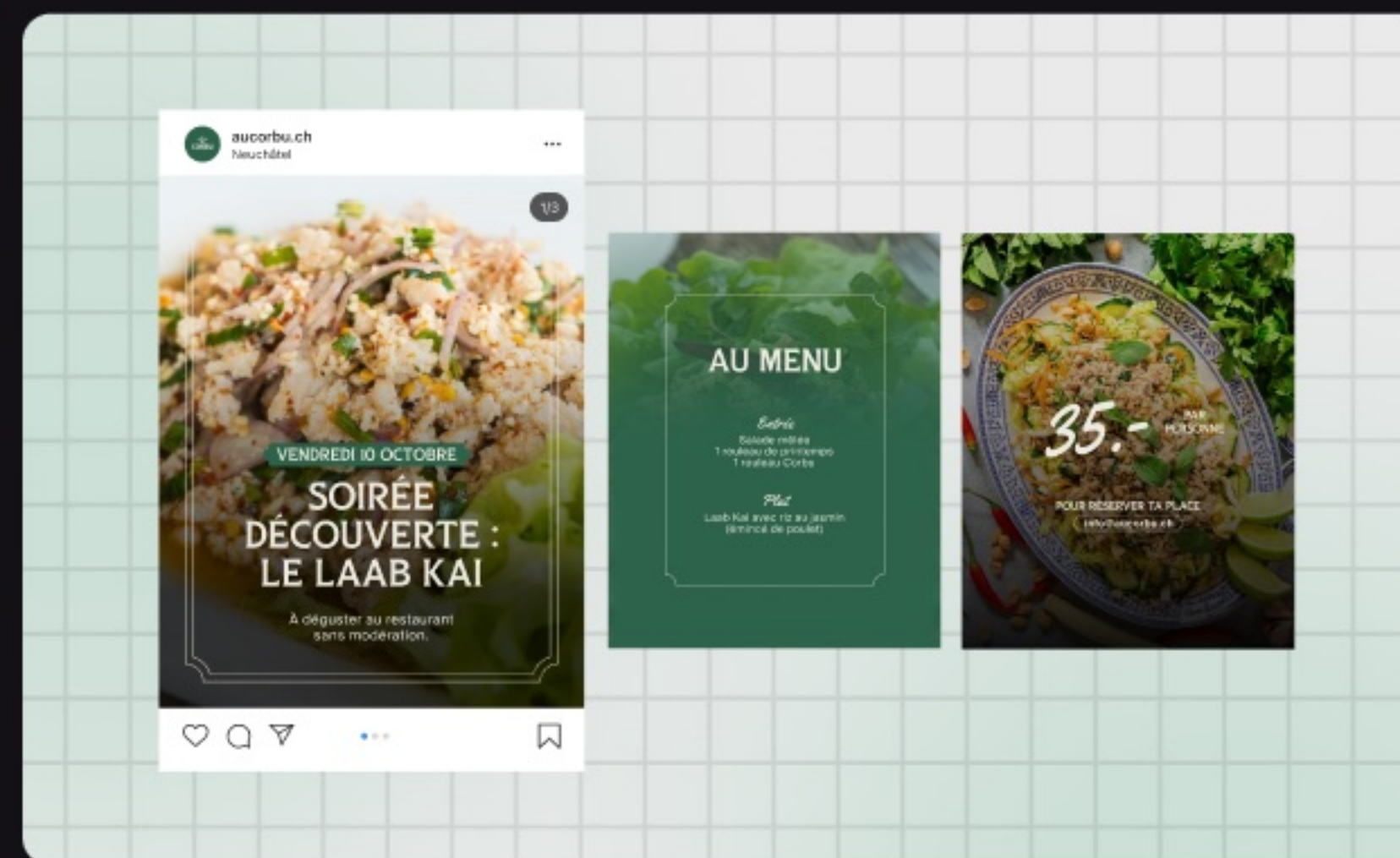
Content type

FOOD





RESTAURANT AU CORBU



Brief Develop a visual identity inspired by French and Thai culinary worlds, paired with recurring content to showcase the restaurant's menu and events.

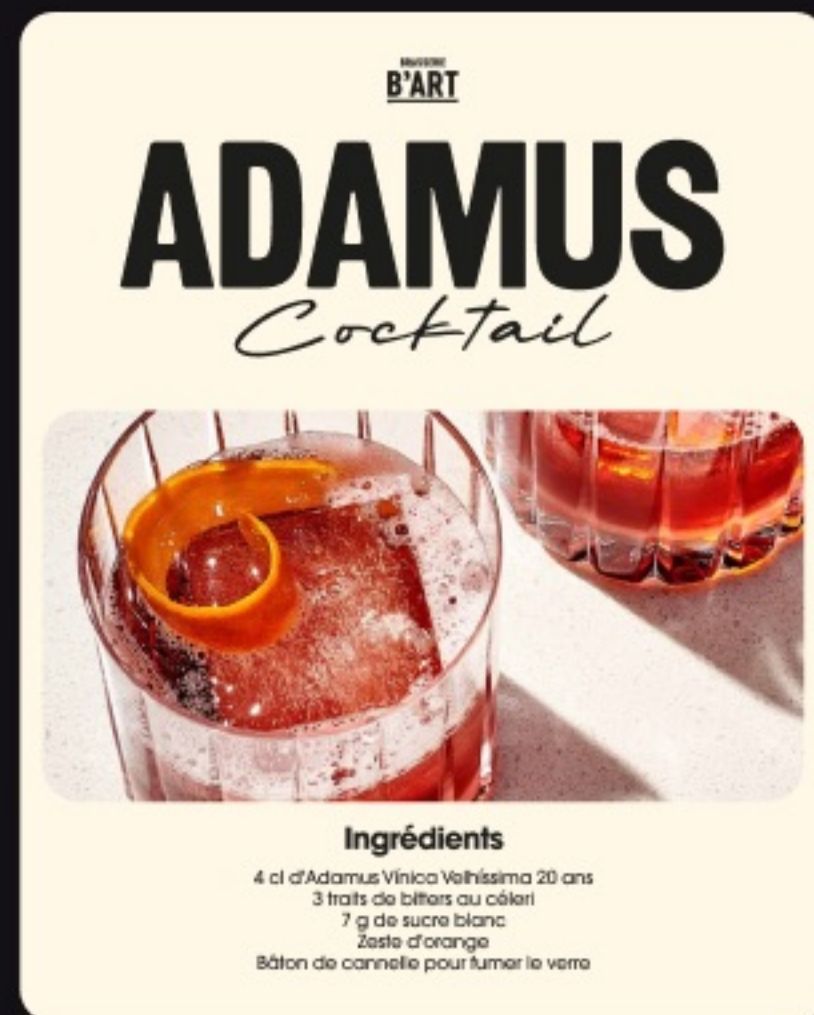
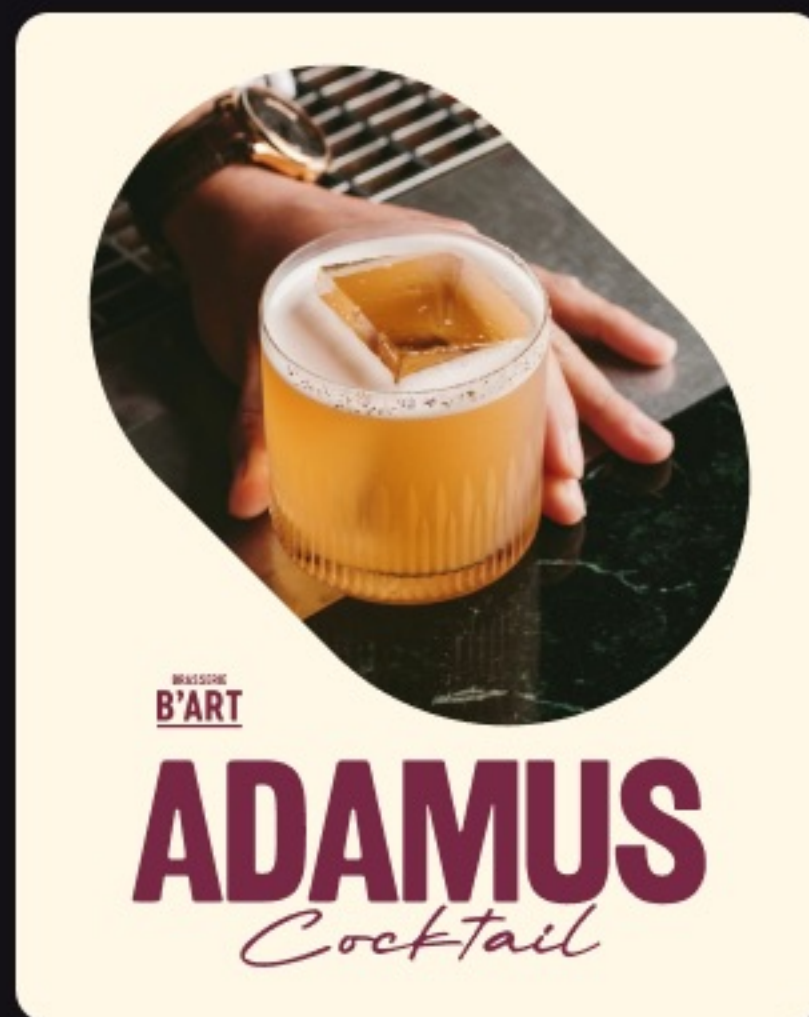
Instagram [↗]
@aucorbu.ch



RESTAURANT DONA MARIA

Brief Produce ongoing content to inform the audience and promote the restaurant's events.

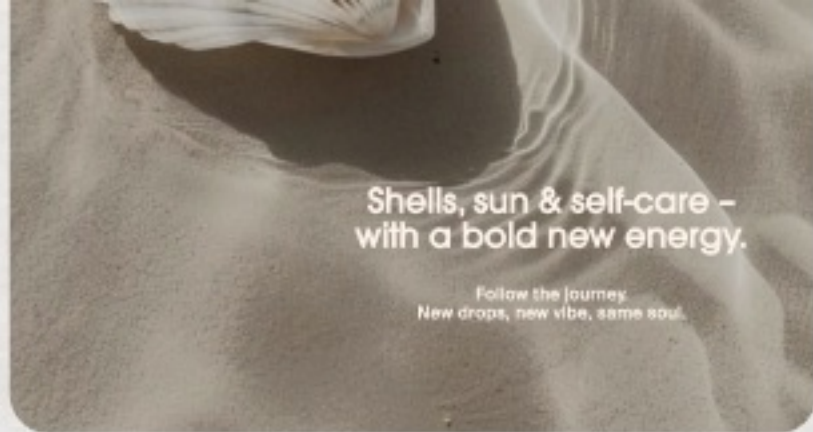
Instagram [↗]
[@donamaria.ch](https://www.instagram.com/donamaria.ch)



BRASSERIE B'ART

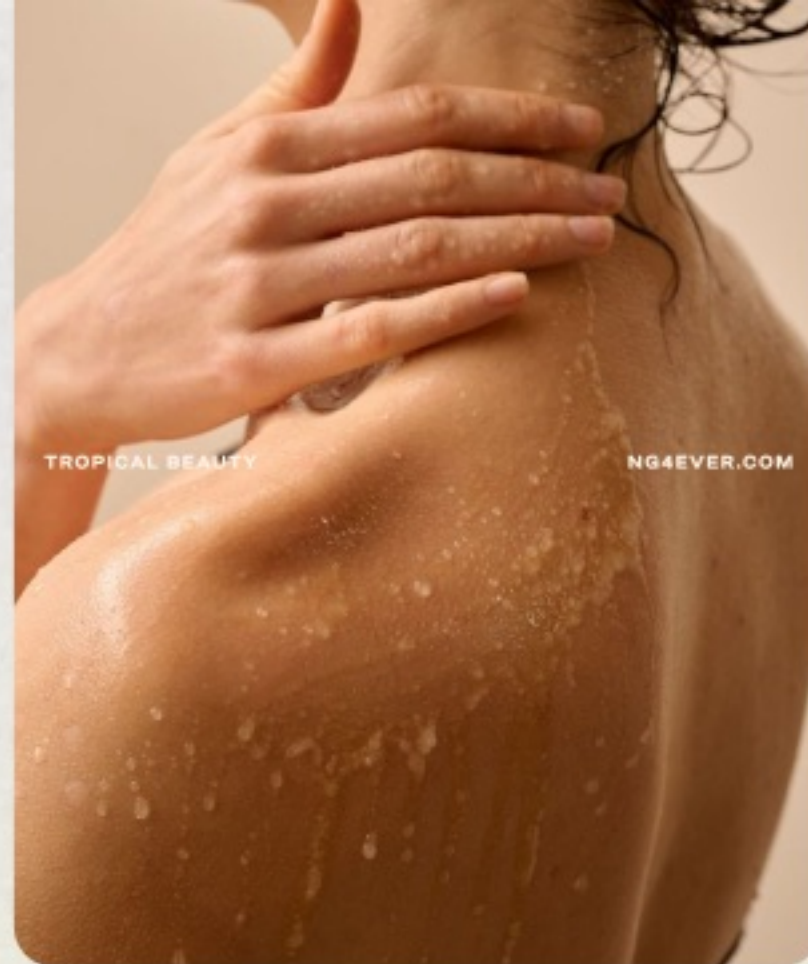
Brief Imagine visuals tailored to highlight the bar's atmosphere and offerings.

Instagram [↗]
@brasserie_bart



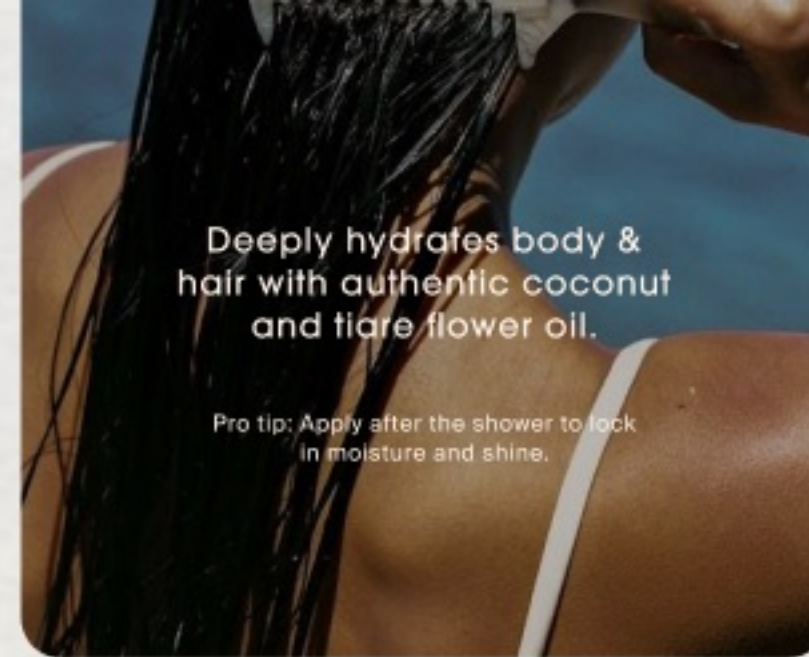
Shells, sun & self-care –
with a bold new energy.

Follow the journey.
New drops, new vibe, same soul.



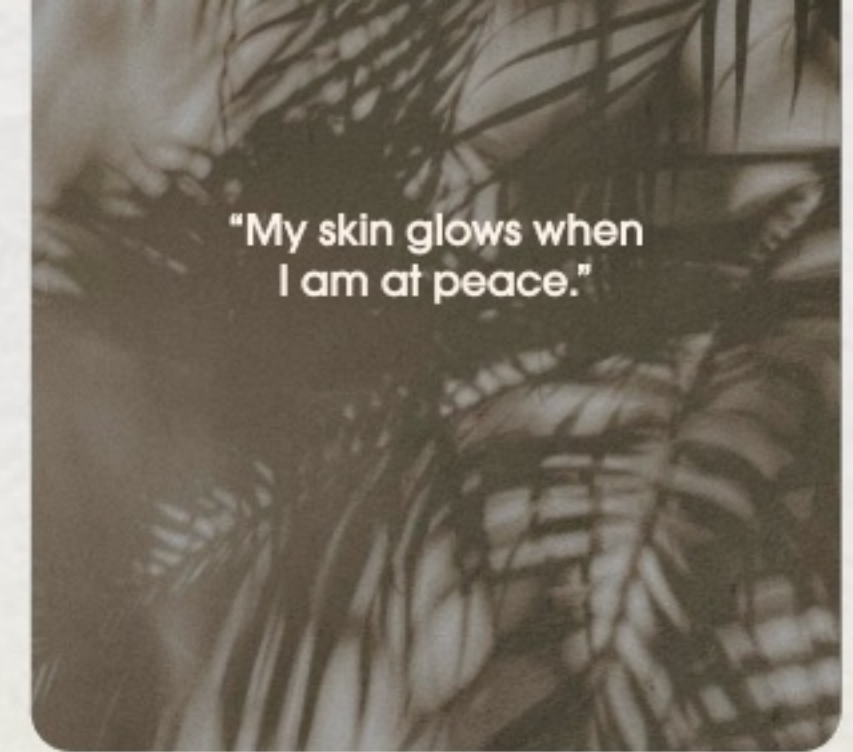
TROPICAL BEAUTY

NG4EVER.COM



Deeply hydrates body &
hair with authentic coconut
and tiare flower oil.

Pro tip: Apply after the shower to lock
in moisture and shine.



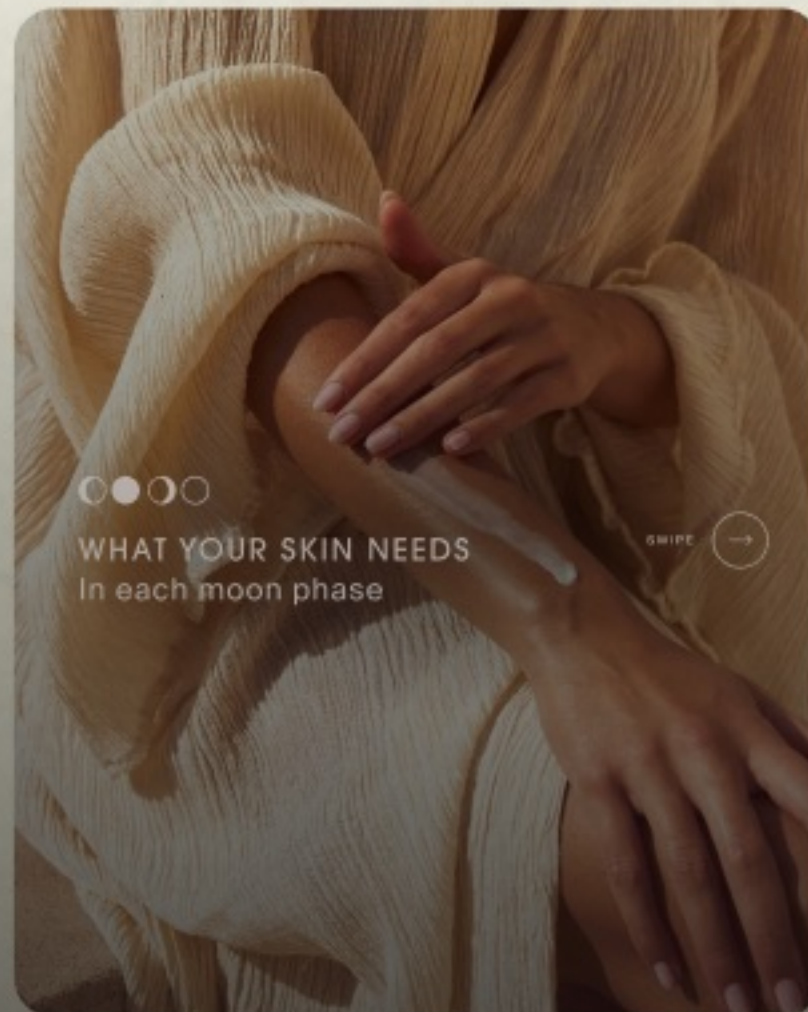
"My skin glows when
I am at peace."



WEEK 2

Content creation
Glow rituals
Shooting the new NG
Forever vibe

#BehindTheGlow



○○○○

WHAT YOUR SKIN NEEDS
In each moon phase

SWIPE →

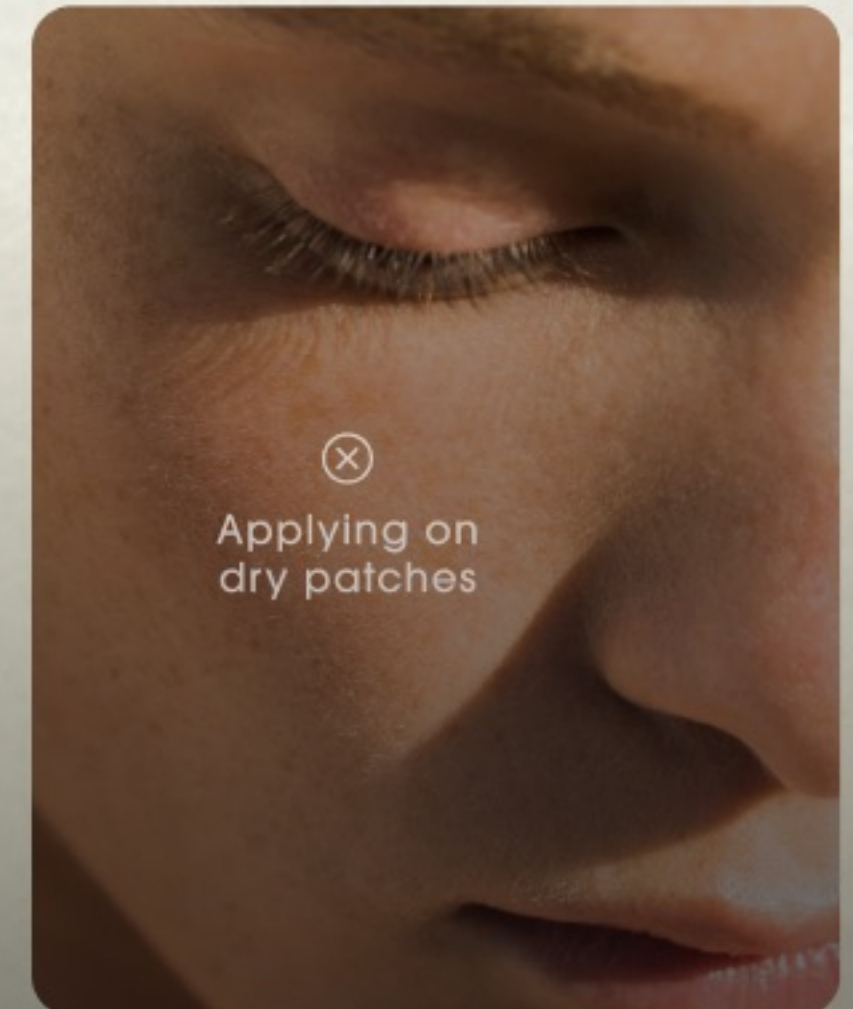


DIVE INTO THE

Moana
experience

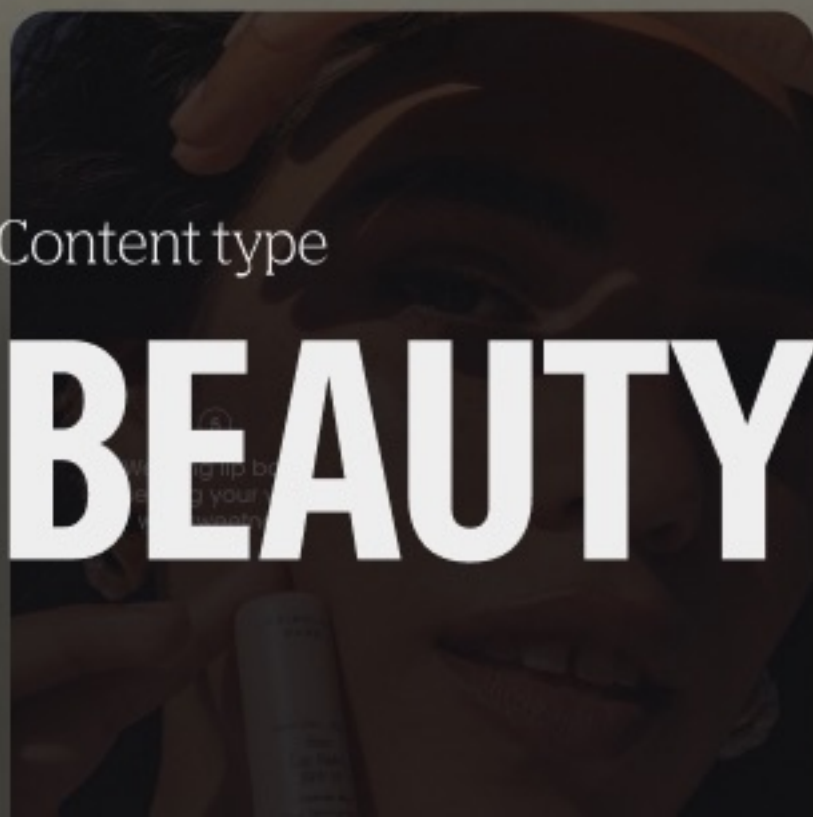
→

swipe



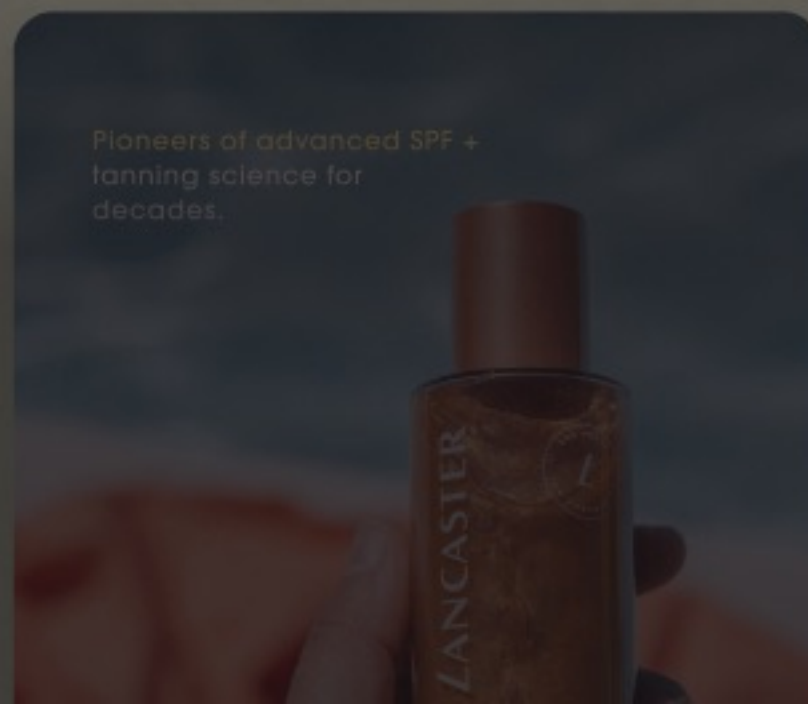
⊗

Applying on
dry patches

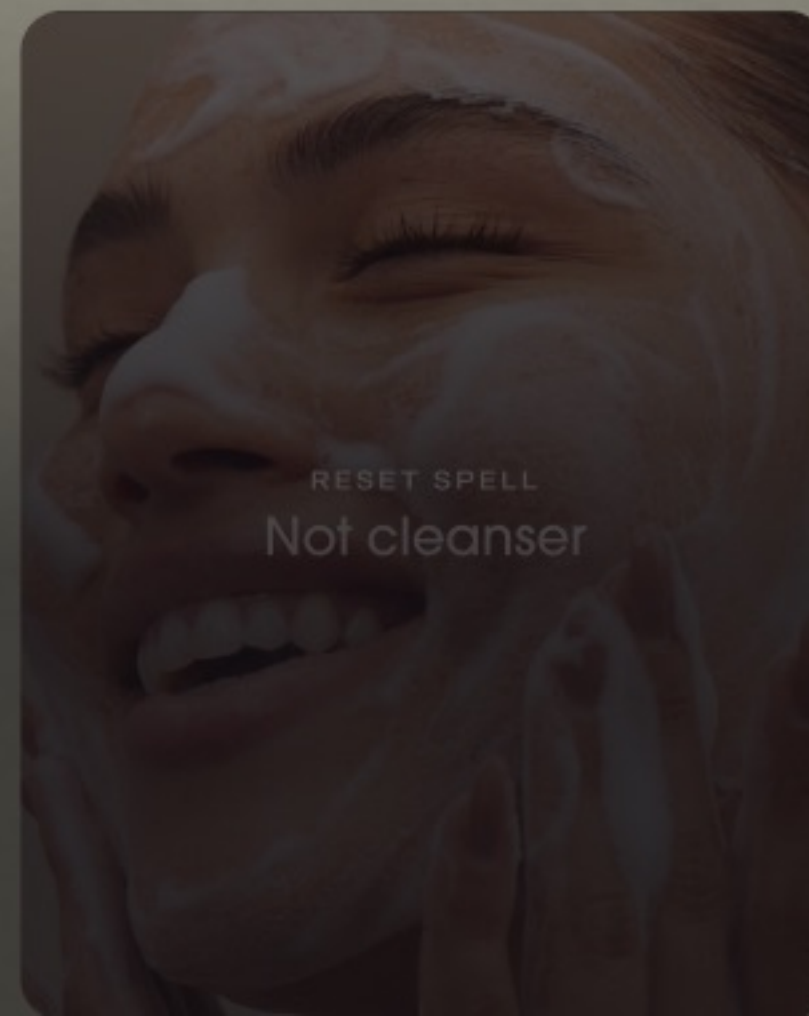


Content type

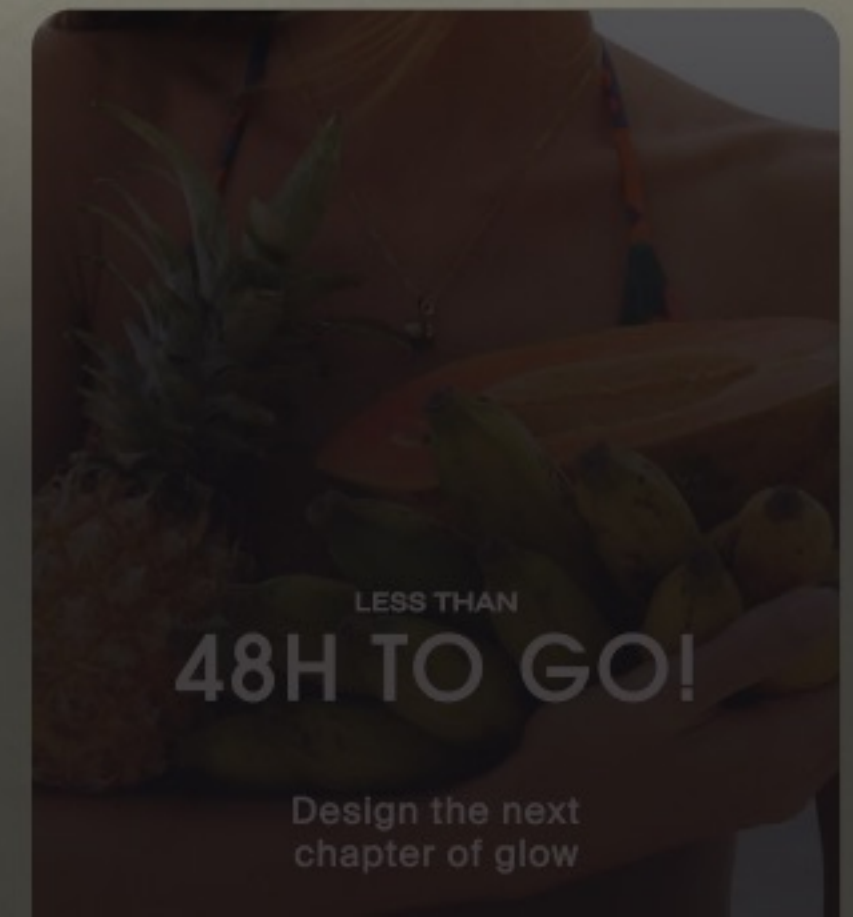
BEAUTY



Pioneers of advanced SPF +
tanning science for
decades.

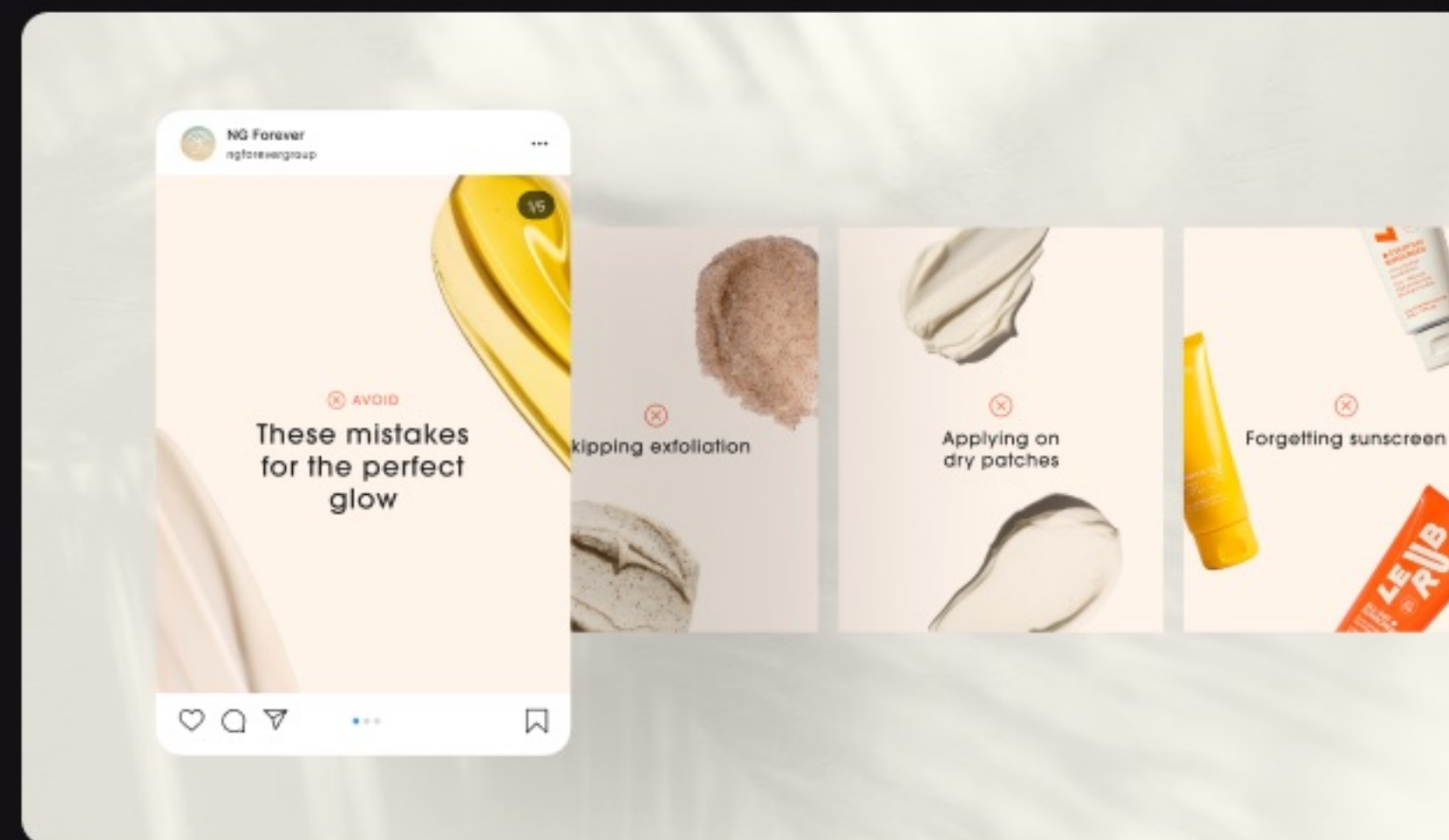
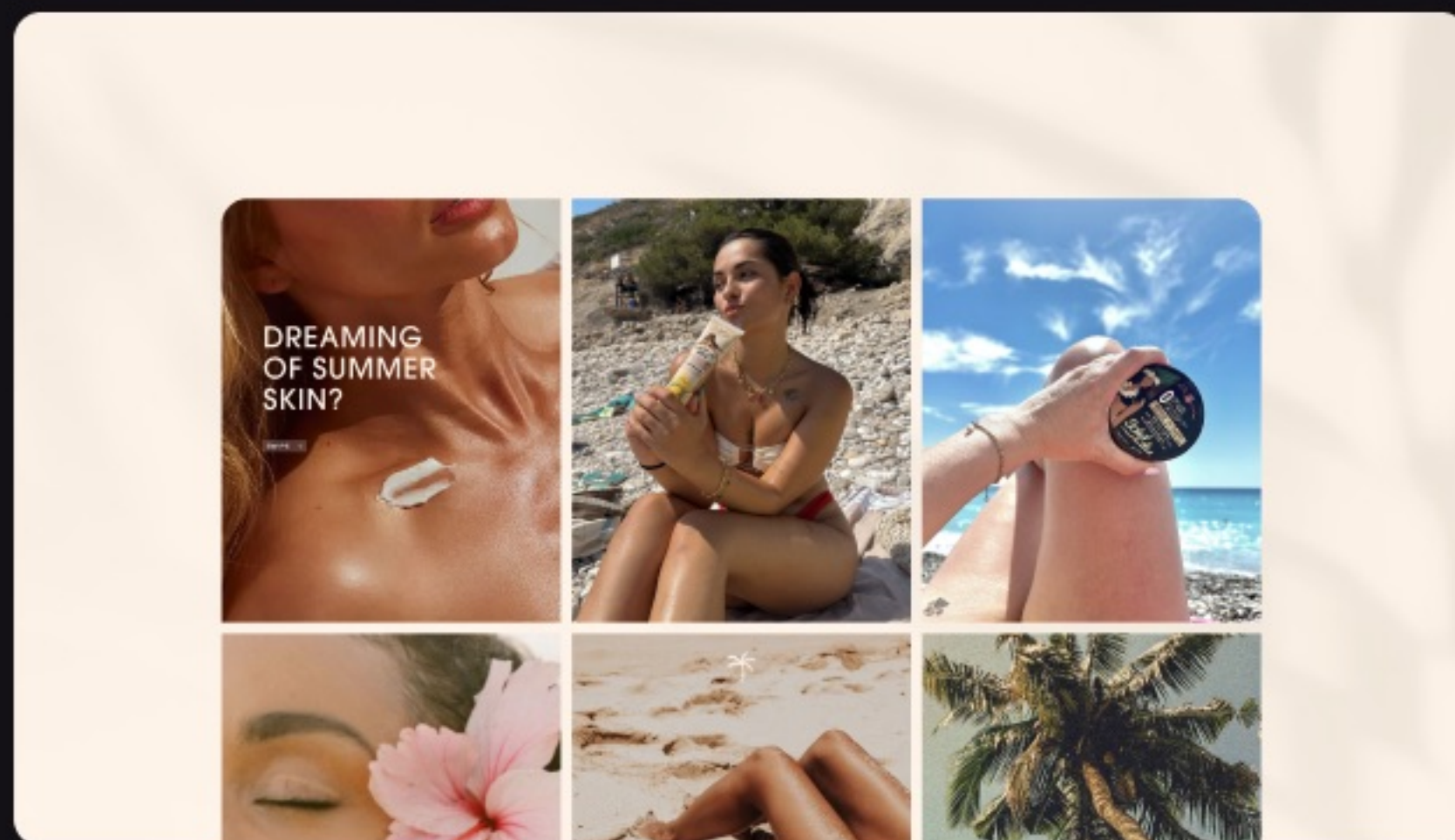
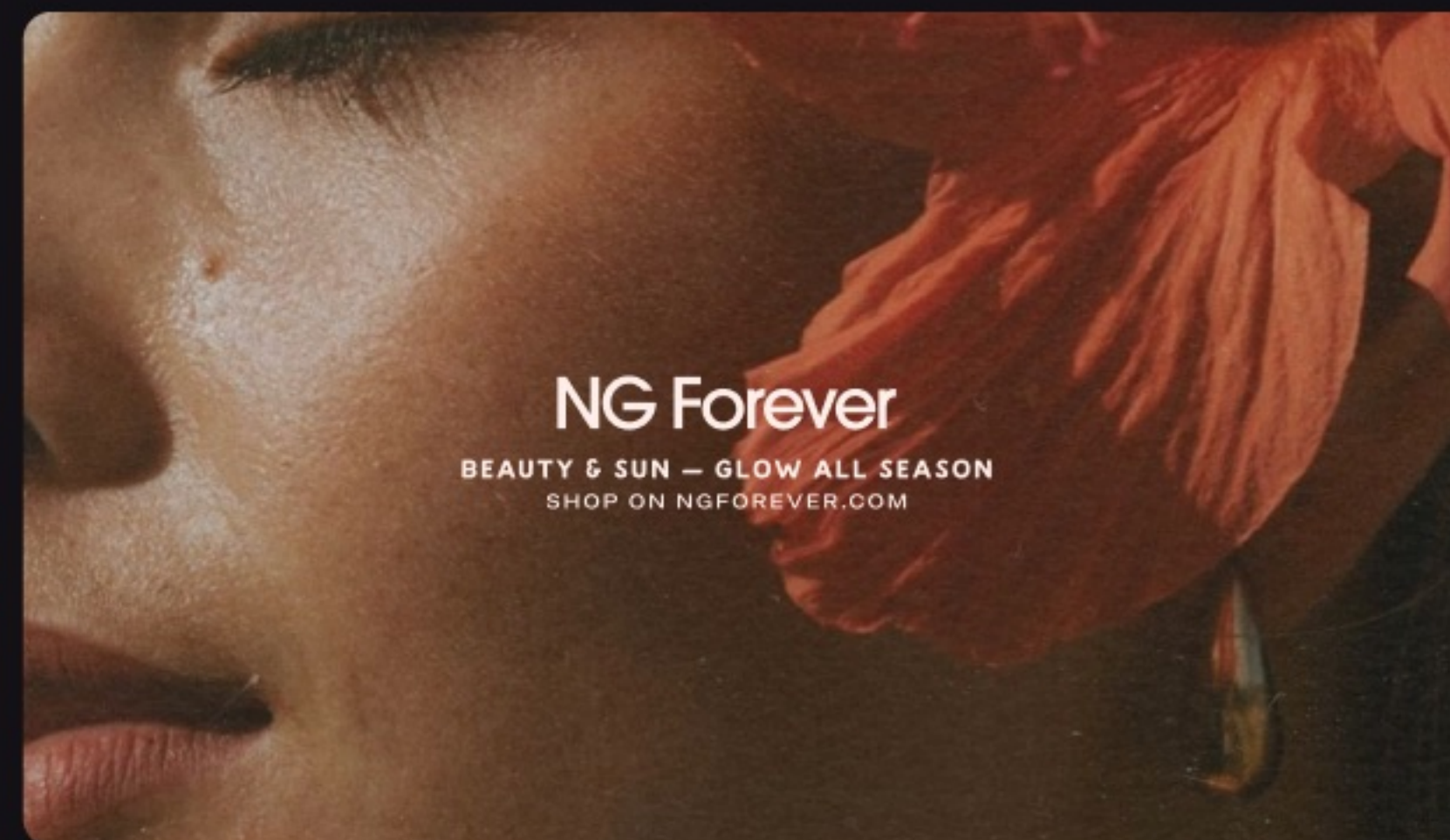
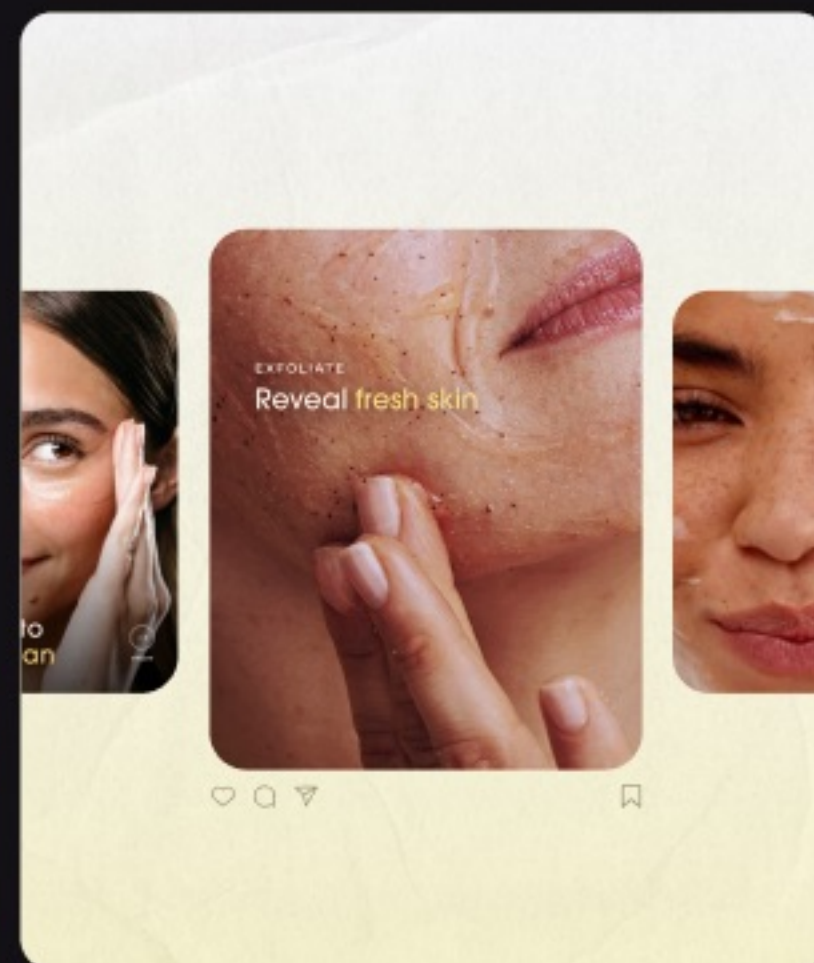
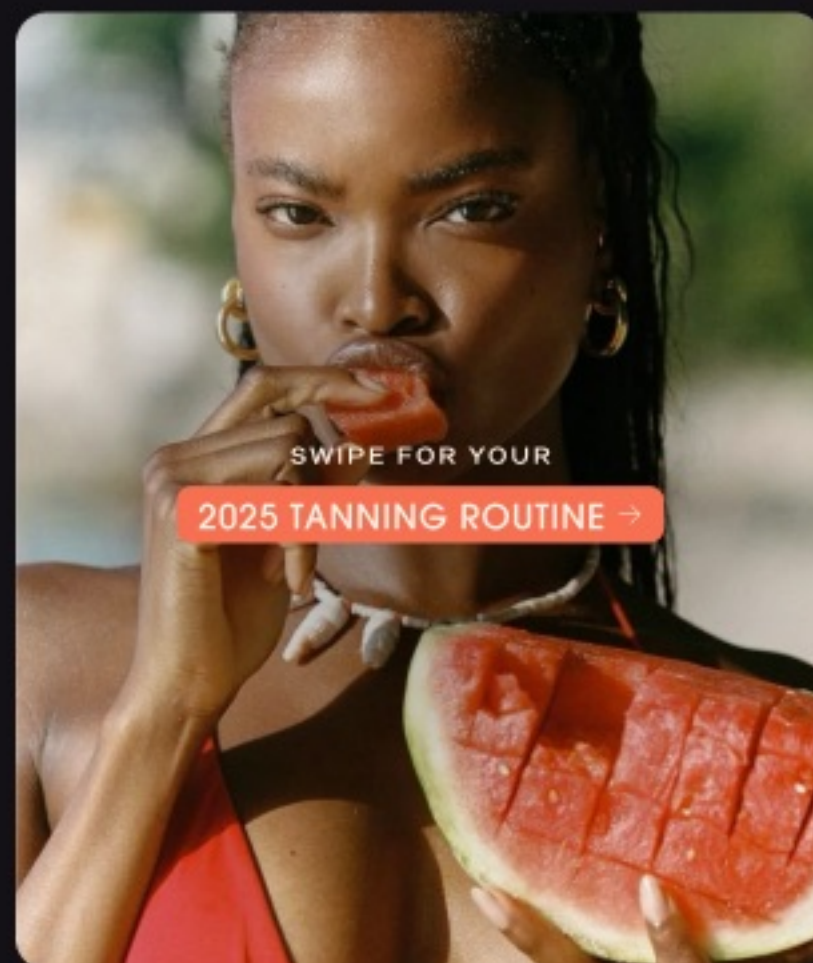


RESET SPELL
Not cleanser



LESS THAN
48H TO GO!

Design the next
chapter of glow



NG FOREVER

Brief Develop a new visual identity and social media content to support the evolution of their brand image.

Instagram [↗]
@ngforevergroup



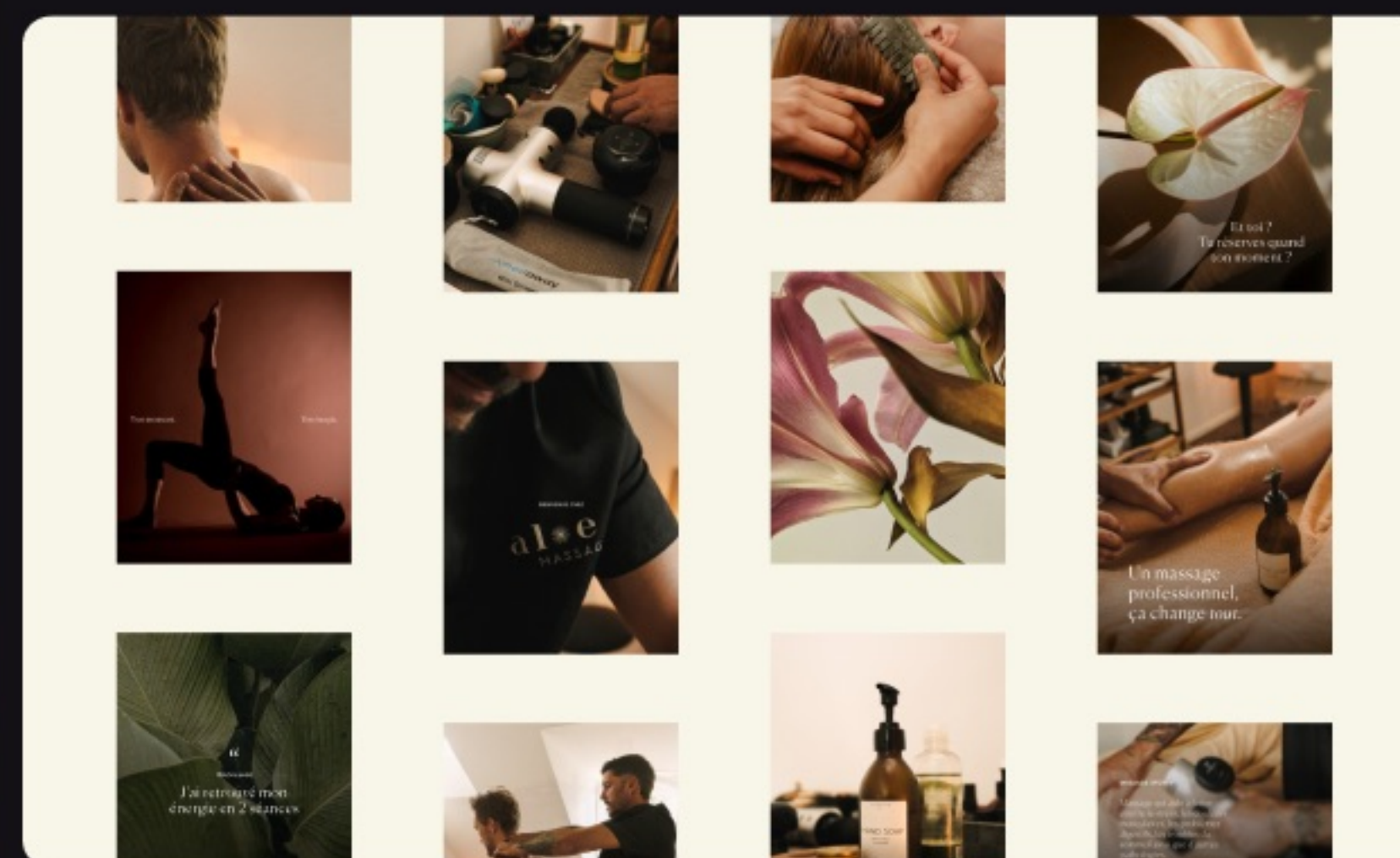
Ralentis.
Respire.
Ressens.

Content type

HEALTH CARE



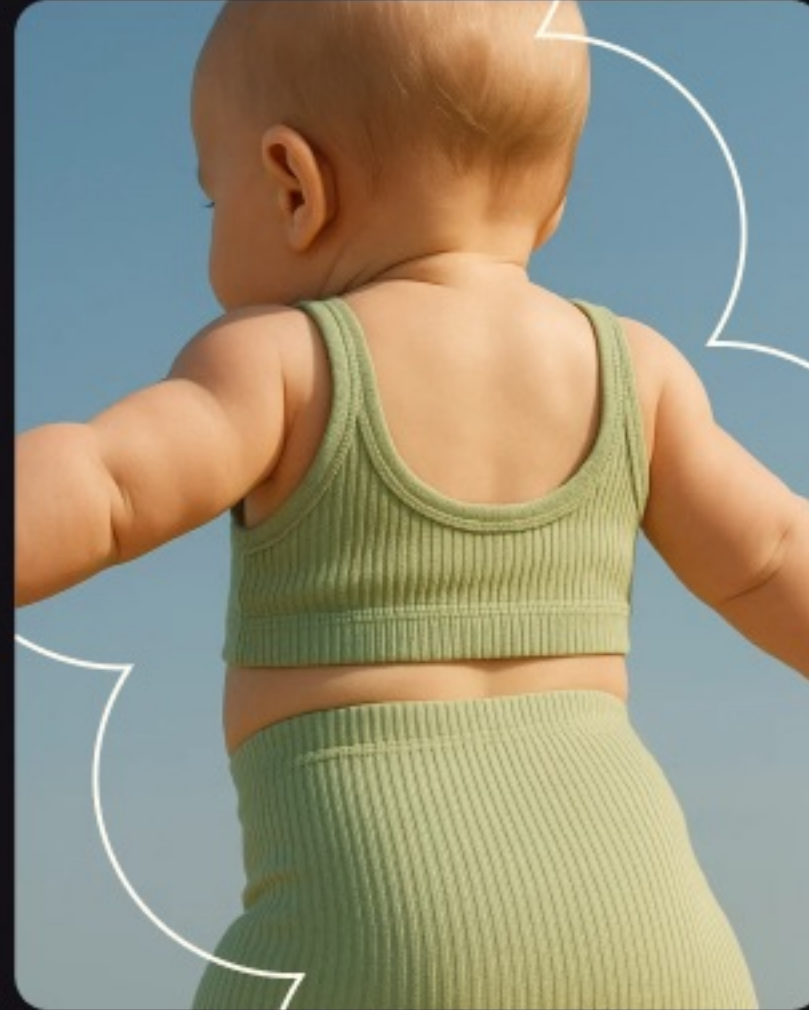
ALOE MASSAGE



Brief Create targeted visuals designed to highlight the business and increase its visibility among its audience.



Renforcez
votre lien avec
votre enfant



Là où
naissent
les premiers
liens



Pédagogie

**Pourquoi
le bain partagé
est précieux ?**



Swipe →
pour le découvrir



Tu sais que tu es
au bon endroit
quand...

Léa, 1^{ère} fois
au Aquanea

"...J'ai compris
que c'était aussi
mon moment."



Là où
naissent
les premiers
liens

AQUANEA

Brief Imagine educational and aesthetically pleasing content to present the business from a comforting yet engaging perspective.



Content type

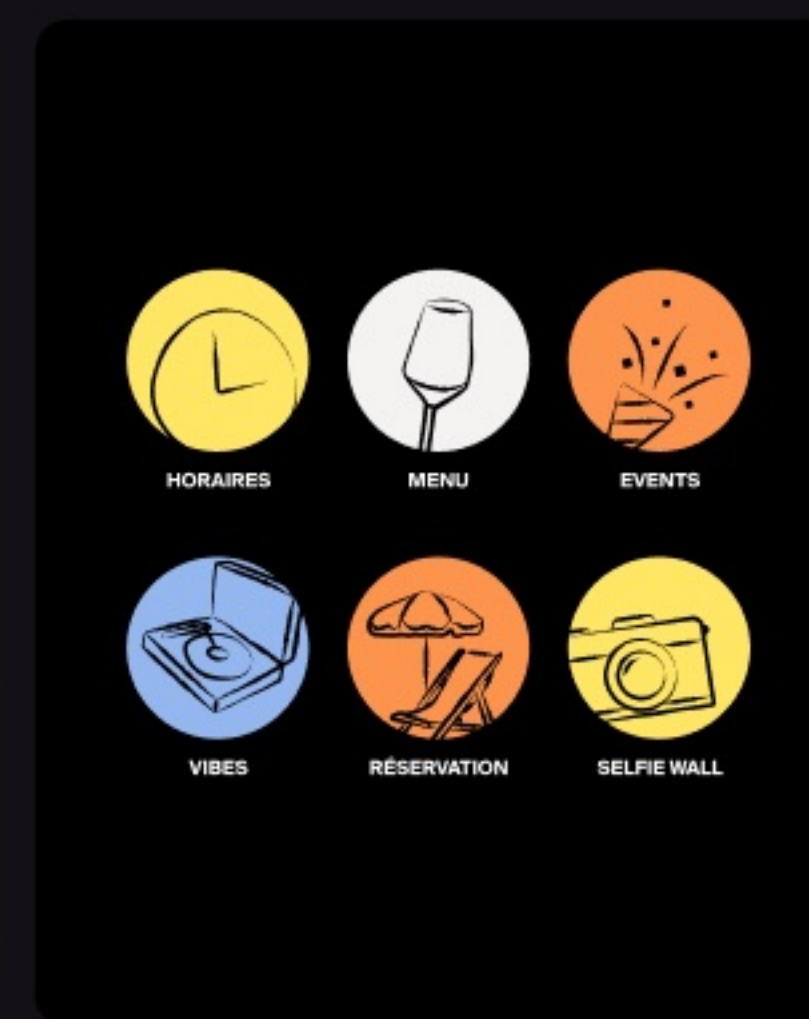
EVENT



Horaires *d'ouverture*

**DU LUNDI
AU VENDREDI**

DÈS 14H



BAR LA PLAGE

Brief Design editorial content and visual assets to support the summer communication strategy and inform their social media community.

Instagram [↗]
[@laplagebar.ch](https://www.instagram.com/laplagebar.ch)



**BRANDING
THAT
SUBMITS.**

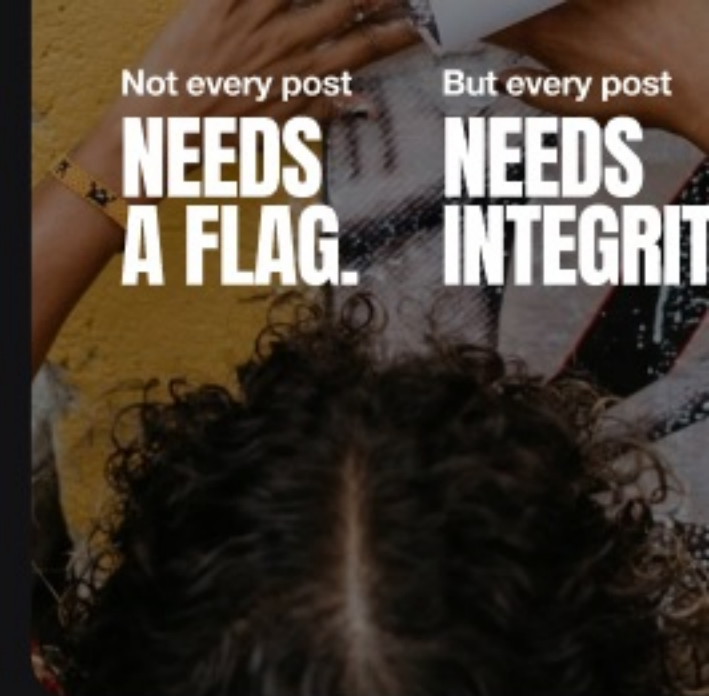


**SO IS YOUR
BRAND**



A watermelon says

**MORE THAN
1,000 WORDS.**



Not every post

**NEEDS
A FLAG.**

But every post

**NEEDS
INTEGRITY.**



**THE ALGORITHM
ISN'T NEUTRAL**

**YOUR
STORYTELLING
MUST BE**



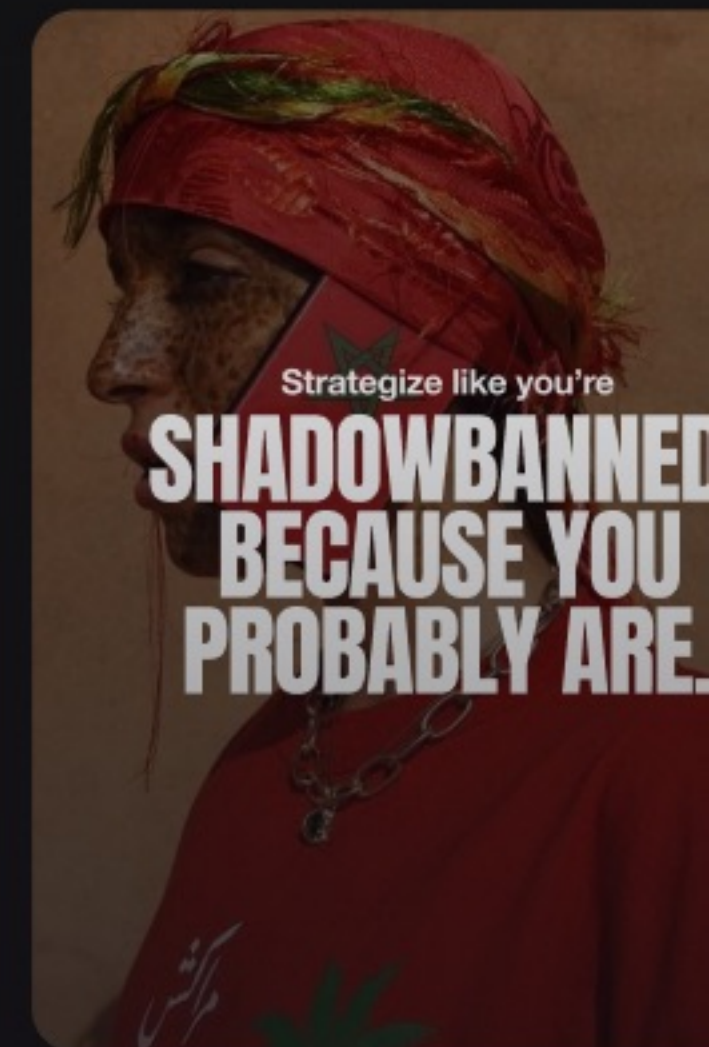
**DESIGN WITH
PURPOSE.**

**STAND WITH
THE RIGHT SIDE
OF HISTORY.**



A liberation movement needs

**A LIBERATED
TYPEFACE.**



Strategize like you're

**SHADOWBANNED
BECAUSE YOU
PROBABLY ARE.**

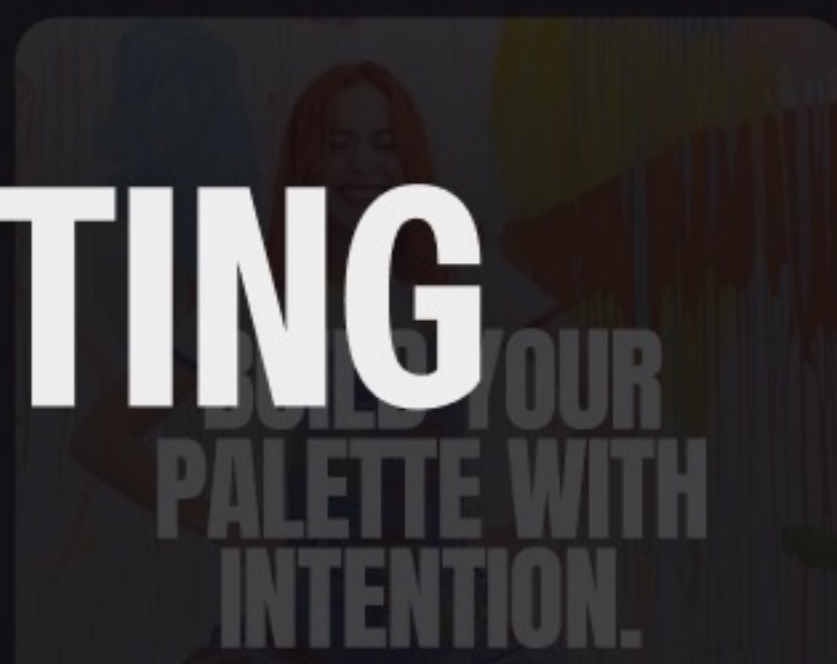


Content type

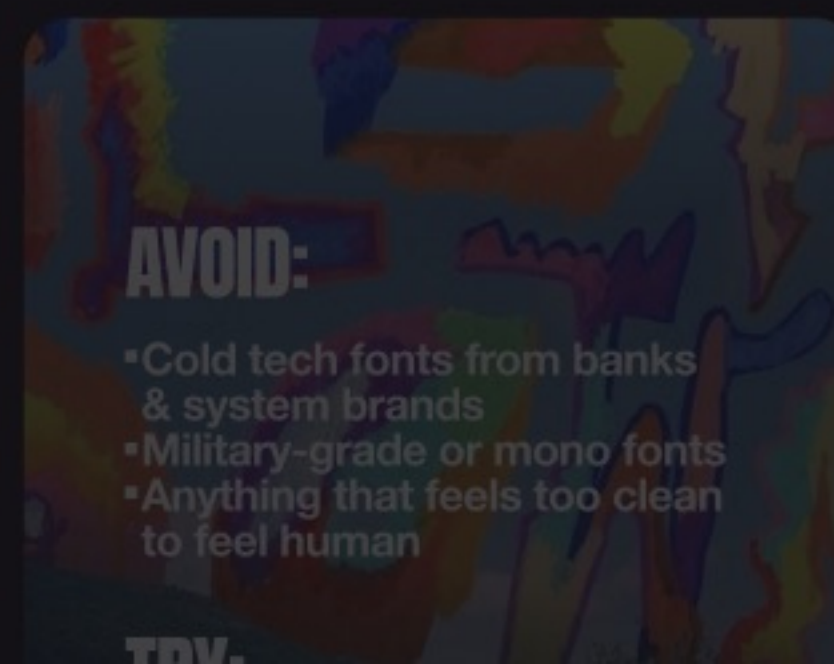
MARKETING

You're not designing for now.

**YOU'RE DESIGNING
FOR HISTORY.**



**BUILD YOUR
PALETTE WITH
INTENTION.**



AVOID:

- Cold tech fonts from banks & system brands
- Military-grade or mono fonts
- Anything that feels too clean to feel human

TDV-



**STOP GUESSING
"FLEXIBLE ADS"
(DYNAMIC AD SET)**

Let you test multiple images, video

We're not here to copy global trends — We're here to

BUILD CULTURE.



- ✓ Original visuals with purpose
- ✓ Storytelling that connects
- ✓ Strategy built for Tunisia, with global ambition

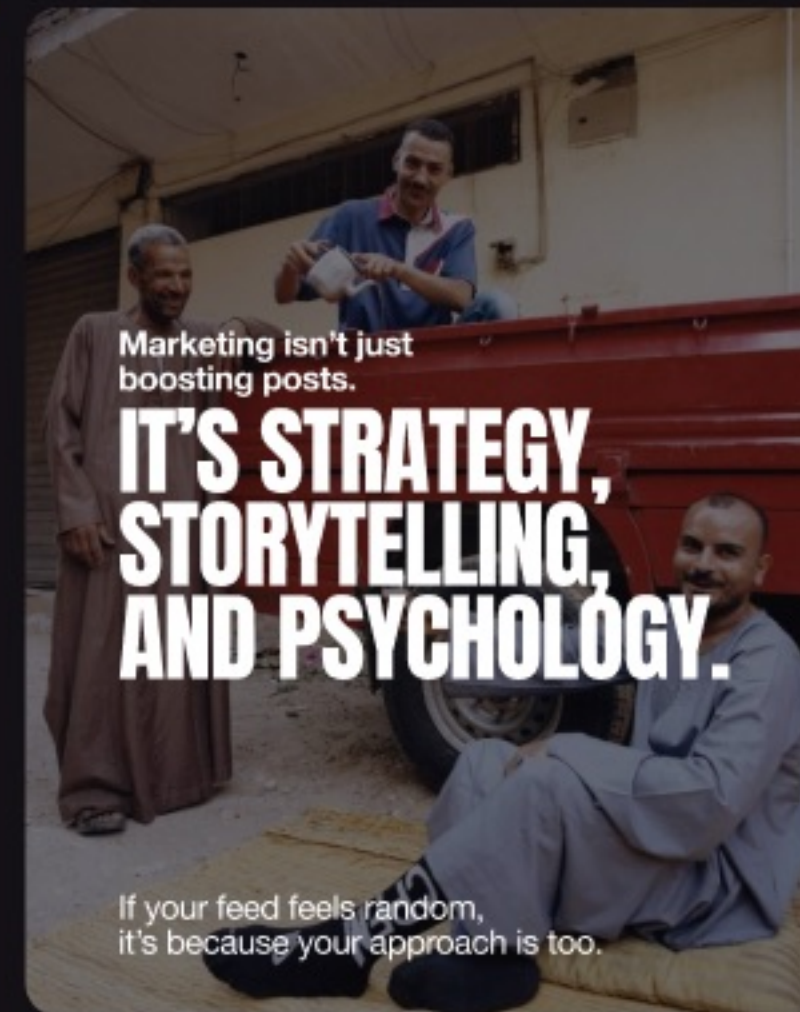


تونس



It's time to make your brand **unforgettable.**

FAMOUS AGENCY - TUNISIA



Brief Create social media visuals for marketing and communication campaigns across the agency's various branches, alongside promotional print materials.

Instagram [↗]
[@theurbanfamous.tn](https://www.instagram.com/theurbanfamous.tn)

INTERESTED FOR A COLLABORATION? ↴

CONTACT@JESSYMOREIRA.FR

Discover more projects

jessymoreira.fr ↗