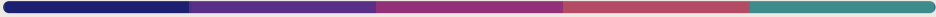


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Resilient web design for creative brands and people

Partners In Creativity.

From initial concept to final delivery, we immerse ourselves in your vision, crafting bespoke solutions that connect your brand with your audience. Whether you're redesigning your website, launching a new product, or digitizing your workflow, we provide the technical and storytelling know-how to realize your project.

Our multidisciplinary experience and integrated, holistic approach allows us to provide small and medium-sized companies with a complete set of services tailored to their needs.

We deploy resilient technologies to build fast, accessible, inclusive, and durable websites that drastically reduce the gap between your brand and your users.

Selected Works.

sogni

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the right story anymore. We redesigned their website from the ground up, to strategically reposition their company as an international player. We helped them clearly convey the array of services they provide, the skills they master, and the values they built their success on.

[View project](#)



Integrated Audit | Website Optimization

The Portovecchio Film Festival is a B2B and B2C French film festival which curates a highly selected roster of guests, and serves as a testing ground for many fall cinema releases. Their website was suffering from a poorly performing frontend, and didn't match the sparkling visual identity of the brand. We redesigned the frontend entirely and with a focus on speed. We also built a ad-hoc lightweight backend that allowed their marketing team to push daily content and updates during the festival.

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Workflow Digitisation App

PDF Deck is a solution for B2B businesses developed by Atelier Effe to manage large catalogs of products and services. This app combines an ad-hoc database and backend with a data-to-print engine. With PDF Deck, select a collection of products/services and generate on the fly custom branded print-ready PDFs and web pages for each of your B2B clients and uses cases. For scouting, location management, talent, travel, publishers and more.

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After running a newsletter blog for years on substack, I decided to use my skills to build a self-hosted, 100% owned blog. I crafted The Coded Type strictly adhering to simple principles: open source stack, simple markdown based backend, with a text heavy and print friendly frontend. This serves as an example of the services we offer for independent creators.

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Let's Connect

We'd love to hear about your brand, your vision, and your needs:

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Or get in touch at contact@ateliereffe.com

Example Services.

We adapt our work to your needs, but here are a few examples of the services we can provide:



Website Design

You're an independent creator, label or brand: we listen to your story, provide strategic and technical feedback and tailor a solution suited to your need: e-commerce, one-page website, blog, portfolio.

Website Optimization

Is your website starting to slow down? Does it display poorly to tablets and

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You feel overwhelmed by your paperwork and admin upkeep? we convert this into a digitized workflow: inventory management apps, sales trackers, customized project management tools, automatized emails and PDF generation.

Integrated Audit

You're looking to improve your online presence, we assess your website's technical and marketing performance.

Brand identity

You need to refresh your brand identity, we craft meaningful visual guidelines that tell your story

About.

I'm François, a.k.a. Iko, I run **atelier.effe**. I have over 15 years of experience in web design and communication. I've worked as a freelance artistic director, web designer, and content creator in France, Italy, and for overseas companies.

My past collaborations include advertising agencies like RAPP France and Proximity BBDO, as well as renowned brands and institutions such as Cassina, Le Centre Pompidou, Giustini/Stagetti, Les Victor, and France Télévisions (national French public broadcaster).

I leverage a network of skilled collaborators, including designers, photographers, writers, and videographers, to build teams perfectly suited to every client's unique needs.

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