



## ABOUT ME

DESIGN IS CREATIVITY WITH STRATEGY

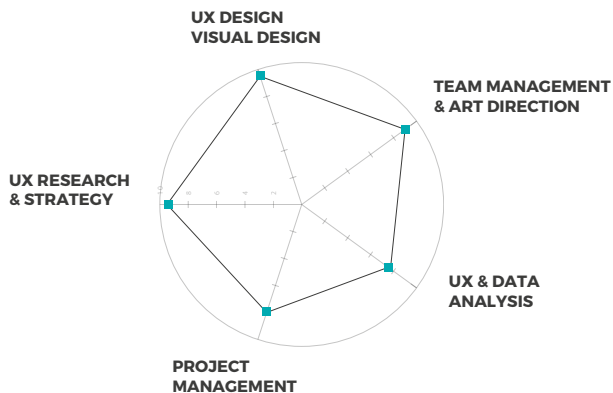
Senior UI/UX Design Lead, Art Director specializing in UX methodologies (strategy, research and design), and user-centric design (UCD, CX, HX) with 19 years of work experience in digital, print, and packaging.

Focused on user experience, interaction design, and the sharing of knowledge and information with all teams, in an Agile environment. I am a visual artist specialized in problems solving and in creating user experiences for digital products, services and business.

**Core skills** · Art direction · UI/UX Design · UX Research · User interview/testing · Web & Mobile · Branding · Graphic Design · Sketches & Illustration · Teamwork · Project & team management · Digital Marketing · Mousse au chocolat

## SKILLS

GOOD ART IS A TALENT, GOOD DESIGN IS A SKILL



## TOOLS



## CONTACT ME

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## WORK EXPERIENCE

WORK LIKE A CAPTAIN. PLAY LIKE A PIRATE

**OVH** (QUEBEC - QC - CANADA)

**2017 // PRESENT**

HEAD OF CX DEPARTMENT - SENIOR UX DESIGNER

Number of employees: 2500+  
Value: 1.3bn USD

- Implementation of UX processes & methodologies within the group. (Strategy, Research, Design, Testing, Production & Tracking).
- Development of a Data approach (analytical KPI, recording session, heatmap) in collaboration with SEO and BI teams.
- Definition and development of the homogeneity and coherence of the customer experience at the group level (Conferences, Video Presentations, Design Thinking, Focus group).
- Audit, mapping and improvement of customer experience (customer journey, onboarding, task & user flow), business objectives and user needs, detection and fixing of irritants, .
- Participation in the CoDir (Group Management Committee) for business strategies, project prioritizations, roadmaps, budgets...
- Awareness and support for Business Units and Product Managers during sprints in an Agile environment (scrum).
- Responsible of the new brand OVHcloud and all associated products, selected to become the new OVH worldwide.

**PROPERTYFINDER GROUP** (DUBAI - UAE)

**2014 // 2017**

HEAD OF DESIGN - SENIOR UI/UX DESIGNER

Number of employees: 200+  
Value: 200M USD

- Creation et management of the Design & Marketing departement.
- Recruitment and management of UI, UX designers and frontend developers.
- Responsible of the art direction for the brand in 7 countries.
- Management of all interface design elements and omnichannel user experience.
- Launch of iOS and Android applications and the mDot.
- Collaboration with the CMO on all communication and marketing, with the CTO and the CEO to constantly evolve and mature the brand in a sustainable way.

**PROPERTYFINDER.AE** (DUBAI - UAE)

**2007 // 2013**

ART DIRECTOR - DESIGN CONSULTANT

Number of employees: 40  
Value: 2M USD

- Design the branding for the group (logo, brandbook, UI kit...)
- Conception of the 1st real estate portal in Middle-East.
- Management of all creative and visual needs (print, building wrap, social media, emailing...)

**322 CREATIONS** (BORDEAUX/PARIS - FRANCE + DUBAI)

**2005 // 2017**

FOUNDER - ART DIRECTOR - SENIOR UI/UX DESIGNER

- Establishment of the portfolio of over than 150 clients, including leading luxury brands, including the Richemont Group, Crédit Agricole, Zoopla and TFI.
- Realization of branding, web design, UX Design, user testing, mobile applications, online and offline B2B - B2C communications, printing of media, signage, stands, mural and street marketing.



## EDUCATION PROGRESS

BACK & PLAYGROUND



**THE INTERACTION DESIGN FOUNDATION** (DANEMARK) **2016 / 2018**

USER RESEARCH - METHODS AND BEST PRACTICES - TOP 10 (98%)  
WEB DESIGN FOR USABILITY - DISTINCTION: TOP 10 IN CLASS (98%)  
UX DESIGNER CERTIFICATION - DISTINCTION: TOP 10 IN CLASS (97%)  
UX EXPERIENCE GUIDE CERTIFICATION - DISTINCTION: TOP 10 (99%)  
GESTALT PSYCHOLOGY AND WEB DESIGN - DISTINCTION: TOP 10 (97%)  
UX / INTERACTION DESIGNER VS BUSINESS - DISTINCTION: TOP 10 (99%)



**ART DIRECTORS CLUB OF NEW YORK** **2016**  
OFFICIAL MEMBER: [adglobal.org/member/seb/](http://adglobal.org/member/seb/)



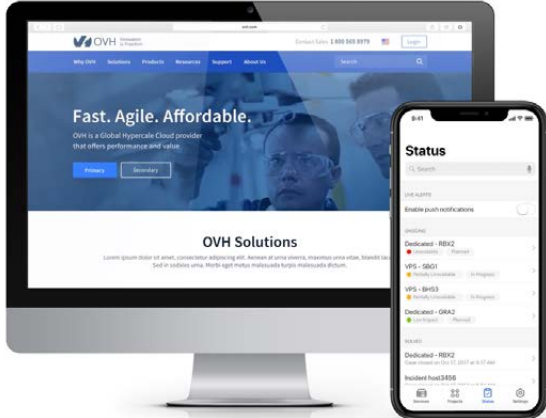
**HIGH SCHOOL FINE ART TOULOUSE-LAUTREC** (BORDEAUX - FRANCE) **1998**  
ADDITIONAL DIGITAL CERTIFICATION  
COMMUNICATION & GRAPHIC DESIGN



**HIGH SCHOOL FINE ART TOULOUSE-LAUTREC** (BORDEAUX - FRANCE) **1997**  
CAP-BEP (NORTH AMERICA EQUIVALENCE: DEC TECHNIQUE)  
DESIGNER FINE ARTS & GRAPHIC COMMUNICATION

## SOME SAMPLES

OVH WORLD - OVH CLOUD - WEBSITES/APP/CONTROL PANEL  
Head CX Worldwide, UX process, sprint & methodologies, User interviews,  
Usability testing, board presentations, project and team management.



KOURTS - IOS APP & CRM (SUPERVISED BY ROGER FEDERER AND NIKE LAB)  
Branding, UX research/strategy, UI/UX Design, Art Direction,



**KORUS PACKAGING** (BORDEAUX - FRANCE)  
PRINT & PACKAGING DESIGNER - WEB DESIGNER

**2001 // 2005**

Number of employees: 80+  
Revenue: 10M USD

- Lead product designer for L'Oreal Group Travel Retail.
- Design packaging for luxury Cosmetic, Perfume and Spirit brands represented under the Group.
- Creation, photogravure and prepress monitoring.
- Webdesign for the Group, internal communications and all design assets of the full intranet system.

**DAEDALUS DESIGN** (ANCOULEME - FRANCE)  
PACKAGING DESIGNER - ILLUSTRATOR

**1999 // 2001**

Number of employees: 20+  
Revenue: 2M USD

- Graphic Designer and Illustrator for luxury wine and spirit brands. (Hennessy, Courvoisier, Belvedere....).
- Creation wine labels, packaging and branding plus prototyping bottles designs and glass reliefs.
- Production of packaging prototyping, photogravure, plate flashing, hot foil stamping, embossing, manual press printing.

**PUBLICIS GROUPE** (BORDEAUX - FRANCE)  
GRAPHIC DESIGNER - ILLUSTRATOR

**1997 // 1999**

Number of employees: 77K+  
Revenue: 15Bn USD

- Discovery and mastery of the entire graphic chain in an international agency.
- Creative print, advertising, illustrations, sketches for storyboard.

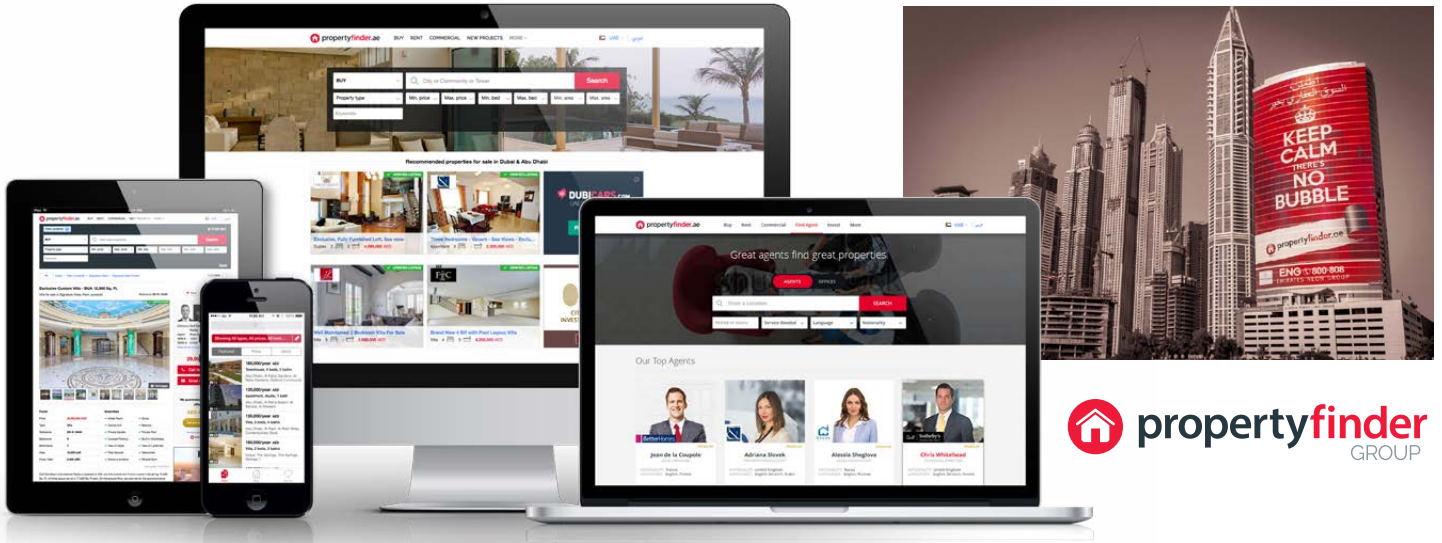
## COLLABORATIONS

THE STRONGEST LOGOS TELL SIMPLE STORIES




PROPERTYFINDER GROUP

Art direction, branding, UX research, UI/UX Design, User testing, Websites, Manager/Dashboard, iOS/Android Apps, Advertising



GRUPE RICHEMONT - JAEGER LECOULTRE/CARTIER/IWC  
«Multichannel Catalogue Publishing Solution» for official dealers  
Creation and management User Interface and User Experience



LVMH - VEUVE CLICQUOT  
Design of packaging variants, manual press Prototyping



LVMH - BELVEDERE VODKA  
Redesign and technical monitoring of the elaboration of the silkscreen



MEDIATREE - 4 IOS APPS  
Branding, Art direction, UI/UX Design, Press advertising

