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# UX Consultant / Lead

## SKILLS

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User-centred design, Design thinking  
User research, gathering and analysing business and user needs, UX strategy  
Ideation, brainstorming, gamestorming, concept exploration  
Personas, user scenarios, multichannel customer journey mapping  
Wireframes, Flow diagrams, varying degrees of fidelity  
Prototyping, static or interactive, User testing  
UX team mentoring, guidance, education  
Web/desktop/tablet/mobile/social applications, products, services

## CLIENT EXAMPLES

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**BBC iPlayer, Elle, UEFA, Rolex, Philips, SNCF, UGC, Michelin, Nissan, Carrefour, Sainsbury's, ...**

## WORK EXPERIENCE

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- 2014-2015     **UX Consultant** - freelance at Sainsbury's, London
- 2012 - 2014     **Director of Information Architecture** - Publicis Modem, Paris
- 2010-2012     **Interaction Designer** - TBWA\365, Paris  
Conception, UX and interaction design of cross-platform user experiences, web and mobile applications, social media apps, motion-based installations
- 2009           **Ergonome DA** - Matchbox, Paris  
Conception and interaction design of rich media and social media applications
- 2006-2008     **Interaction Designer, Creative Technologist** - Freelance, Paris and London  
Independent or as part of a team, wide range of work for arts clients and large brands.  
Interaction design, UX/IA, prototyping.
- 2002-2005     **Multimedia Designer** - Sadler's Wells Theatre, London  
Information architecture, interactive media design, creative technologist.
- 2001-2002     **Interaction Designer** - Electronic Media Promotions, London  
Information architecture, design and prototyping of Touch Screen kiosks
- 2000           **Interaction Designer** - Philips Research Labs, Redhill, UK (internship)  
Interaction design for a connected TV media box (research project)

## EDUCATION

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- 1999-2000     MA Computer Related Design (incomplete, year 1) - The Royal College of Art  
1996-1999     BA Hons. Interactive & Broadcast Media, (1st) - Manchester Metropolitan University  
1995-1996     Diploma in Foundation Studies, (Merit) - London College of Printing & Distributive Trades  
1990-1995     frequented Software Engineering (incomplete) - Universidade Nova de Lisboa

## SOFTWARE SKILLS

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Photoshop, Illustrator, Sketch, Omnigraffle, Axure, InVision, Flash, After Effects, Arduino, Indesign, Keynote, ...

## PUBLIC PRESENTATIONS, PUBLICATIONS

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UX Workshop, Futur en Seine Festival, Aug 2014

Johnny Holland Magazine article "Serendipity; beyond recommendation", Aug 2011

UX Lisbon 2011 Conference - Lightning talk on "Serendipity; beyond recommendation"

Future Places 2010 Conference - Presentation of "Serendipicity" mobile application

Installations for DWB Labs at "La Viande Gallery," London and "Bluebird Centre" (Conran Shop) London, 2006

Installation DoubleTracks at "Centro Cultural de Belem", Lisbon, 2005

Installation for StudioPlatform, "The Royal College of Art – Final Year Show 2001", London

Wireless communities project presentation, "CHI Conference 2000", The Hague, Holland

Sequencer Installation, "The Royal College of Art – CRD Interim Show 2000", London

## PROJECT EXAMPLES

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PORTFOLIO: [www.betasynth.com](http://www.betasynth.com)

**Sainsbury's** - Planning and helping facilitate workshops on future UX vision; Generating new service concepts based on user research insights (Click and Collect, Smart Lists, ...); User experience design and production in an Agile/Scrum environment employing iterative cycles of prototyping and user testing for a new service (Product Subscriptions); Contributing to the Digital Experience Guidelines, explaining how to apply user-centred design tools such as personas, experience maps, Kano model, user scenarios, ... ; Mentoring and guiding junior UX team members; ...

**Carrefour** - Shaped UX vision for pitch, which led to winning a 15M euro budget; cross-channel user experience design of different elements for Carrefour ecosystem, such as user account system, shopping list application, localisation, catalogues, open innovation platform, product comparison tool ; advocating user research and user testing; following test sessions and educating clients and employer on benefits of user-centred approach; managing UX resources

**Maggi** - User experience strategy - Future vision. A proof of concept application exploring a number of advanced social features to help Maggi customers better plan their cooking, meals, dietary goals, social events, learning from each other, and more.

**UGC Cinemas** - User experience design of website and mobile application, (redesigning from scratch) introducing mobile ticketing and user account management to this large network of cinemas in France (2012)

**Michelin** - conception and UX design of Michelin Guide (pitch material) (2011)

**SNCF** - Interaction design of web app based based on user-generated content contributed in real-time, to increase awareness of SNCF real-time mobile application (2010)

**Nissan** - interaction design of a motion-based installation (running on Kinect) for the Geneva auto show 2011

**Serendipicity** – mobile application, self-initiated project: lets users discover a city by browsing geo-located photos. (2010)

**UEFA Statistics** - web application for visualising football game stats via comparison of widgets. (2009)

**Rolex RSS TV** – application for generating animated video sequences from RSS feeds. (2009)

**Mowid** - RIA for browsing video catalogues through tags. (2007)

**Glitner** - B2B application for the VOD Cinema industry whereby film rights owners can advertise, buy, sell and transfer distribution rights of their film catalogues. (2008)

**Universcine.com** - User experience improvements to a VOD platform. (2008)

**Elle (UK)** – Elle TV section of the website (video catalogue) (2007)

**BBC iPlayer** – Interactive prototype for showing and testing 4 user scenarios. (2006)

**The First Post** – RIA applications: Crosswords game, Video catalogue, among others. (2006)

**Sadlerswells.com** – Information architecture, UX for ticket reservation system. (2004)

Design+coding interactive microsities (Pina Bausch, Robert Wilson, Merce Cunningham, ...) (2003-2005)

**Sainsbury's Bank** - Touch-Screen kiosk for promoting a range of banking products in-store. (2002)

**Niketown** - Touch-Screen kiosk for promoting Nike products at NikeTown. (2002)