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## Core

**Specializing in mobile and web applications with strengths in user-centric experience design and visual/technical skills.**

**Key contributor to multiple large scale products with millions of users, leading products from conception through live ops.**

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## Competencies

UX/UI Design - Mobile & Web

Wireframing

User flows

Information Architecture

Prototyping

User Testing

Figma

Sketch

Framer

Photoshop

Illustrator

After Effects

Unity

Animate

xHTML

CSS

jQuery

JavaScript

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## Education

**Interactive Digital Media degree**

Gobelins, l'école de l'image  
2008

**Bachelor's degree in Visual Communication/Marketing**

ESDI  
2007

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## Professional Experience

**Lead Experience Designer**

**WonderWorkshop** - 2016 - Present

Creating educational user-centric solutions & launching retail products for children in homes & classrooms across mobile & web.

- User research and collecting feedback from target audience to develop products.
- Collaborate with a small team of creatives & engineers.
- Wireframe & produce child friendly user interfaces.
- Perform in office user testing and also testing in classrooms.
- Making fun products that teach children of various age groups how to program using state machines, blocks & javascript.

### Selected Accomplishments:

- Greatly improved intuitiveness of the onboarding experience for our main app Wonder for Dash. Through a few months of user testing we were able to see both new and existing users get a better and quicker understanding of the app feature capabilities.
- Produced & delivered an app experience for our new robot named Cue targeted for children 11 and above. Created an experience that encompassed various robot avatars with a chat system, account system & two different coding paradigm features. Collaborated with an engineering team from Microsoft to cohesively integrate the Makecode framework into our product.
- Created Cue for Education by taking our previous product for home audiences and adapting the UX for teachers and students. Worked with our education team to collect feedback and interview teachers to understand their needs. Adapted the product as a progressive web app that would work well on Chromebooks and Win10 computers.

**Lead User Interface and Experience Designer**

**Disney Interactive** - 2014 - 2016

Manage a small team of two senior UX/UI designers. Lead large products that require road-mapping, precise scoping, and prioritization in order to deliver under tight deadlines. Create innovative, immersive, and holistic experiences for target audience. Review feature documentation and translate them into user flows, wireframes, and prototypes. Create high-quality visuals that are aligned with Disney branding and deliver them integration-ready to engineers. Improved the production pipeline by identifying the needs of the UI team as well as that of the other disciplines.

### Selected Accomplishments:

- Continuously identified strategies to evolve and advance visual style and usability. Consistently improved output and quality by reviewing team workflow.
- Strengthened the UI team by providing ownership and responsibility, improving UI pipeline with engineers, and consolidating knowledge through documentation.
- Championed a mobile-first approach for a cross-platform and cross-device support to seamlessly translate games to mobile.

**User Interface and Experience Designer**

**Disney Interactive** - 2010 - 2014

Oversaw online social game properties Pirates of the Caribbean (FB & Mobile), Armies of Magic, City of Wonder, and intermittently Disney Animal Kingdom.

**Freelance Interaction Designer** - 2009 - 2010

**Flash Animator/ Webdesigner - PublicisNet** - 2007 - 2008