

LAURENE SMITH

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- 📍 31000 Toulouse
- 🎂 12 April 1984
- 🌐 French - British

SKILLS

- Produce and create digital Web and print solutions
- Translate requirements into wireframes and mockups
- Provide user-centered design expertise from concept to delivery
- Collaborate with stakeholders to ensure consistency of brand identity
- Ensure graphic solutions are optimized for integration, performance, usability and sustainability
- Improve the web's look and feel via user experience, content readability, image/icon fixing, Web part placement/fixing/updates, etc.
- Work closely with the IT department to ensure continuation of a stable production environment

Software

Mac and PC

- **Adobe CC:** Photoshop, Illustrator, InDesign, Dreamweaver, Flash
- **Video:** Premiere, Soundforge, Goanimate
- **WordPress**
- **FileZilla**
- **Office Suite:** Word, Excel, Powerpoint

Languages

- HTML & CSS (design level)
- Bilingual French/English

UX DESIGNER / AD

10 years experience



FREELANCE MISSIONS IN AGENCIES :

Since may 2012 (5 years 3 months) | Paris, France

Interbrand, Mairie de Paris, Photobox, Neolynk, WebLeader, The Insiders, Celaneo, Creads, Tessi Marketing, Le Nouveau Bélier, Recall Agency, Redlink Agency, Agence-e, Media-c...

- **RTLNet** : Information Architect for the 2017 French elections UX Interface on rtl.fr; craft functional and user-centered responsive working prototypes displaying the Presidential, Legislative and Exams 2017 results online. Increase conversion rate and build brand loyalty. Revamp RTL horserace radio programme «on refait les courses» website in partnership with PMU; integration of the new web id, designing wireframe pages and interactive responsive mockups.

Working closely with web editors, developers, and digital project manager to deliver UX solutions within an agile environment.

- **SIGFOX** : Launching reveal website (new logo); designing annotated wireframes and interactive responsive prototypes to guide development (animations, transitions). Building well-structured UI components.
- **AMOS Sport Business School** : WordPress creation.
- **PHOTOBOX** : Banners, newsletter, leaflets (day to day task during the rush holiday season).
- **MENNEN L'OREAL** «Bactifresh shaving gel», **BUITONI** «Forno di Pietra pizza», **LE PETIT MARSEILLAIS** «Brilliance Vinaigre shampoo», **PURINA NESTLE PROPLAN CAT** «sterilised» & «delicate», **WEIGHT WATCHERS** «au supermarché», **LE PETIT MARSEILLAIS** Shower Gel «Provence Homme» : 16 page print brochure layout, market research booklet, postcard, newsletter, discount coupons, social media visuals, peer to peer box.
- **CREDIT DU NORD** : Translating business requirements into responsive mockups.
- **SNCF** : Presenting ideas for «Forum Vies Mobiles» responsive website project. Turn meeting comments into mockups. Tetris style interactive quiz design.
- **ACTIONS-OPCVM** : Presenting ideas to project teams and stakeholders. Designing different creative approaches.
- **PI PLANNER** : Switch old site to new ui-ux, responsive and flat design interfaces.
- **RIPOLIN** : Designing the «Xpro3 promotional operation» id (logo, quiz page layout, sign display design and a few illustrations).
- **MAMIE BURGER** : Press release layout design.
- **HISTOIRE D'OR** : UI-UX mockups design.
- **LAPEYRE** : UI-UX mockups design (e-commerce kitchen department, product, price and filter display,...).
- **HTC-UEFA League** : User interface, interactive quiz, invitation and newsletter design.
- **LE GOTA** : Designing «Gala Officiel des Talents d'Afrique, Caraïbes et Océanie» « event campaign for the France2 show (3D logo, poster, web banner,...).

FREELANCE WORK FOR STARTUPS AND MEDIUM SIZE COMPANY :

Responsive websites conception, video and print

Ongoing : bluegoldcontrol.fr/ amos-world.com/ madera-asso.org/ book-me.online/ letrucrouge.com/ xtremaerialwear.com/ groupejbm-footwear.com/ letagere-annecy.fr/ rencontresphotoparis10.com/ alixrenovation.com/ golfetretat.com/ ilederesonance.com/ chezlameremartin.fr/ zen-informatik.com/ karukerasport.com/ sfre.org/ franckbouroullec.com/ suk.fr/ formatkine.fr/ collectifornano.org/ allovoyages.fr/ mathildo.com/ psychotherapie-sophietheault.fr/

→ For further details, please check out my LinkedIn profile or my online portfolio.

[linkedin.com/in/loxandcosmith](https://www.linkedin.com/in/loxandcosmith) & laurenesmith.fr

References available on LinkedIn or upon request.

VOLUNTEER WORK

- **Collectif Ornano** - Greenscaping the Ornano neighbourhood in Paris 18th. Logo, WordPress conception, and community manager work

- **Big Bang Ballers France** - Sports education for young girls from deprived neighbourhoods. #ramenetacopine project presentation layout

- **Esmâani** - Provide moral support to hospitalized patients. Solidarity boat race organization; event id, print invitation card, facebook page visuals creation

- **Victimes & Citoyens** - Defense and damages for victims of road accidents. Print poster and flyer conception for various operations

- **Utopia 56** - Mobilization to help refugees in France. Web banner creation

Causes I care about: Animal rights / Environment / Human rights

I ALSO LIKE

- Travelling
- Reading
- Carboot sales
- Hiking
- Home-made ice tea and frozen yoghurt
- Watching romcom by the fireplace

WEBDESIGNER UI/UX Matchbox

May 2009 - May 2012 (3 years) | Paris, France

Digital experience agency for major luxury brands (**Rolex, Tudorwatch, UEFA**)

- Conception and propositions of new innovating user interfaces and user experiences for **rolex.com, tudorwatch.com, rolexmentorprotege.com, rolexawards.com**
- **Rolex Awards** blog and newsletter layout design
- Image processing and photo editing
- Flash banner creation (basic & rich media)
- E-brochures layout for each watch model
- Rolex and Tudor configurator: interactive design and file processing

AD ASSISTANT Phonevalley Publicis Media Groupe

February 2008 - January 2009 (1 year) | Paris, France

Worlds leading mobile marketing agency

- Mobile site mockup creation for major international brands, various domains (**L'Oréal, Nestlé, Toyota...**)
- Multiple size/language display creation and production; animated Gif creation
- Powerpoint presentation layout
- Print: internal documentation, greeting cards

WEB GRAPHIC DESIGNER Marketing Mechanics

January 2006 - December 2006 (1 year) | Sydney, Australia

Award winning, full service, marketing and advertising agency

- Marketing Mechanics: internal communication production
- Baby Bommers Central: launch of a new community platform: id, user interface, TV commercial, advertising campaign (press and billboard)
- The Frocks: music band (The Frocks) communication production, flyers, posters, magazine ads, DVD leaflet, festival stand, merchandising goodies

GRAPHIC DESIGNER Internships

December 2003 - October 2006 (2 years 11 months) | Paris, France

- **Jnove: Illustration & Textile** (January 2008)
- **Clark Magazine: Publishing & Photo** (March 2007)
- **Webpopulation: Print & Web** (Summer 2004)
- **Cie de la Carte: Print & Printing** (December 2003)

EDUCATION

• Complete WordPress Training

2016 | *Mediabox, Paris 10 Authorized Training Center*

- **Multimedia training course**, HTML Integration, Adobe Suite, Video editing
2007 | *Institut of Communication Technologies, Paris, France*

- **HTML course**, HTML certificate

2006 | *St Paul College, Sydney, Australia*

- **Visual Communication Degree**, Graphic Design, Publishing, Advertising
2004/2005 | *EPMC La Ruche, Paris, France*

- **Atelier Préparatoire Arts Appliqués**

2003 | *LISAA (Superieur Institut of Applied Arts), Paris, France*

- **Literature Baccalaureate**

2002 | *Les Pierres Vives high school, Carrières/Seine, France*

References available on LinkedIn or upon request.