

Solène Tessier

# PRODUCT DESIGN Ux / Ui

06 69 41 32 54  
solene@miio.org  
www.solenetessier.fr  
Malakoff, France

French & English

# EXPERIENCE

Since sept. 22 **Group Head of Product, Design & Marketing**

ETHIFINANCE • PARIS

- **Organization:** building processes & methodologies between French, German & Spanish teams
- **Product design:** prioritizing projects, defining & designing features and shipping them in time
- **Marketing & communication:** marketing strategy, community management, digital & print communication (leaflets, stands, content, etc.)

2016 • 2022

**Product Designer • UX/UI • Manager**

PAGESJAUNES, SOLOCAL GROUP • BOULOGNE-BILLANCOURT

- User research expert: strategy, protocols, analysis
- Management of 5-8 designers
- Design System, methodologies, processes, ...

2007 • 2016

**Product Design Manager • Head of UX/UI**

OOREKA, SOLOCAL GROUP • PARIS

- Product Design - Product owner
- UX-UI Management on 450+ responsive websites
- Brand & Communication manager
- Management of 3 designers - front-end dev

2007 • 2011

**Art Director • UX/UI designer**

FREELANCE • PARIS

- Digital communication consulting
- Product design, UX/UI
- Brand identity

2005 • 2006

**Art Director**

AGENCE RHW (HR FOCUSED) • ISSY-LES-MOULINEAUX

- HR digital & print communication

2004 • 2005

**Graphic Designer**

STUDIO DP COM.FR • PARIS

- Book covers (Le Livre de Poche, Le Petit Robert...)

2002 • 2004

**Lead Graphic Designer**

LABORATOIRE ALLERBIO • PARIS

- New design identity & marketing strategy

2002

**Multimedia Graphic Designer**

CETELEM, GROUPE BNP PARIBAS • SAINT-OUEN

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## SKILLS

- **Product Designer:** functional design by combining a user-centric approach with marketing goals
- **Design mentor:** mentoring, training and motivating designers to help them achieve full potential
- **Design management:** optimization of design processes, team organization, Design System, libraries, prototypes, support, ...
- **UX/UI design:** user research (qualitative & quantitative), A/B testing, arborescence, workflow, wireframes, prototypes, workshops, ideation, etc.
- **Artistic direction:** brand strategy, visual identity, copywriting, ...
- Interface between the development and marketing team
- **HTML & CSS development, SEO**
- Mac / Windows / iOS / Android

Figma	****	Première	****
Photoshop	****	HTML / CSS	****
Illustrator	****	Balsamiq Mockup	****
InDesign	****	Wordpress	****

## TRAINING

2020	<b>Scrum Product Owner Certification</b> INTERNATIONAL SCRUM INSTITUTE
2018	<b>Design Sprint Facilitator</b> STEPH CRUCHON • DESIGN SPRINT LTD
2017	<b>Situational Management: manager training</b>
2009	<b>Ergonomics of touch interfaces</b>
2003	<b>DEA Art des images &amp; art contemporain option image numérique et réalité virtuelle (mention bien)</b> UNIVERSITÉ PARIS 8 • SAINT-DENIS
2002	<b>Licence &amp; Maîtrise Arts et Technologies de l'Image (mention très bien)</b> UNIVERSITÉ PARIS 8 • SAINT-DENIS
2000	<b>BTS Communication Visuelle</b> LYCÉE JEANNE D'ARC • ROUEN
1998	<b>MANAA, classe préparatoire</b> ÉCOLE ESTIENNE • PARIS

## REFERENCES

On demand. My professional portfolio: [www.solenetessier.fr](http://www.solenetessier.fr)