

Etienne Gombert

Agile UX&UI Innovation Lead

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I am a natural problem solver used to look in and out of the box to find the best solutions. I am self made user experience designer, with strong art direction background. I am using and improving my skills from ideas generation to development phase as an art director, innovative UX&UI lead, project manager, and digital communication strategist(360° and transverse) in France and abroad, for clients such as agencies, international companies, startups, institutions, ... I came to work in an agile methodology(scrum) workflow on my own, allowing me to lead and organize many projects, improving quality and deadline delivery respect.

BackGround

Since 2006 Agile Lead for Innovative User experience & User interface

I worked from ideas generation phase to development phase for various project types such as social media, e-commerce, extranet, home automation ... for desktop, mobile, tablet, smart TV and games consoles (XBOX and PlayStation) interface use.

Since 2005 Digital Art Director & Project Manager

Discovering and account management, Art direction (360° & transverse communication); agile methodology workflow for desktop, mobile, tablet, smart TV and games consoles interface use.

Since 2010 UX Teaching & Jury

Teaching at ISCOM (Paris) and E.P.S.A.A. (Paris)

Since 2008 Communication Strategy Consultant (360° and transverse)

Consulting in communication's strategy and brand development

2005, 4 month Junior Art Director at BETC euro rscg

webdesign, flash animations, epub, printed communication, illustrations

2004-5, webdesigner

webdesign, flash animations, epub, illustrations

XP Years
Advanced
Expert

Skills&Expertises

12	■	Problem Solving
10	■	Lead Innovative User Experience
12	■	Creative & Strategy Conception
12	■	Art Direction
10	■	Digital Innovation
12	■	Communication Skill
10	■	User Profiling
12	■	Prototyping
8	■	User testing & User data analyze
12	■	Organisation/Workflow
10	■	Team Leadership (5-10 pers.)
8	■	Project management
5	■	Gamification Conception
6	■	Agile Methodology

Programs

Suite Adobe design (1)

Photoshop (1)
Illustrator (1)
Flash (2)
Dreamweaver (2)

Suite Office (2)

Keynote (2)

Balsamic (3)

Axure (3)

Tools

Brain

Pen&Papper

Desktop (Mac&PC)

Coding

HTML 5 (3)

CSS (3)

ActionScript (3)

Areas of Application

Home automation

Innovation

Luxe

Automotive

Aeronautics

Banking

Healthcare

Cosmetics

Media /Entertainment

Devices conception

Desktop (1)

Mobile (IOS, Android, windows phone) (1)

Tablet (1)

Box (2)

Smart TV (2)

Game console (Microsoft, Sony) (2)

Smart watch (2)

(1) Expert
(2) Advanced
(3) Basics

Grades

2005 BA communication at EPSAA

2001 High school degree

Science / Mathematics

Languages

French native

English fluent

Spanish basics

Greek beginner

Japanese beginner

Russian beginner

Extras

B Permit

Running

Trekking,

Swimming

Wing chun

Tai chi

Fitness

Art

Movies

Références

Karine Bertin

Dealer de talents

CEO

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Thomas Kruithof

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VP Digital Media Director

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Main Clients Agencies

VIACOM int.

L'Oréal

Moet Hennessy

Cailler

BMW

CIDIL

BNP paribas

Air France

BETC Euro RSCG

BBDO

JWT

SidLee (Amsterdam)

Duke Razorfish

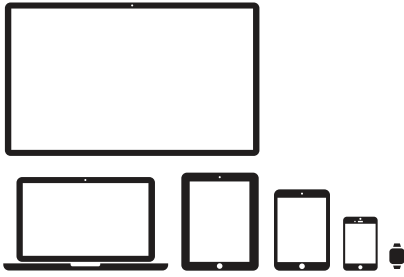
Les gros mots

La Chose

Isobar

... ..

BackGround Main projects



2015

Project **MyMTV**, Client **VIACOM int.**,  AWARD winner **Best entertainment app 2015**

MyMTV is the first lean back music TV Channels creator app, ubiquitous and 100% Personalized.

My work : Ideas generator, UX&UI design Lead, Gamification conception

Discovered and defined the client needs and objectives, Ideas generation, International UX and UI design Lead (5 persons) in an agile workflow.

Delivery : users profiling (personas), gamification rules, user experience path map, wireframes, wireflow, prototyping, users testing, and art direction from ideas generation to development phase.

2014

Project **Cocoon**, Client **Atlantic**, COMPETITION finalist

Cocoon, was an innovative home automation app proposal.

My work : Ideas generator, UX&UI Design

Discovered and defined the client needs and objectives, UX and UI design.

Delivery : users profiling (personas), prototyping, wireframes, wireflow and art direction.



2013

Projects **France 24 & RFI**, Client **France Media Monde**

France 24 and RFI are two TV app

My work : Ideas generator, UX&UI Design

Discovered and defined the client needs and objectives, UX and UI design.

Delivery : users profiling (personas), prototyping, wireframes, wireflow and art direction.



Project **P&G**, Client **BBDO proximity**

P&G social community platform was dedicated to increase users loyalty to brands through users involvement and rewarding process.

My work : Ideas generator, UX&UI Design, Gamification rules provider

Discovered and defined the client needs and objectives, UX and UI design, as well as gamification rules.

Delivery : users profiling (personas), wireframes, rewards definition, user ranking and title process, social diffusion and relay definition.



Since 2012 Projects **Glide parapente & Les carnets de Flora**, Client **Glide Concept**

Glide parapente is a paragliding compagny and Les carnets de Flora is a travel and leisure company.

My work : Ideas generator, transverse communication strategist, Brand and communication Art direction.

Discovered and defined the client needs and objectives, Brand and communication art direction.

Delivery : Printed and digital communication elements, responsive website design.



2012

Project **Bobler**, Client **Bobler**,  AWARD winner **Best Central Paris incubator app 2013**

Bobler is a geolocated vocal social media, you can create geolocate and share up to 2min. recording posts.

My work : Ideas generator, Brand Art direction, UX&UI design Lead.

Discovered and defined the client needs and objectives, created Brand logo and graphic chart, UX and UI design Lead (5 persons) in an agile workflow.

Delivery : Graphic chart, users profiling(personas), user experience path map, wireframes, wireflow, prototyping and art direction from ideas generation to development phase.



2011

Project **Worldcrunch**, Client **Worldcrunch**

Worldcrunch is a world actuality aggregator.

My work : Ideas generator, communication strategy, Brand & digital communication Art direction, UX&UI design Lead.

Discovered and defined the client needs and objectives, created Brand logo and graphic chart, UX and UI design Lead (8 persons) in an agile workflow.

Delivery : Graphic chart, social media graphic elements, users profiling(personas), wireframes, wireflow, prototyping and art direction from ideas generation to development phase.



2007-8

Project **nos amis pour la vie**, Client **CIDIL**

Nosamispourlavie.com was a playfull website dedicated to young one for milk consumption ad campaign.

My work : Ideas generator, Game conception, Gamification rules, UX&UI design, art direction.

Discovered and defined the client needs and objectives, UX and UI design Lead (10 persons).

Delivery : users profiling(personas), gamification rules, wireframes, art direction rewarding process.

