

ALEXANDRE GUYOCHET

UI/UX Designer

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With over 5 years of experience in UI/UX Design across diverse environments in France and China, I am eager to bring my expertise and enthusiasm to a new professional opportunity in Quebec.

Skills

UI and UX Design

- Benchmark
- Wireframe
- Userflow - Storyboard
- Interfaces and prototype
- Figma
- Programming of landing page
- HTML / CSS
- CMS
- Wordpress
- Elementor

Project management

- Collaborating with other members of team
- User research
- Field research
- Scrum
- User test
- Data analysis
- Smartlook
- Google Analytics

Graphism and video

- Suite Adobe
- Illustrator
- Photoshop
- Premiere Pro
- After Effect
- Branding design
- Layout design
- Picture editing
- Video editing
- Motion Design

Langages :

French | English

Professional experience

UI/UX Designer in Freelance

ALEXANDRE GUYOCHET | SINCE JAN. 24

- Designing web and graphic projects for small and medium-sized enterprises and associations.
- Creating visual identities, logos, posters, flyers, and promotional videos.
- Web Design Projects:
 - Conducting strategic user targeting.
 - Designing interfaces and prototypes.
 - Developing showcase websites using Webflow or WordPress.

Volunteer Graphic Designer and Videographer

ASSOCIATION ACE | JAN.24 - JULY. 24

- Volunteering in a competitive E-sports Association
- Participating in the creation of the association.
- Assisting in developing a new visual identity.
- Producing promotional videos.
- Creating informational materials for social media platforms.

UI/UX Designer

LES COMMIS | PARIS | JULY 20 - DEC. 23

- Participating in various projects for a recipe box delivery startup
- Contributing to diverse projects for the startup.
- Overseeing the redesign of the main web service.
- Designing user experiences and brainstormed new functionalities.
- Creating web interfaces and small presentation prototypes.
- Conducting user testing and optimized interfaces.
- Developing supplementary web services using WordPress.
- Producing graphic and video content to promote the brand on social media.

Interaction Designer

WONDERLABS STUDIO | SHANGHAI (CHINA) | OCT. 18 - JAN. 19

- Participating in various Interactive Installation projects for major brands (Nike, Adidas, Oppo Telecom, etc.)
- Designing web interfaces and small presentation prototypes.
- Developing ideas for user experiences.
- Producing video and graphic content.

UI/UX Designer

SAYNOVA | PARIS | JUL. 17 - OCT. 17

- Participating in various project follow-ups on business-oriented services and skills development
- Creating wireframes and interfaces to conceptualize new services.
- Optimizing interfaces for existing services.
- Producing graphic content for service launches on the market.

Education

Master degree - Design and transculturality

L'ÉCOLE DE DESIGN NANTES ATLANTIQUE, SHANGHAI (CHINA)

Bachelor degree - Interaction designer

L'ÉCOLE DE DESIGN NANTES ATLANTIQUE, NANTES (FRANCE)

A-Level in mathematics

LYCÉE NOTRE DAME DE TOUTES AIDES, NANTES (FRANCE)

References available on request