

FRÉDÉRIC MOITRY

Lead UX/UI Designer

Introduction

A digital expert with over 20 years of experience (in UX/UI, Web Product Design, Art Direction, and Business Consulting), I've led agile teams, delivered trainings at famous Great school and Organization such as the Gobelins (the Schhol of Image) or the CNRS, collaborated with clients such as Publicis, Havas, and France TV and have written 2 books for Dunod about the web Apps. As a UX Lead at Alison (Ireland), I thrived in an international environment.

6 Awards

Behance 06 DEC Featured for my BNP UX-UI mockup	Webguru 07 MAY Featured Site of the day	CSS Light 21 JAN Featured Site of the day	Awwwards 20 JAN Special Mention	CSS Nectar 17 JAN Featured Site of the day	CSS Design Awards 16 JAN Nominee
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Employment

Since the 90's

Freelancer | CEO Bubble Pix SASU

Lead UX/UI Designer

(with breaks during my permanent and fixed-term contracts or my personal trainings)

Achievements by categories

- UX/UI Design
- Design System, Branding, Graphic Charter
- Development of responsive Mini Sites and Landing Pages
- Co-development of dynamic responsive sites
- Co-development of dynamic responsive sites with CMS
- Motion Design

Main Customers

H Agency, Les Gaulois, **Humanseven**, **Havas**, **Euro RSCG**, **Crédit-Mutuel**, **France Télévision**, **STIF**, **Darty**, Le Louvre des Antiquaires, BDDP et Fils, Australie, Oracom, Intelligence Power, OBH Digital, Atao

Professional Trainer / Co-Author

- Figma
- Adobe XD
- Adobe suite CC
- UX-UI Design
- Front End
- CMS Wordpress & Builders
- Motion Design
- Print

Main Customers

Les **GOBELINS** (Ecole de l'Image), **M2I / O2I Group**, IESA, **CNRS**, **GRETA**, **Ministère de l'Economie et des Finances**, CNA CEFAG, GITA, ENI, Philiance, The Bridge. **Dunod-Informatique** (co-author of 2 books).

16.2 YEARS

Jan 2003

Mar 2024



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34000 Montpellier

Experience



- 11+** Years professional in UX/UI Creations.
- 6+** Years professional in animation and programming.
- 2+** Years professional in Print Creations.
- 6+** Years professional in the IT Training and the IT Advice.

User Experience

Functional Analysis	
Information Architecture	
Strategic content	
Screen Writing	

User Interface

Convergent Thinking	
Drawing and Sketch	
Digital Design	
Screenplay	

Prototyping

Algorithm	
Programming	
Problem-solving skills	
Refactoring	

Lead UX/UI Designer for ALISON Group

UX Designer. I was in charge of a Senior Graphist, of a junior Developer and I Worked one Year inside the informatic sector with an International Team of Developers and in cooperation with the Marketing department to promote new sites and applications for Alison Group.



UX / UI Designer for PUBLICIS Sapient (Xebia)

Publicis is one of the "Big Four" agency companies, alongside WPP, Interpublic and Omnicom. Publicis Group agencies provide digital and traditional advertising, media services and marketing services (SAMS) to national and multinational clients.

Achievements

Work across interaction, UI, UX and Visual Design for Publicis Sapient and Finexkap Company.

Production of UI/ UX Designs for the **BI-SAM tender** won of 385 KE for Publicis Sapient. UX/UI Adviser at BI-SAM Company for Xebia Studio. Learning of Agile and Scrum methods.

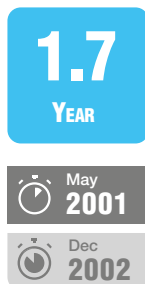


Artistic Director for PROTEGYS Group

PROTEGYS an insurance group is structured by the wish to be present on the entire insurance value chain and whose activities are organized around three areas: services for third parties with PROTEGYS Services, Brokerage PROTEGYS and PROTEGYS Direct.

Achievements

Artistic Director, in charge of the visual identity of the Group, for On and Off line achievements. Creation of **5 websites, Brochures, Leaflets and 2 CD-ROM**. Coaching a Graphic Designer.



Artistic Director for EAUCTIONROOM

EautionRoom was the first french Startup to propose broadcast French art auctions live, will offer free access to artnet.com's Fine Art Auctions Database, the most comprehensive illustrated electronic archive of fine art auction records in the world.

Achievements

Artistic Director, communications manager On and Off Line. In charge of **11 communication projects**. Creation and Management of **a team of 4 people**.

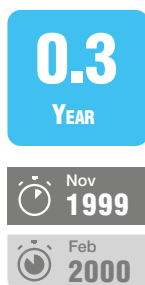


Flash Motion Designer for SYSTAR SA

Systar SA is a french based company which provides business activity monitoring (BAM) solutions for business and information technology (IT) managers.

Achievements

UX / UI Creation and Flash animations for the **creation of a promotional CD Rom** on the Systar's principal software for the I.T. performance management in network.



Art Director for MERCURY CONSULTANTS

Mercury Consultants was a french consulting agency for cross-media publishing solutions

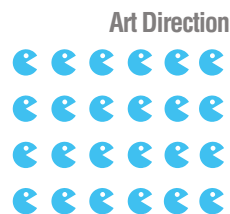


Digital Strategy

Brand Design

Graphic Chart

Attention to detail

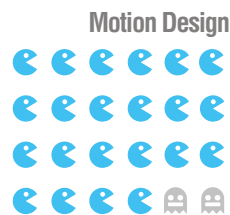


Screen Play

Movie clip Animation

Motion Effects

Programming

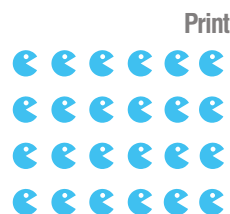


Brochures

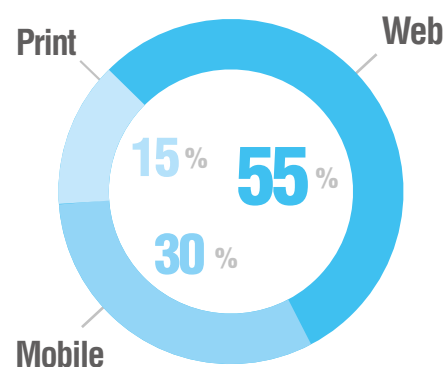
Catalogues

Leaflets

Pre-flight (printing)

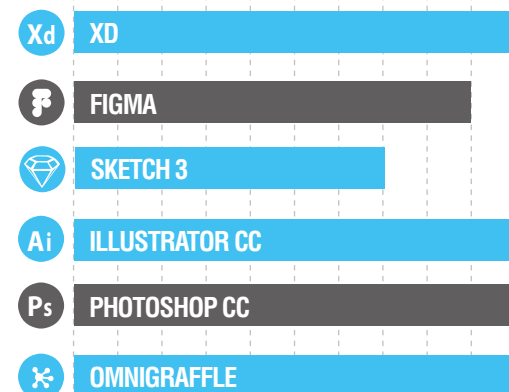


Achievements by categories



IT Skills

Wireframe / UX - UI Sketch



Achievements

Artistic Director for **Alstom Transport** Group and other big accounts. **Brand Design, Flash / Gif Motion Design and UI / UX Design.** Management of a Junior D.A. and of a Webmaster.

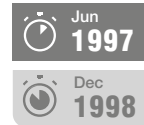


Web Designer for ATOS

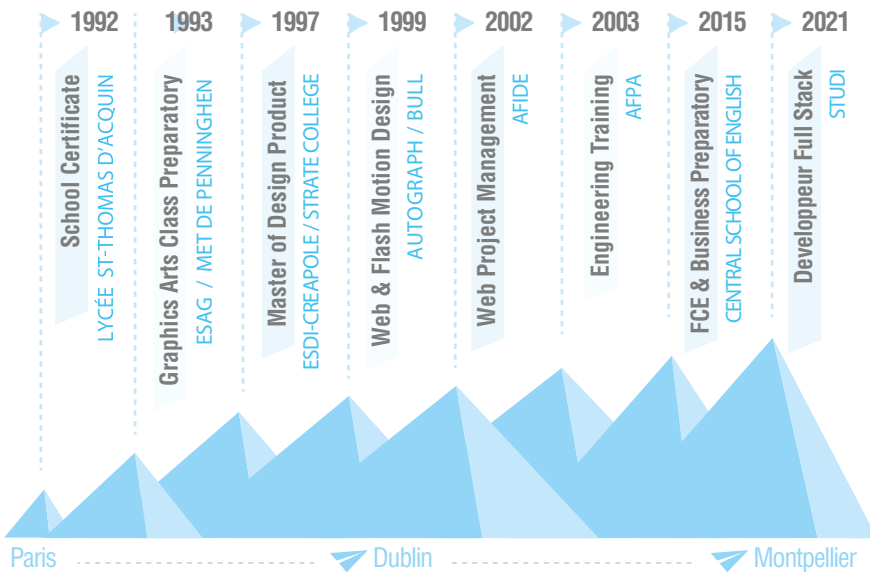
Atos is a French multinational information technology (IT) service and consulting company headquartered in Bezons, France and offices worldwide. It specialises in hi-tech transactional services, unified communications, cloud, big data and cybersecurity services.

Achievements

Web Designer in charge of web and multimedia projects. Creation of the Cybershow, a cyber space for BULL Services. Learning: HTML, DHTML, VRML, JavaScript, Flash, ActionScript, Quick Time VR.



Education

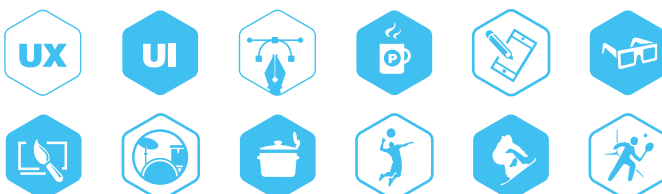


Writing

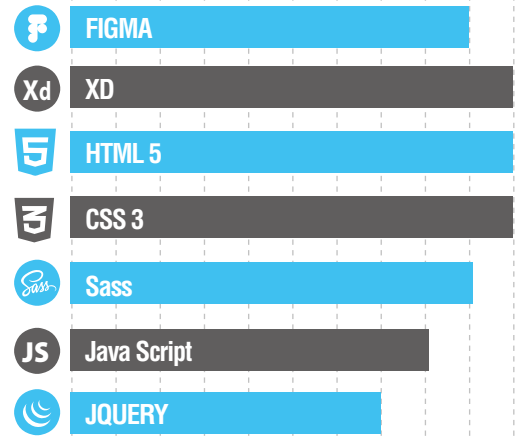
After the success, in 2007, of my first book «**Adobe Dreamweaver CS3**» for Dunod Publishing, I have had the opportunity, in 2009, to write the suite «**Adobe Dreamweaver CS4**» and some articles in 2013 about the CSS3 for the "Web Design Mag", Oracom Publishing.

Hobbies

UX Design, UI Design, Flat Design, Programming, Drawing, Cinema, Mat Painting, Concerts, Cooking, Volley Ball, Snowboarding, Squash.



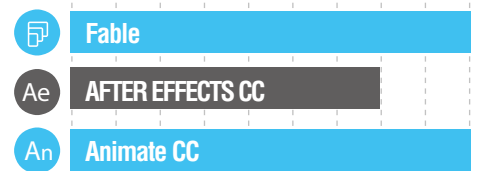
UX - UI Responsive Prototyping



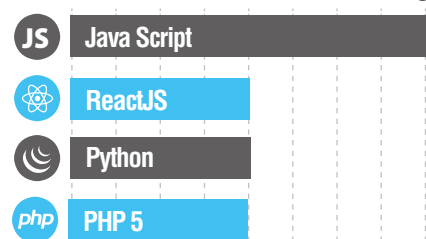
CMS / Library



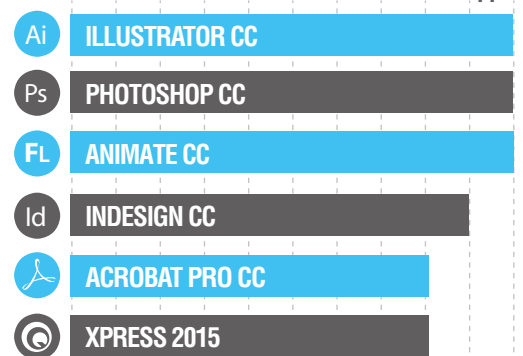
Web Motion Design



Programming



Print & Apps



Languages Written & Spoken

