



STEVE PIRAUD

UX/UI Designer

- Nantes, France
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Experience

ISI GMBH

UX/UI Designer & A/B Testing Analyst

06/2019 - 11/2019 Darmstadt, Germany

Managed the UX/UI department on 4 markets
Conducted UX/UI analyses and testing hypotheses
Implemented successful site adjustments
Conversion rate increased by 10%

ZURY

European Voluntary Service

03/2018 - 08/2018 Timișoara, Romania

Taught english and french in high-school and university

M6 PUBLICITÉ

Marketing Assistant in Innovation

07/2017 - 01/2018 Paris, France

Managed the advertising inventory
Helped in the creation of data segments
Audience and data analysis (weekly/monthly reports)
Analysed competitors best practices

Education

KEDGE BUSINESS SCHOOL

Master of Digital Management

09/2016 - 04/2020 Bordeaux, France

Graduation thesis: "Factors associated with hesitation to ditch an installed app"

UNIVERISTY OF ECONOMICS - IAE

Bachelor of Business Administration

09/2012 - 04/2015 Nantes, France

Specialized in microeconomics and macroeconomics

Tools

- | | |
|------------------|--------------------|
| Adobe Photoshop | Adobe Illustrator |
| Adobe XD | Figma |
| Sketch | HTML5 |
| CSS3 | JavaScript (bases) |
| Microsoft office | Google Optimise |
| Google Analytics | Hotjar |

Skills

- | | |
|-----------------|-------------------|
| Design thinking | Responsive design |
| A/B Testing | Web development |
| Wireframing | Prototyping |
| Storytelling | User research |

Languages

- | | |
|----------|--------------------------|
| French | Native |
| English | Fluent - C1 (TOEIC: 915) |
| Spanish | Conversational - B2 |
| Romanian | Conversational - B2 |

Hobbies

- Music composition
- Web development
- Surf, skate