



# STEVE PIRAUD

UX/UI Designer

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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"

UNIVERSITY 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