



# 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 succesful 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