

A(UX)ENCE DEMOY

PORTFOLIO 2022

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“UX design, or the art of making complex
processes invisible while keeping for the user
a memorable experience.”

Summary

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About me

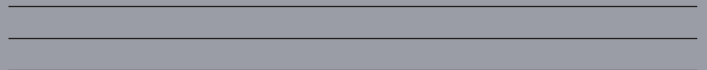
I'm an interactive designer specialized in UX/UI currently in my last year of master's degree in interaction and innovation design at Bellecour school in Lyon.

My passion for design and my curiosity push me to experiment my creativity, using all the mediums at my disposal: user interface, motion design, 3D, typography, graphic design, photography, programming...

Anything I can get my hands on is a way for me to learn and transmit my passion.

As a multidisciplinary designer, obsessed by details, I am not afraid to push my limits to offer you an optimal result.

Find my work on Instagram (@a2.lab) or on my website a2moy.fr



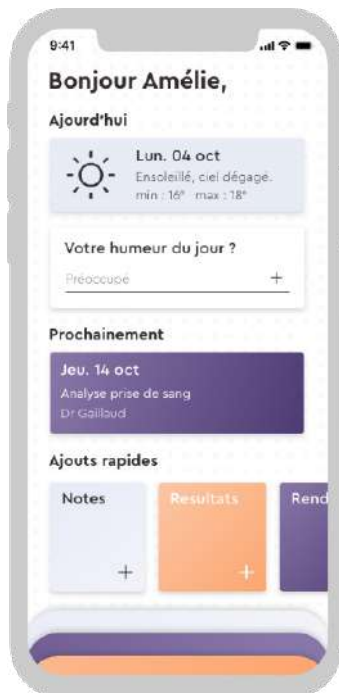
Project .1

MyBloom

Client : Hôpital Edouard Herriot - HCL - Lyon

Sector : Health

Making the return home more pleasant for people who have received a transplant.





For this workshop at the Bellecour School, in partnership with the Edouard Henriot Hospital in Lyon, our role, as a team, was to design an application to accompany patients, who have just undergone a kidney transplant, on their return home.

Thus MyBloom was born, meaning „my bloom“, it accompanies patients in the form of a personalized diary from day to day, making their life much more pleasant and intuitive.

Each person experiences their transplant differently, so each MyBloom is different and adapts to each person. Fully customizable, it allows each patient to highlight the features that are dear and useful to them. Thus he can modulate his homepage as he wishes.

MyBloom consists of several large parts; the homepage, a personalized dashboard where he will find all the elements he needs.

A diary page that accompanies the patient from day to day, on his results, his appointments to come, his mood etc.. A card page where he will find all the information he is looking for regarding his transplant (recommendations, prohibitions, etc.) and finally a results page, where he will find all the data regarding his blood tests and the results of the blood tests in general.

MyBloom is therefore his companion and confidant who accompanies him from day to day in order to understand his new life as a transplant patient as well as possible.

Project .2

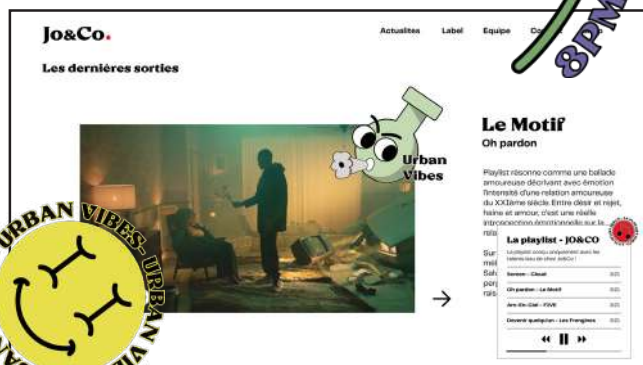
Jo&Co

Client : Jo&Co - French music label

Sector : Music

Create a brand new identity for a Parisian music label.





Jo&Co is a multicultural music label with many vibes and artists on it, I design a website who regroup all the informations about this label, the artists, the songs ... To create a brand new identity, I made some stickers to feel the vibes about the label and the artists on this label. This identity the represent different style about Paris, London and New York.

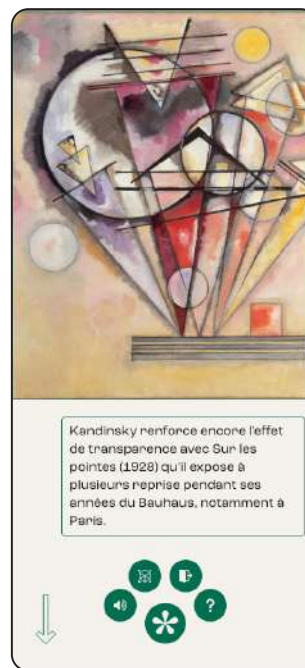
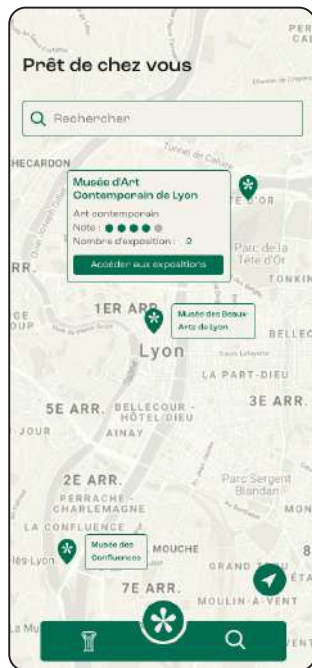
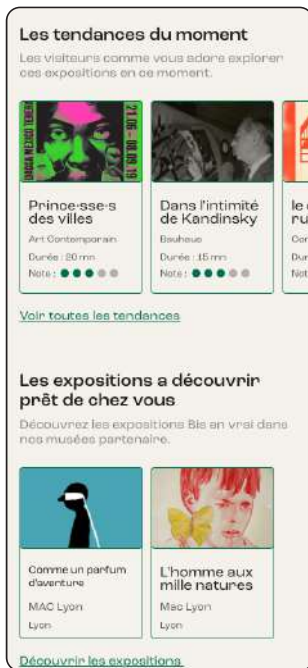
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Projet .2 Bis*

Client : Ministry of Culture

Sector : Art & Culture

Designing a new way to visit the museum today.



Bis* is a project that aims to put forward what is proving to be the museum of tomorrow, overcoming the barrier of the digital and physical world by proposing a new way of living a museum experience. By breaking the elitist codes of art, making this experience much more intuitive, accessible and understandable by all, regardless of their level of artistic commitment, age or location.

Thus, through my studies and my experience of culture and the museum today, I have set out to propose a new way of looking at art. I set out to propose a service that would put the visitor at the center of his experience, making him the actor of his own learning and entertainment. Proposing him to be the master of his artistic culture his artistic culture by going further than a simple museum visit, but by living a new unique and enriching experience.

This is done through a multi-support service from the dematerialized exhibition on his smartphone thanks to a mobile application allowing to have access to many museums from home, using new technologies allowing to import the Art at home. Until the museographic installation creating a new way of consuming art and assimilating it for the visitor.

Bis*





Project .2 SKÄLVİK

Client : ACNE Studio

Sector : Fashion

Interactive liveshow for ACNE Studio's SS20 collection.





Skälvik is a 360° project bringing together different trades; UX/UI, DA and architecture. The objective was to design an interactive live show for the ACNE Studio brand in a predefined location, La Sucrière in Lyon.

Skälvik is an invitation to travel that takes the spectator on a journey out of time and space. Through three different paintings he will discover the new ACNE Studio collection, through the discovery of Scandinavian fishing villages, poetry and finally experimental. So many themes that inspired ACNE for this collection.

For this project a print and digital communication, a mobile application, space design and scenography have been set up.

The goal here is to make the spectator travel in the most original way possible.

Experiments

Project .3

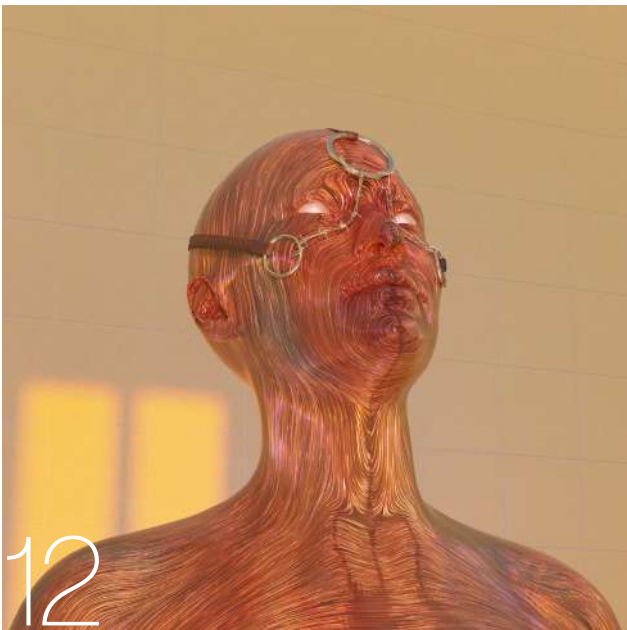
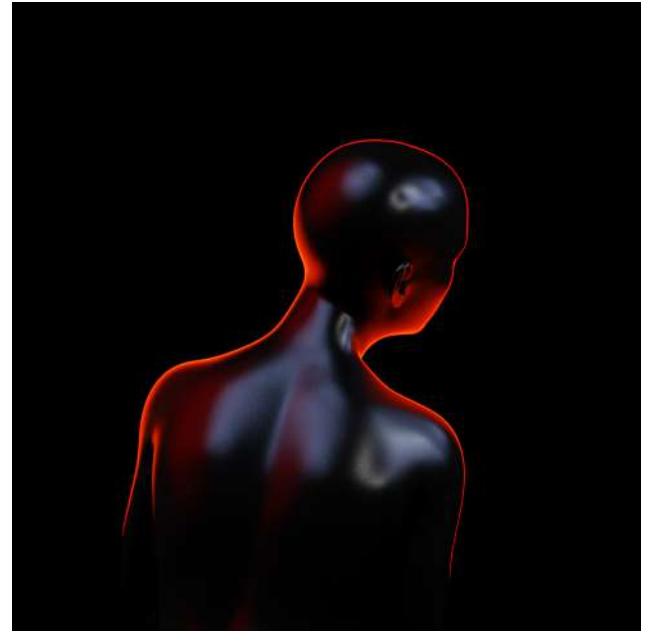
Experiment 3D

Client : Personnal project

Sector : Design 3D



My 3D experiments are for me a way to work on a new medium and to learn new ways of design. While working on Blender and 4D cinema software, I try to play with textures, lights and framing in order to propose diversified and colorful renders. 3D design is for me the best compromise to experiment my creativity, everything is possible and there is no limit, I can let my imagination run wild !





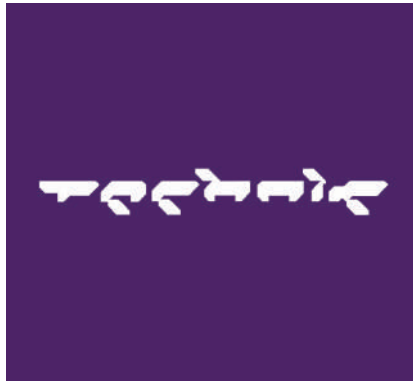


Project .4

Graphic Experiment

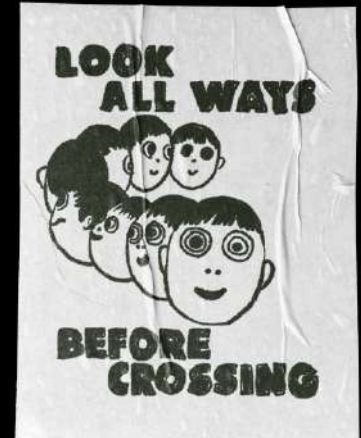
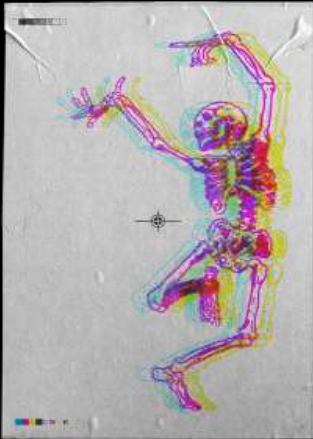
Client : Personnal project

Sector : Graphic design



Always in a will of experimentation, I use a lot graphic design, my core field. This includes typographic design, logotype, posters, etc... Sometimes raw, sometimes more careful, each visual is different, they all tell a different story, each one interprets my visuals in its own way, which gives me the opportunity to express myself as I want.

Experiments



Project .5

THE 10

Client : Personnal project

Sector : Graphic design

After more than two years of silver photography, I decided to start a new project mixing the two worlds that I am passionate about: photography and graphic design. From there the project THE 10 was born.

I wanted to create a collection of 10 graphic designs, using my silver photographs to give them a new identity and that it tells more.

Above all a work of experimentation and passion, THE 10 is a graphic charter of my own, using my experimental graphic style to design collages with a similar look but unique in every way.

Through a work of textures, colors, typographies... I managed to design something that suits me while incorporating my photographic work.





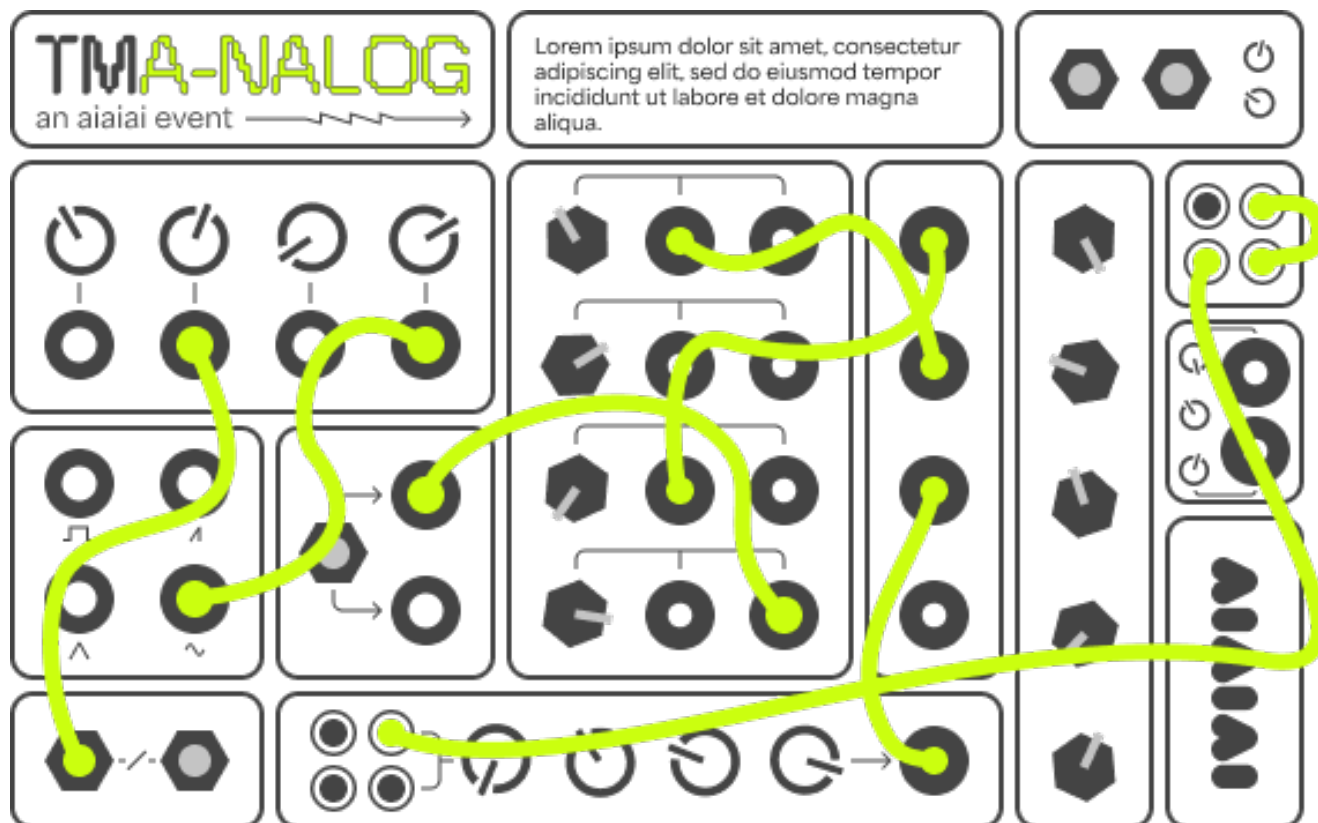
Project .6

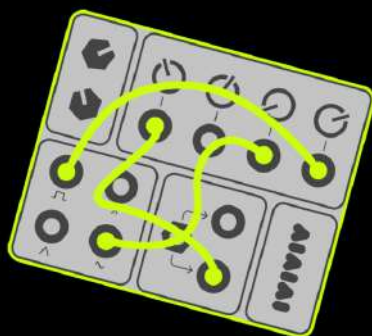
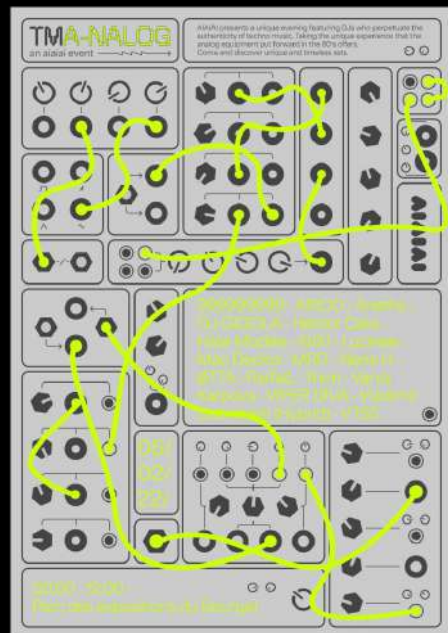
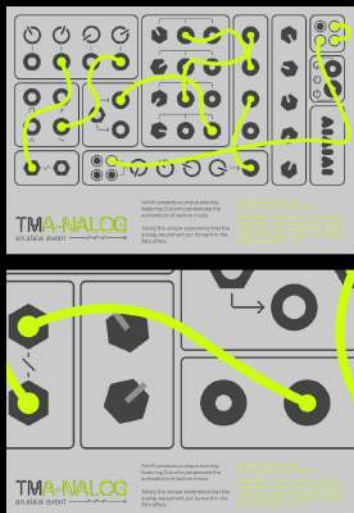
TMA-NALOG

Client : AIAIAI

Sector : Art Direction

Art direction for a musical event set up by the brand AIAIAI, specialist in headphones for artists all over the world. The aim of TMA-NALOG is to highlight the characteristics of the so-called modular electronic music, which has rocked the 80s. TD-303, RD-9 or Moog are honoured during this event, but also in the artistic direction of this project.





TMA-NALOG

an aliaiai event

TMA-NALOG

an aliaiai event

TMA-NALOG

an aliaiai event

Project .7

Photography

Client : Personnal project

Sector : Photography

Digital



In addition to graphic design and UX/UI I am passionate about photography. It allows me to express my „art“ in a more figurative and marked way at a precise moment. Most of the time I express it through the portrait where I try to mark my subject in the environment so that the two are in agreement to create a harmony. Or, through architecture I seek the perfect angle that will define the soul of my photography.

In both cases I let my imagination run free and let my heart speak to transcribe the present moment as faithfully as possible.





Film photography is my Madelaine de Proust. I started photography with film, which speaks to me more than digital. It allows me to work on the moment to capture, on the emotion to feel.

I always attach an artistic aspect to my photos in silver to make a detail insignificant for some, the center of attention, the time of a moment. The mysterious aspect of this technique fascinates me, we only know once the development is completed the rendering of the photograph, leaving the doubt hovering the time of a film.

Some people draw their phone to photograph their daily life, but it is with my film that I capture every little moment of life.



Thanks !

www.a2moy.fr

Auxence Demoy Portfolio 2021

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