

Hey there, I'm Audrey

I am a product designer living in London. I have been designing across a lot of different fields over the last 9 years, but I have been focusing on product design since 2015.

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Here's some of the stuff that I've been doing:



DriveTribe '17 to '19 (18mo)

Conception & ideation UX research User research & testing Wireframing
Game design Motion design Digital prototyping Responsive web iOS & Android UI
Branding Illustration

DriveTribe is a social media company created by Jeremy Clarkson, Richard Hammond and James May. Currently, DriveTribe has over 1 million registered users, and a monthly reach of 3 billion. I was responsible for the regular design improvements of the web and app platform, along with the conception and shipping of DriveTribe's baby sister app, **Joyride**. Working heavily with data analysts, front-end, back-end, react developers, and the CPO. I also was in charge of a research project on the creation of a food-based social media, working solely with the CPO and CMO.

HumanProof '17 (5mo)

Wireframing Responsive web Branding

ProofreadMyEssay is a multi-national company offering proofreading services. I led the wholesale rebranding of the business, which included their 5 sister-companies. In addition to the brand work, each platform needed its own web and digital marketing designs. I was also responsible for the conception of their education tool.

Route1 '16 to '17 (14mo)

UX research User research & testing Wireframing Motion design Digital prototyping
Responsive web iOS & Android UI Branding Illustration

Route1 is a tech start-up disrupting the legal recruitment industry. I joined as the first employee, and was a key contributor as the company grew to a valuation of £2m through 3 rounds of funding, 15 employees, and 9,000 active users. I was responsible for building the brand from the ground up, managing the entire process from conception through to execution. I worked closely with the tech team, I led the design of the two primary products of the business: a native app and web platform. I led the design of the Route1 website. I worked alongside the marketing team to create adverts for a wide range of digital, social and physical marketing campaigns.

Holon '16 to '19 (current)

Conception & ideation Wireframing Game design Motion design
iOS & Android UI Branding

Holon is an augmented-reality app-based video game, directly targeting wannabe hackers. I am responsible for the imagining and writing of the narrative and game flow. I also conceived the UI design and am currently building our website. We aim to show a functional prototype of Holon at the end of Summer 2019.

Jack '15 (3mo)

Conception & ideation UX research Wireframing Motion design iOS & Android UI

Jack is a Belgian slow-messaging app, which offers a romantic alternative to digital relationships. I looked into innovative and artistic concepts to help them create a beautiful user experience. After research and ideation, I designed a selection of 3 propositions which led to a big re-design of the product and concept itself.

Average Cards '17 (4mo)

Conception & ideation Branding Illustration Art conception

Average Cards is a greeting cards company which offers factual, unambiguous cards for the tired reader. I conceived the cards, aided by Pierre Vanliefland. Average Cards launched in April 2017, and you can order them on Etsy.

Bompas & Parr '15 (7mo)

Branding Illustration Set design Product engineering
Art conception solid & 3D prototyping

Bompas & Parr is an extreme sensational design studio, focusing on food and drinks experiments. During my internship, I was responsible of the conception and construction of a variety of ambitious and innovative projects, which can be viewed at Alcoholic Architecture, Lost Lagoon and Stedelijk Museum.

Sebastian Errazuriz '14 (7mo)

Conception & ideation Illustration Product engineering Art conception

Sebastian Errazuriz is a New York-based artist, who specialises in furniture design and conceptual art. During my time at his studio, I was heavily involved in the creation and execution of several high-profile collections and shows, most notably '12 shoes x 12 lovers' and 'Tough Love'.

LivLab '13 (3mo)

UX research Branding Product engineering solid & 3D prototyping

Livlab is a Paris-based agency which focuses on innovative health design. I got heavily involved in the conception of their first manufactured product, **Dodow**, which helps insomniacs to fall asleep without the use of sleeping pills. Dodow became a big commercial success, and can now be purchased on Amazon, Nature & Decouvertes, and Harrods.

L'EDNA '10 to '15 (5y)

Conception & ideation UX research User research & testing Wireframing
Digital prototyping Responsive web Branding Illustration
Internet of Things Product engineering solid & 3D prototyping

– (MA) Tangible User Interface & Industrial Design, Very High Distinction
– (BA) Industrial Product & Graphic Design, Very High Distinction L'École de Design Nantes Atlantique is France's top 1 university of Design. After obtaining a BA in Industrial Product & Graphic design, I decided to lean towards digital design. Studying User Experience and Interface for two more years, I based my end-of-studies project around the concept of post-mortem digital legacy.

Software skills

Adobe Creative Suite CC
Photoshop
Illustrator
InDesign
After Effects
LightRoom
Captivate
Sketch
InVision
Principle
UserTesting
Google Web Designer
Lottie + BodyMovin
Atom + GitHub
HTML5, CSS3 + SCSS basics

hardware skills

Prototyping
Woodworking
3D-Printing
Laser-Cutting
3D rendering
Rhinceros
SolidWorks
KeyShot

Objectives

My interest in UX research and behavioral science has been growing over the years. For my next challenge, I would like to focus on how to become a better UX designer. Alternatively, my love for motion design and aesthetics is not dimming down. I would particularly love to be associated with a gesture-based only project.

Recommendations

"I had the chance to work with Audrey on several projects: a UX research mission for a mobile messaging application, UX and logo design for a charity-related web platform, and a design mission for an ongoing game project. On each occasion, she has demonstrated a high level of creativity, as well as a talent for suggesting interesting approaches we would not have thought of. The fact that she is interested in a lot of (sometimes unusual) topics is without a doubt an asset for creative work. She is definitely a smart and talented designer, she has a curious mind full of (usually brilliant) ideas, and above all, she is a good person. I really appreciate working with her, especially in regard to the way she approaches design problems. I would definitely recommend her for a product designer / UX & UI position."

Pierre Vanliefland, API architect - Pterodactyl

"Audrey was an exceptional person to have in the team right from the start. Her exquisite taste in aesthetics and her quick turnover of ideas and design prototypes allowed the business to completely rebrand in a very short space of time with an excellent response from customers. I worked directly with Audrey to come up with creatives for both offline and online marketing channels. Her creatives performed exceptionally well on social media, allowing the company to scale rapidly as customers were shown beautiful creatives with a clear message. Overall working with Audrey has been a pleasure. She's always ready to help out in any area of the business which is testament to what a great team player she is. I would consider myself to be very lucky to have the opportunity to work with her again in the future."

Vittorio Boccanera, Marketing performance analyst - TransferWise

If you'd like to hear more about what it's like to work with me, you can contact:

Max Barry, creative technologist maxbarrymail@gmail.com

Henry Allan, head of commercial partnerships at Hims hwaallan@hotmail.co.uk

Francis Athill, head of marketing at Patch francis.athill@gmail.com

Tom Pugh, CPO at DriveTribe tpugh5@gmail.com

Anthony Prior, Lead Designer at Shell mail@anthonyprior.com