

## Audrey Magré

26/09/1992

UX:UI and digital design

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## Digital / UX&UI / Branding / Prints

### Lead designer for Route1 (01-16 to 03-17)

**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.

- Responsible for building the brand from the ground up, managing the entire process from conception through to execution.
- Working closely with the tech team, I led the design of the two primary products of the business: a native mobile app and web platform.
- Led the design of the Route1 website ([www.route1.co](http://www.route1.co))
- Worked alongside the marketing team to create adverts for a wide range of digital, social and physical marketing campaigns

### Freelance UI and digital designer for Proofreading International (02-17 - ongoing)

**Proofreading International** is a multi national company offering proofreading services.

- I was hired to lead on 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, which will be live shortly.

### Freelance UX&UI research designer for Jack (10-15 to 01-16)

**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.

### Co-founder and designer of PARSEC (11-16 - ongoing)

PARSEC is an augmented-reality app-based video game, directly targetting 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 PARSEC at the end of Summer 2017.

### Co-founder and designer of GIRI (10-15 to 08-16)

GIRI was a charity digital platform which was born from my first collaboration with developer Pierre Vanliefland. Concerned about the refugee crisis, we conceived GIRI as an innovative management tool for volunteers. I took care of the social research, the ideation and the design of the platform.

### Co-founder and designer of average.cards (01-17 - ongoing)

**Average Cards** is a greeting cards company which offers factual, unambiguous cards for the tired reader. I conceived the cards and the website, aided by Pierre Vanliefland. Average Cards launched online in April 2017.

## Set design / Industrial product / Conceptual / Art

### Set design and industrial design intern for Bompas & Parr (04-15 to 10-15)

**Bompas & Parr** is an extreme sensationary 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](#) and [Stedelijk Museum](#).

### Industrial design and art conception intern for Sebastian Errazuriz (09-13 to 03-14)

**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'.

### Industrial and graphic design intern for Livlab (09-12 to 12-12)

**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 can now be found on [Amazon](#), in [Nature & Decouvertes](#), and in Harrods.

## Education

### L'École de Design Nantes Atlantique (09-10 to 12-15)

- (MA) Tangible User Interface & Industrial Design, Very High Distinction
- (BA) Industrial Product & Graphic Design, Very High Distinction

**L'EDNA** is a French university of Design, currently ranked as the second best design school in France. 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.

### Lycée Grand-Air (09-07 to 07-10)

A-Levels, science-heavy with focus on Physics & Chemistry, High Distinction.

## Skills / Objectives / Hobbies

### Adobe Creative Suite CC

Photoshop  
Illustrator  
InDesign  
After Effects  
LightRoom  
Captivate

### Sketch

### Google Web Designer

### Atom

HTML5, CSS3 + SCSS basics

### Prototyping

Woodworking  
3D-Printing  
Laser-Cutting

### 3D rendering

Rhinoceros  
SolidWorks  
KeyShot

### Objectives

I wish to improve my understanding of front-end design, towards being able to code alongside developers on future projects.

I am heavily interested in branding and ground-up ideation, which I want to pursue as much as possible.

### Hobbies

I have a strong interest towards creative writing, along with an obvious taste for design & animation.