

## 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.

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 digital designer / UX & UI position.

**Pierre Vanliefland**  
API architect - Jack media

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

**Max Barry**  
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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

