

**GAEL B**

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## Digital Product Designer

Specialized in web & mobile apps, style guides and brand identity.

Experience in digital marketing, front-end development & management.

Blockchain enthusiast, open-source believer, decentralization pusher.

## Professional Experience

### Senior Product Designer & Front-End Developer

March 2016 to Present - New York, USA

**Freelancer** for various companies.

- Lead product designer for different responsive websites and mobile applications.
- Project manager between product, marketing and front-end departments.

iOS Design

Website Design

Style Guide

Front-End

Motion Design

Android Design

Email Marketing Design

Project Management

### Senior Product Designer

May 2014 to March 2016 - New York, USA

**Delivery.com**, on-demand local marketplace for restaurants, liquor stores and cleaners.

- Lead product designer for the iOS native app.
- iOS app's ranking highly improved on the App Store / Business Insider publications.
- Created a living style guide used by designers and developers within the company.

iOS Design

Website Design

Style Guide

Motion Design

Video Editing

### Art Director

June 2013 to May 2014 - New York, USA

**eShave**, on-and-offline shaving company.

- Responsible of the global communication (ecommerce & retail stores).
- Managed a team of designers, developers and marketers.

Website Design

Email Marketing Design

Banner Design

Web Campaign

SEO/SEM

Data Analytics

Front-End

Print

### Digital Marketing Designer

March 2011 to May 2013 - New York, USA

**Totsy.com**, flash sales for moms, babies and kids.

- Responsible of the investor presentations (Series B).

Email Marketing Design

Banner Design

Photo Retouching

Website Design

### Junior Art Director

2006 to 2009 - Paris, France & Dakar, Senegal

**Advertising agencies** (DDB, McCann, TBWA).