

GAEL BVR

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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).