

I am an information designer and a data scientist.

BORN ON APRIL 13, 1990
FRENCH NATIONALITY

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Professional Experience

2020 - 2024 Information Designer & Data Scientist at X (Twitter)

- **Audience Research for Brand Marketing Campaigns:** I produce data-driven research for global brands on X. Past customers include Louis Vuitton, Activision-Blizzard, Pepsi, Google, Disney, Apple, MTV, Samsung, and Mondelez.
- **Ad Performance Measurement:** I own and maintain all the data processes that measure the performance of advertising programs led by the X brand strategy team.
- **X API Research:** I provide data and exploratory tools that enable the X API team to update its offering for its millions of customers.
- **#CommunitySpread:** I led a data visualization effort that revealed most users of Twitter in the US were not seeing any information about the COVID-19 vaccine in spite of the vaccination campaign unfolding in 2021.
Press: Twitter Marketing, Ad age
- **#RealTalk Thought Leadership:** I produced data-driven research that explored how brands could find their voice on Twitter. The resulting report was presented at the Cannes Lions Festival.
Press: Contagious Magazine, Twitter Business, AdWeek, SocialMediaToday, Ad age, Marketing Brew

2018 - 2020 Information Designer & Data Scientist at Twitter #Studio

- **Twitter Aurora:** I expanded the data science processes behind an interactive installation that visualized Twitter's top communities, and was displayed at Twitter's headquarters.
- **Twitter Helios:** I designed and developed an interactive installation that visualized the spread of viral conversations on the Twitter platform.

2017 - 2020 Freelance Information Designer & Data Scientist

- **Citizen Browser:** I developed an app that enabled journalists at The Markup to collect crowdsourced user data from Facebook. The app was used as evidence in a dozen investigations.
Press: The Markup
- **C2 Brain:** I designed and developed a 4000 square foot data art installation for an international creativity festival produced by the Cirque du Soleil.
- **Code Talker:** I designed and prototyped an app that protects people's online privacy by encrypting their Facebook posts.

2013 - 2017 Lead Designer & Senior Creative Researcher at **The Office for Creative Research**, a hybrid research group working at the intersection of technology, culture and education.

- **Shakespeare Machine:** I designed and developed a text-based visualization of Shakespeare's body of work, for a permanent art installation displayed in the lobby of the NYC Public Theater.
Press: ArtNews, and the New York Times
- **Specimen Box:** I designed and developed an interactive installation that visualized real-time criminal botnet activity across the world. The installation was displayed at the headquarters of the Microsoft Cybercrime Unit.
Press: Wired
- **Floodwatch:** I designed and developed a privacy browser extension that helped people understand how advertisers target them online.
Press: Washington Post, Gizmodo, Business Insider, and Fast Company
- **Great Elephant Atlas:** I supervised a data visualization project that conveyed findings from the world's first Pan-African elephant census.
Press: CNN, National Geographic, The Guardian, and the BBC
- **Arguendo:** I designed and prototyped data-driven visuals for the backdrop projections used in a theater play by company Elevator Repair Service.
Press: the New York Times, the Washington Post, Village Voice, and Slate
- **Cloudy With a Chance of Pain:** I designed and developed a crowdsourcing application for a citizen science study commissioned by the University of Manchester in the UK.
Press: CNN, the BBC, and the Guardian
- **Into the Okavango:** I designed and developed a data-driven website that shared real-time updates from a National Geographic 100-day expedition that took place in Angola and Botswana.
Press: National Geographic and the Guardian
- **Behind the Banner:** I designed and developed a web-based data visualization of the intricate processes behind online ad targeting.

2011 Design Intern at **Carlo Ratti Associati**, an innovation firm that investigates the impact of digital technologies on architecture, planning and design.

- **L'Italia Dov'è:** I produced video visualizations of the footprint of the Italian diaspora across the world. The result was exhibited at the Festival Della Scienza, in Genoa Italy.
Press: Wired Italia

2010 - 2011 UX/UI Design Intern at **Domani Studios**, a digital agency specialized in strategy, marketing, and technology.

- **How Rocket Learned to Read:** I designed the interface and animations for the world's first interactive kid's book on iPad. The app ranked as the top 5 paid iPad book app on the Apple App Store.
Press: USA Today

Academic Experience

- 2012 **Research Assistant** at the **MIT Senseable City Lab**, a data science and urban planning laboratory within MIT's City Design and Development group.
- 2011 - 2012 **Research Assistant** at the **Readi Design Lab**, a hub for graduate studies in interaction design at l'École de Design de Nantes, in France.
- 2007 - 2012 **Master's Degree in Interaction Design** with high honors at **l'École de Design Nantes Atlantique**, in France.

Awards

- 2022 **Edward R. Murrow Award** for excellence in innovation, for **Citizen Browser**
- 2014 **Obie Award** for projection design and a **Drama Desk nomination**, for **Arguendo**
- 2013 **NYC Excellence in Design Award**, for **Shakespeare Machine**
- 2013 **Information is Beautiful Awards** finalist nomination, for **Behind the Banner**
- 2011 **FWA Mobile App of the Day Award**, for **How Rocket Learned to Read**

Exhibitions

- 2020 **Code Talker** at **Designer(s) du Design**, in Lille France
- 2016 **Floodwatch** at the **Glass Room**, in New York City NY
- 2012 **L'Italia Dov'è** at the **Festival Della Scienza**, in Genoa Italy

Speaking Engagements

- 2021 **Brand Safety Summit**, #CommunitySpread, in London UK
- 2018 **IAM Weekend**, Beyond Clicks, in Barcelona Spain
- 2017 **Web2Day**, Panel Data & Design, in Nantes France
- 2016 **Datarama**, Nouvelles Représentations & Nouvelles Narrations, in Nantes France
- 2015 **Brandwatch Now You Know**, Keynote, in Chicago IL
- 2015 **Visualized**, Beyond Storytelling, in New York City NY
- 2013 **TEDx Centrale Nantes**, Ever Expanding Circles, in Nantes France
- 2012 ***di*/zaïn #4**, Interaction(s), in Paris France