

Julien Eyssartier



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Portfolio :
<https://julieneysartier-portfolio.herokuapp.com/>

Profil

Looking for a postgraduate job in consulting, product owning, experience design and related fields. My background in sociology led me to strategic planning and product design in established agencies and start-up.

Expérience

Schoolab incubator - Paris — **Start-Up mentor** - Current

Following and advising early-stage start-up in there growing .

EUROPASS - 欧洲通 - Paris - **UX consultant** - September 2016 - January 2017

Reframe the Europass assets ecosystem to build a bridge between Chinese consumers and European brand using native Wechat Platform.

Help the team find there product through user research and product design :

ECOSYSTEM AUDIT

Expert Review
Competitive analysis
User Test

IT EVANGELISATION

IT System definition
Payment process validation

ASSETS BUILD

Full stack Website build
from DB to front:
<http://www.europass.paris>

USER RESEARCH

Interview
Information Architecture
Shadowing
User Journey

PRODUCT DESIGN

WeChat platform design
from ideation to prototyping
(low/high fidelity.

NEWBAND - 牛班 - Shanghai - **UX Designer** – february 2016 - july 2016

Improve user experience on app through:

EXPLORATION

User Research (personas | user
journey | information architecture)
Ideation Lead

CREATION

Rapid Prototyping
Interface design
Hight fidelity prototyping

TEST&LEARN

Data analysis
A/B Testing
User Testing

PUBLICS Groupe - Paris - **Strategic Planer** – april 2014 - january 2015

Create Strategy and Design Experience for FMCG leaders, especially on CRM purpose :

- Develop à New Vision for the Brand and its Relation with People
- . Insight Sourcing and Consumer Centric Strategy set up
- . Social and Trends Analysis and Trends Books Creation
- . Workshop entertainment (Lead The Change) Creative Team Inspiration

▫ Design Experience

- . Design Brand's Assets Ecosystem (Consumer journeys, Brand ecosystems)
- . Imagine Assets and Features to Stimulate User's Emotions
- . Support Digital and Creativ Teams as User Experience Adviser

Clients :

MONDELEZ and UNILEVER France CRM platform : Ma Vie en Couleurs | AXE | KNORR |
CÔTE d'OR Chocolate | COCA-COLA France | Brasseries KRONENBOURG (Carlsberg,
Kronenbourg, 1664...)

Études

2013 to 2016- Audencia Business School – Master Degree in Digital Strategy
2016 - 上海外国语大学 (Shanghai University) - Chinese Language Program
2015 - 浙江大学 (Zhejiang University) - Chinese Language Program 92/100
2010 to 2013 - Paris 1 Panthéon Sorbonne - Licence History - Sociology

Tools

Dev front/back using Ruby on rails with HTML5 | CSS3 | JS | Postgresql
Mostly on UNIX systems using Sublime Text Editor and Heroku cloud

Prototyping with Axure | Facebook Origami
Data management using Tableau | Excel | Google/Baidu/Wechat Analytics | Hotjar
Design using | Adobe Illustrator | Sketch

Languages

Chinese Advanced HSK 5 - (2500+ characters speaking, written)
English Advanced TOEFL +100
French Mother tongue

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