

VICTOR BRUZEAU

2013 | CV & Sample Portfolio

✉ vlbbruzeau@gmail.com



Go! ↗



VICTOR BRUZEAU

INDUSTRIAL DESIGNER

Address Paris, FRANCE
Lived Paris - Shanghai - Philadelphia

Phone [FR] +33 6 52 52 66 32
Nationality French
Birth November 1986 [26]

Find more victorbruzeau.com

EXPERIENCE (3 years)

Retail Designer

[July 2012 - Jan 2013] , Paris [FRANCE]



Designing retail space for the French mass market sector.
Role Include : Project management, Creative conception & projects follows-up with suppliers. (Clients : Leclerc Group, Carrefour, Super U)



Industrial Designer

13 Months [Mars 2011 - April 2012] , Philadelphia [USA]

Assisted the design director on various stage of product development for medical & consumer goods products. Role include helping the UI team on interface design projects. (Clients : GSK, BD, Black & Decker)



Graphic design Intern

5 Months [May - Sept 2010] , Paris [FRANCE]

Worked as a graphic design intern to assist the art director for the layout of several web design project : homepage, mailing and banners. (Clients : Evian, Peugeot)



Junior Industrial designer

24 Months [Sept 2006 - Sept 2008] , Paris [FRANCE]

Worked for several brands (Parker, Waterman, Rotring). Assisted Design manager on several projects including pen and packaging development from the concept to the industrialization phase

EDUCATION

Master Degree, Industrial Design / L'Ecole de Design Nantes Atlantique & Shanghai campus

Graduated in November 2011 with highest honors | Ranked 2nd out of 90

2 years exchange program in a partnership scheme with Shanghai Univ. ,China

The program focused on developing products targeting chinese consumers and chinese market.

Projects in partnership with China's top 100 companies [Lenovo, Hisense, Supor]

24 months Apprenticeship, Junior designer / Waterman & Parker R&D Center

2006 - 2008 | Technical degree - Graduated with Highest honors

Two years design Apprenticeship on-site within the Waterman R&D Center.

SKILLS

Design Process

Clear Methodology
Excellent communication skills.
Sketch [Pencil, Marker, Wacom]
Team managment / Teamworking
Storyboarding and Model making.

Software

2D Adobe Suite [Photoshop, Illustrator, InDesign]
Video editing [Adobe Premiere, After Effect]
Presentation [Keynote Ninja !, Powerpoint]

3D Modeling [Solidworks, Sketchup Pro]
Rendering [Hypershoot, Keyshot, Maxwell Studio]

Language

French [Native]
English [Fluent]
Chinese [Notion]

REFERENCES

Mathieu Turpault

Design director
Bresslergroup

(215) 606-7786
mturpault@bresslergroup.com

Grace Sato Nozomi

Product Development Manager Europe
Parker Pen, Newell Rubbermaid Division

grace.sato@newellco.com

METHODOLOGY

PHASE 1

HEAR

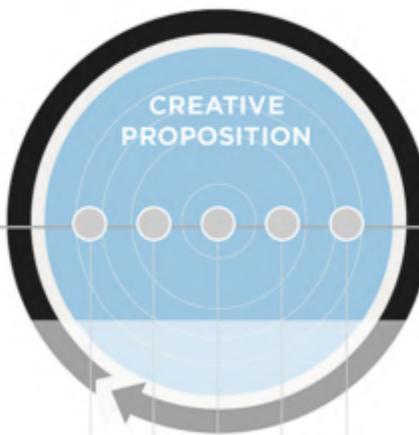
RESEARCH THROUGH
LARGE MONITORING



PHASE 2

CREATE

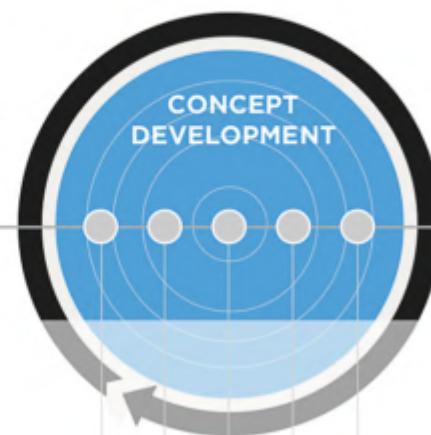
CONCEPTUALISATION
& VALIDATION



PHASE 3

DELIVER

REFINEMENT
& FINALISATION



TOOL USED

- Market Analysis & Brief,
- Context immersion,
- Hypothesis,
- Benchmarking,
- Interviews

- Brainstorming
- Creative directions
- User feedback
- Sketch
- Quick Model prototyping

- Form exploration,
- Design simplification,
- User scenario,
- Final appearance,
- Technical resolution

Start! ----->



ECHO

TAXI-SHARING CONCEPT IN SHANGHAI
上海出租车的共享概念

Master thesis project, 2012
4 months individual project
Partnership with Shanghai Univ.

■ Final product



Brief

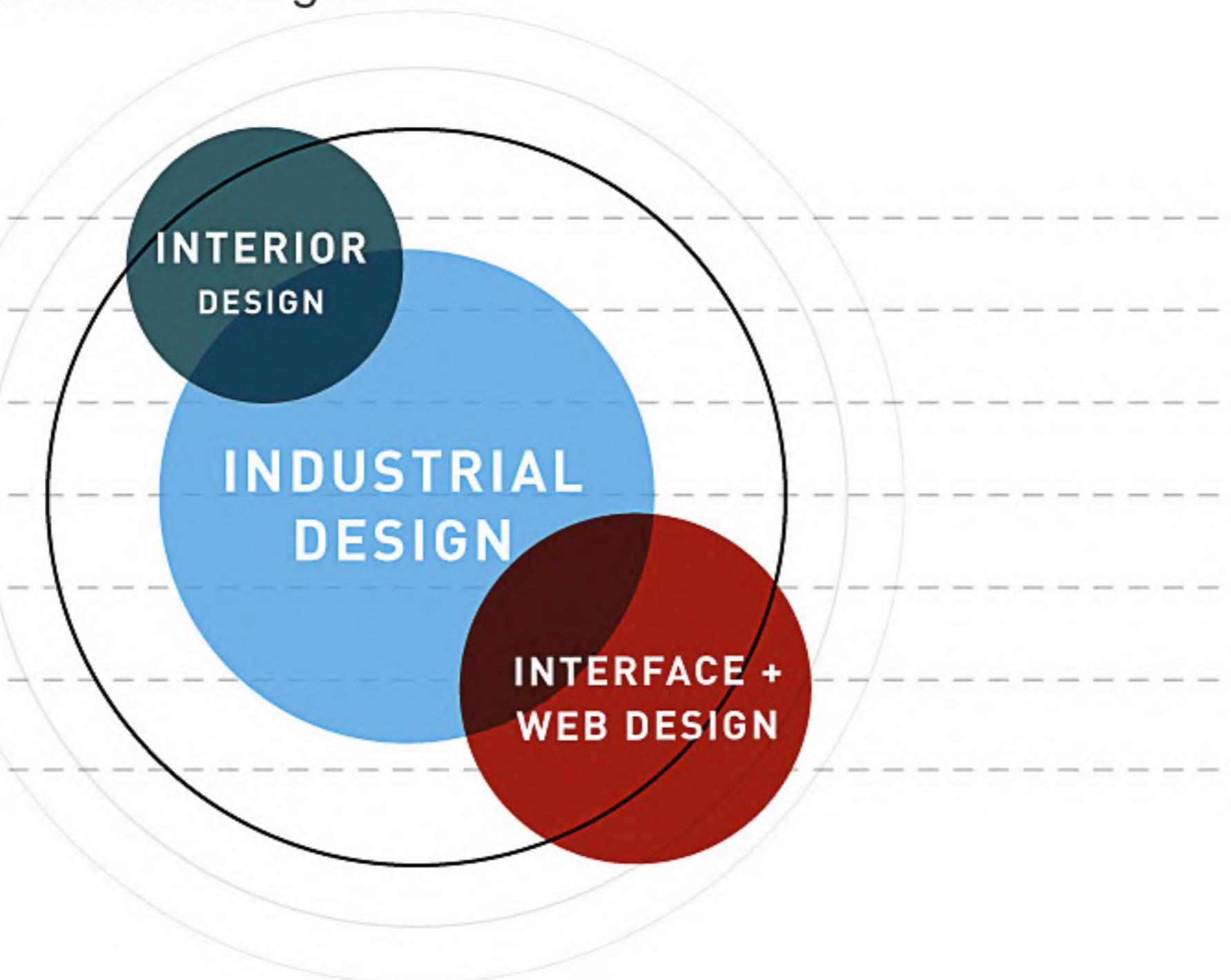
ECHO is my master's degree graduation project.

This intercultural design project completed my 1.5 year design education in Shanghai.

It started as a direct response for new transportation solutions asked by the municipality of Shanghai. The result is a service that generates profits for both taxi customers and taxi companies.

It was a fantastic opportunity for me to **experiment the whole spectrum of the design process** in a challenging foreign environment such as China !

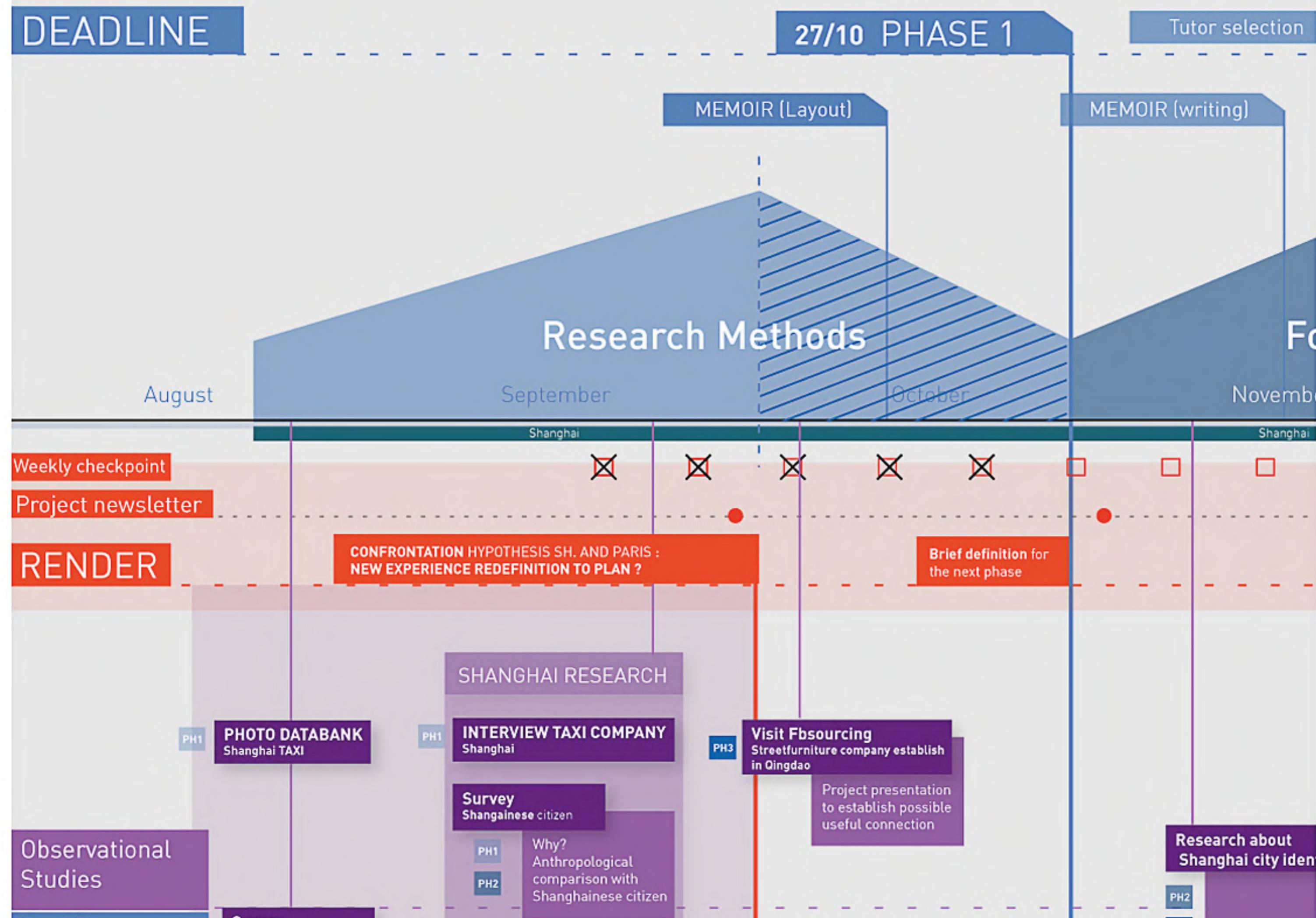
The resulting service outlines the **various design discipline** that I could approach during my design education : Product, UI & Interior design.



3 PM - February 2011 - Traffic jam under Yannan Lu, Shanghai

Project management

Planning



Collaborators & Specialists

A 7 strong team

Transportation Experts

Taxi Companies

Xun Lu, city planner

Gang Huang, Shanghai

Street Furniture Experts

Street Furniture Companies

Nicolas Vinoy, Paris mayor office

Phillip James , JCDecaux Asia

Sandra Zhang, Shanghai

Tina Li , JCDecaux Asia

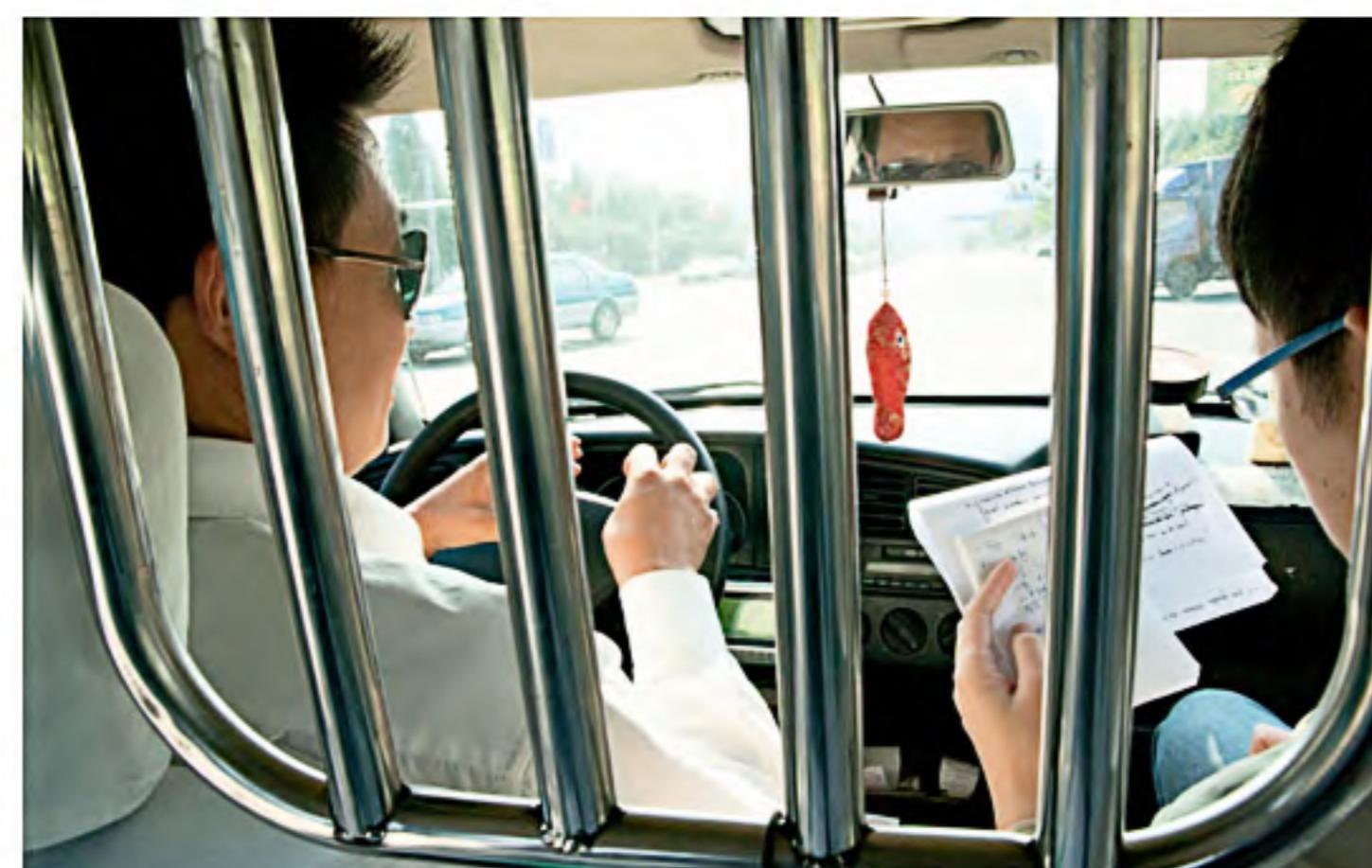
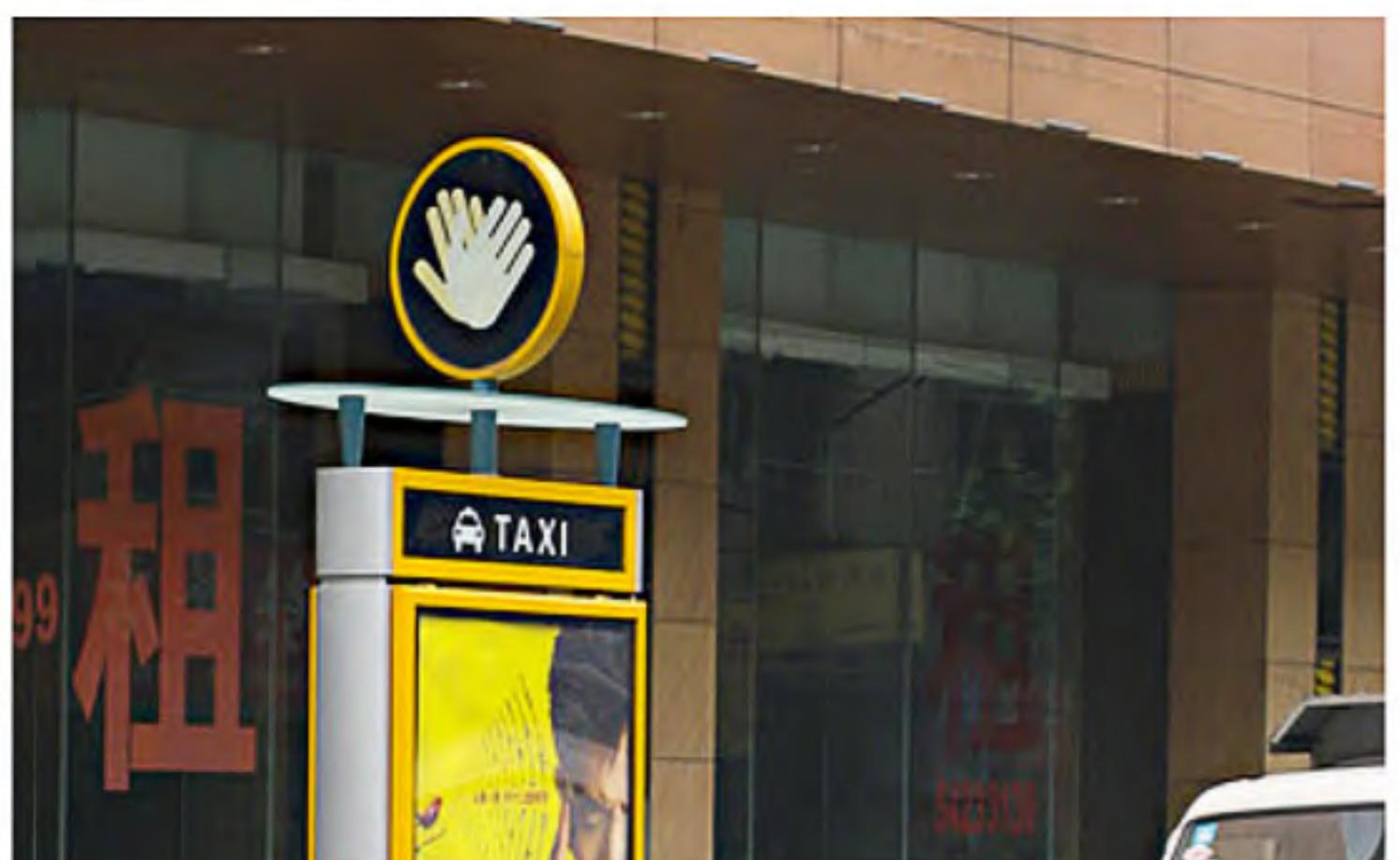
Planification for all design phases was critical for the project success, especially during the obervation and user testing.

Observation

Due to fuel crisis, taxi fare increased again in 2012



“
Our taxi are empty 40% of
the time, we waste money
and energy finding clients.
”
Taxi company representative



Interview have been conduct with several taxi drivers

Observation



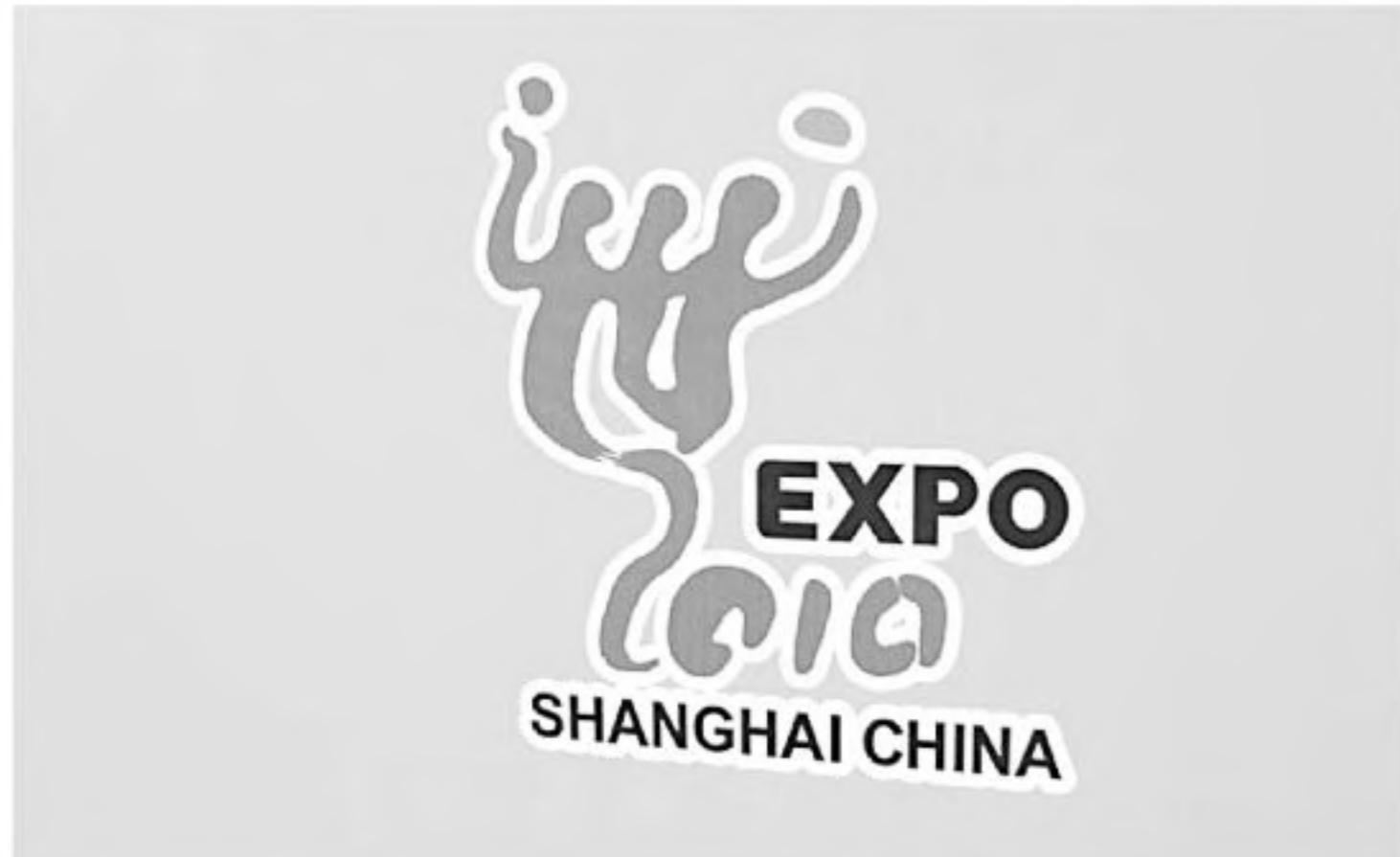
Growth in private vehicle ownership threaten taxi companies

High demand in mobility

50/80%

Passengers growth
using shanghai public
transportation by 2020

Xun Lu, Shanghai urban planning



“

The solution of high dense urbanisation
is with no doubt public transportation

”

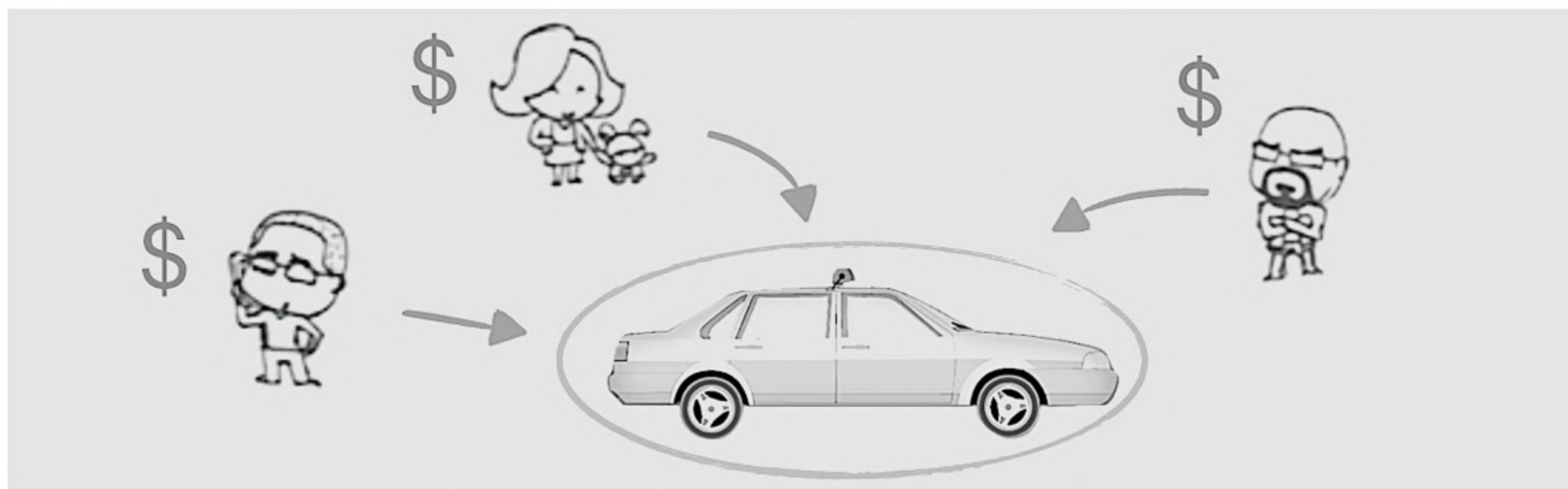
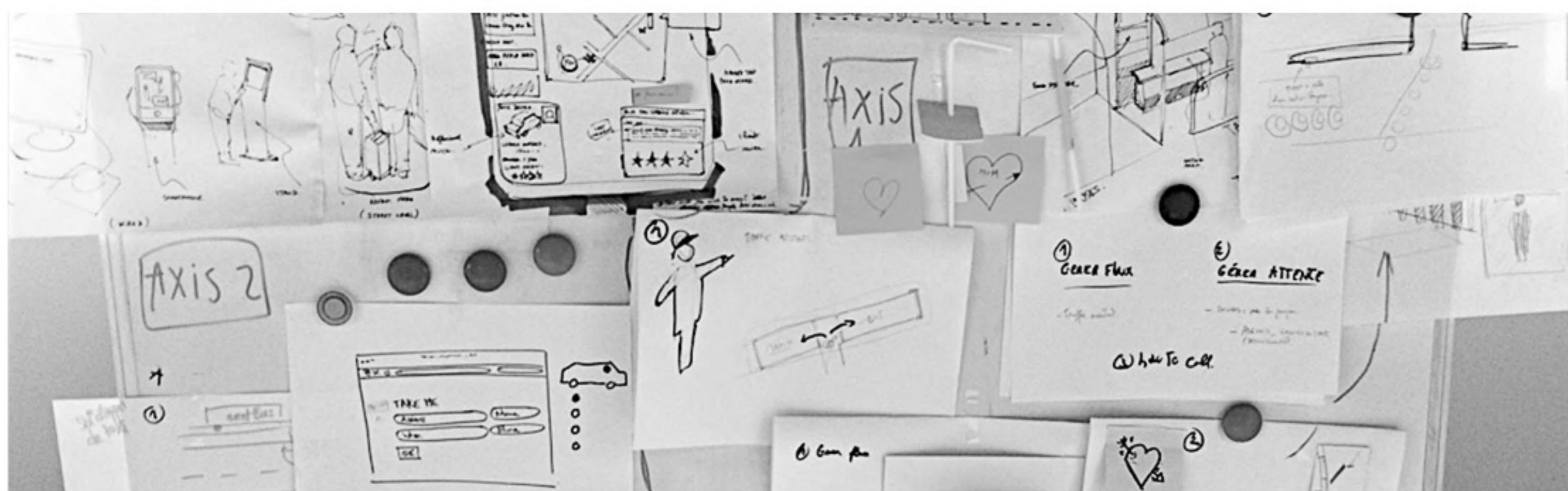
Han Zheng, mayor of Shanghai

The challenge :

Following green transportation policy initiated during Shanghai expo 2010, how might we reinterpret Shanghainese taxi transportation to become a more sustainable transit solution?



Ideation



From ground level observation to discussion with taxi companies, the idea of a taxi sharing service emerged.

Online survey helped me to gather data among hundred of taxi users

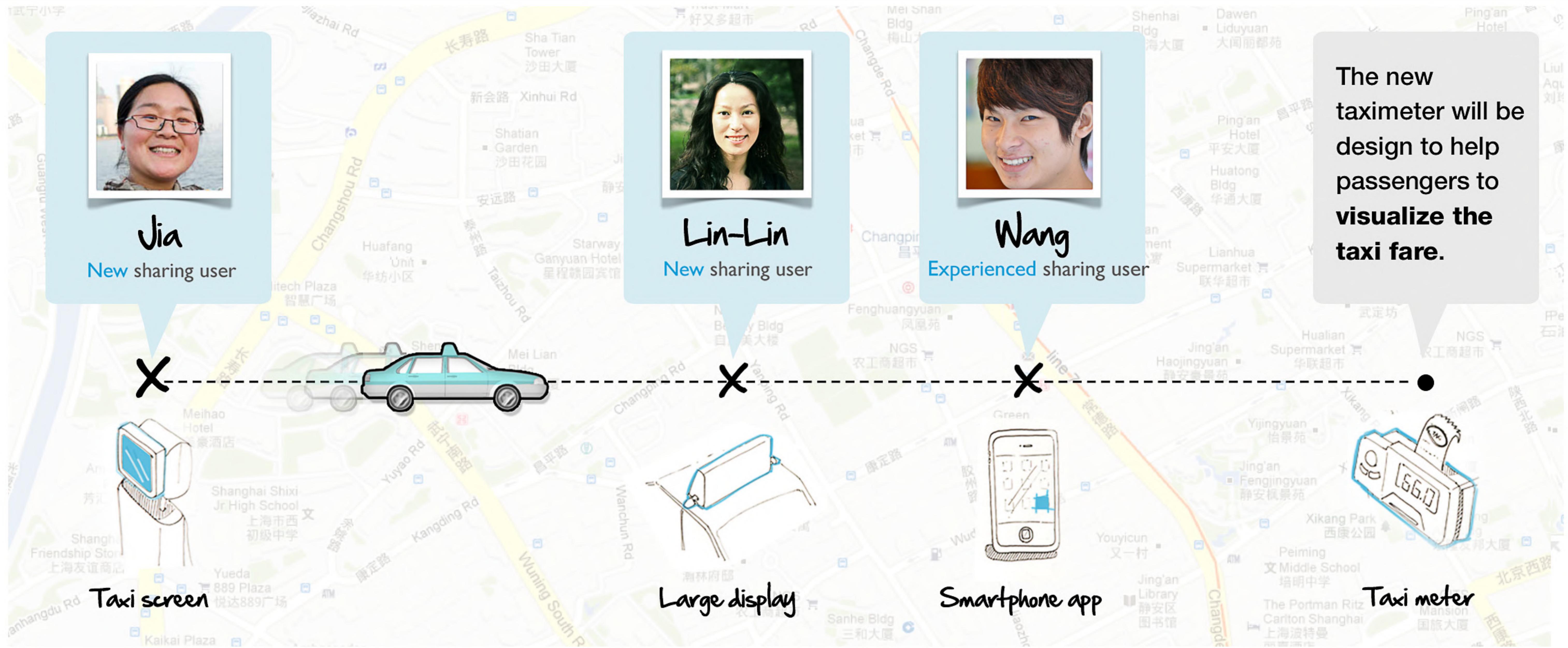
⌚ Concept Evaluation & Iteration



Concept card like these easily generated user feedback and help me to refine the design

>User Scenario

How to access the shared taxi ?



To set up the taxi sharing service, Jia uses the existing touchscreen on the rear seat. Along the road, Lin-Lin and Wang will be able to access the taxi through the large display & the smartphone app.

Final product

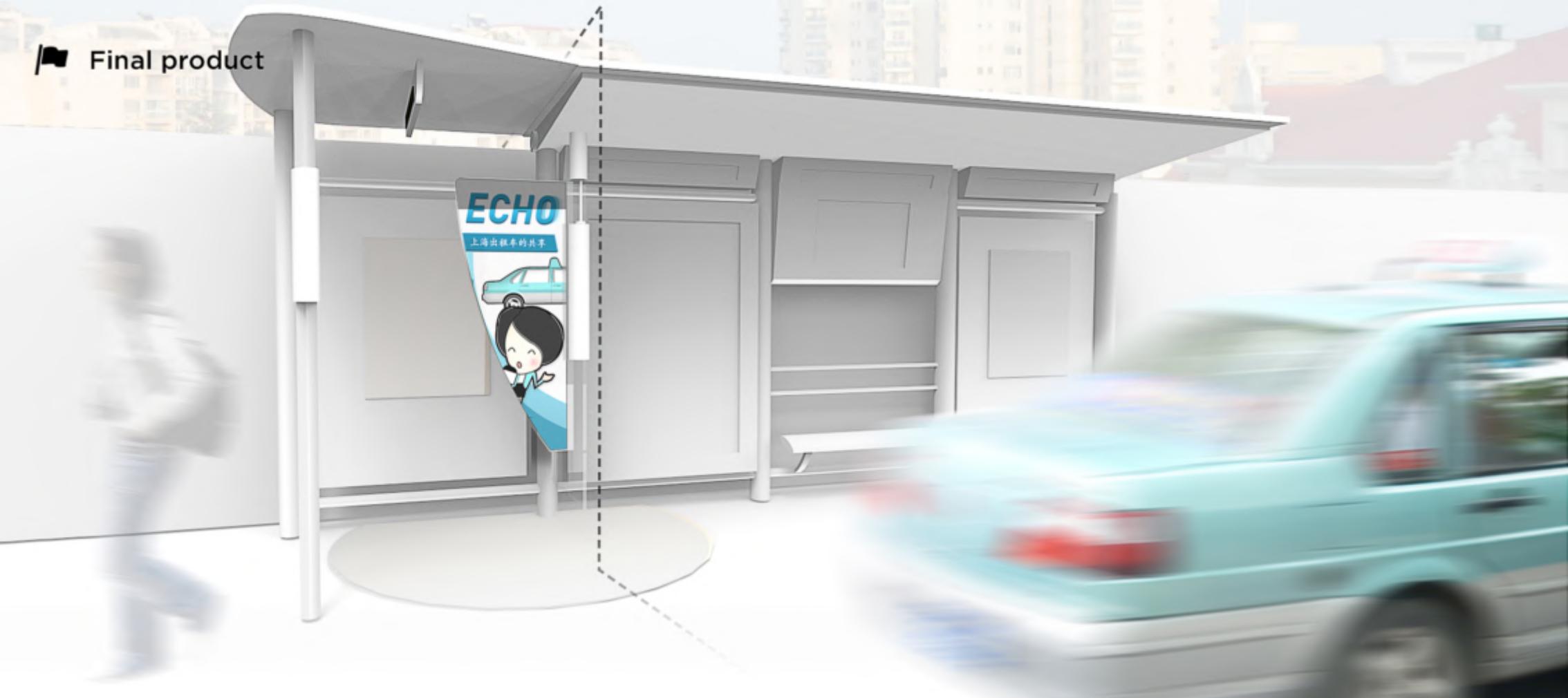


Passengers setup the sharing service using the existing touchscreen



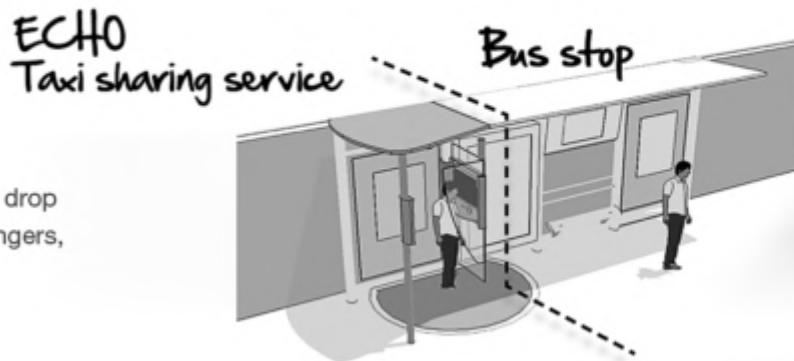
The new taximeter helps passengers visualizing their taxi fees

Final product



More transportation choices

I observed during my research, that taxi drivers often stopped near bus shelter to drop off passengers or to find clients. To provide more transporation choices to passengers, the bus shelter would integrate the taxi sharing service.



Final product

This service could be apply to other cities !



Don't wait for cab anymore !

The ECHO smartphone app is designed to help taxi passengers see if shared taxi are available nearby.

No need to run on the closest avenue to see if there is cab around. Decide your transportation options in a matter of second !



PEN DESIGN & PACKAGING

Freelance Project, 2011
2 months individual project
Volume : 200 k / year

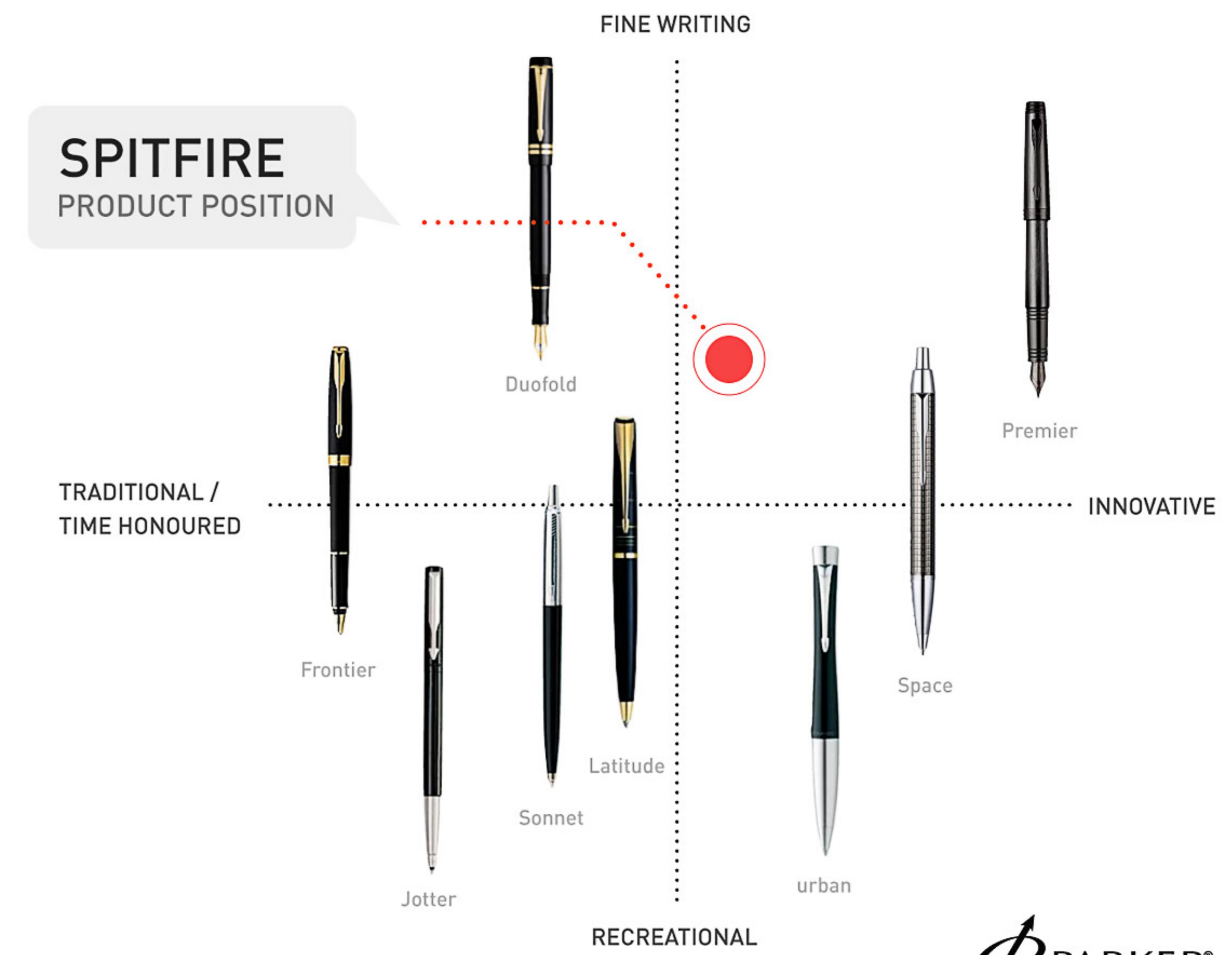
Brief

The Spitfire pen project aims to grow Parker awareness among core consumers : young professional from age 20-30. It is a medium range pen with a recommended end-user price of 20-25 \$

This pen & packaging project was a fantastic design opportunity: I learned to efficiently translate the Parker product language into a new product. With a constant dialogue with the Parker product manager, I managed for 2 months the creation and development of both pen & packaging.

Brief specifications : Spitfire will be supported by a dedicated giftbox. The packaging will be clever and possibly be re-used. SKU count : 12 for the pen / 14 for the packaging

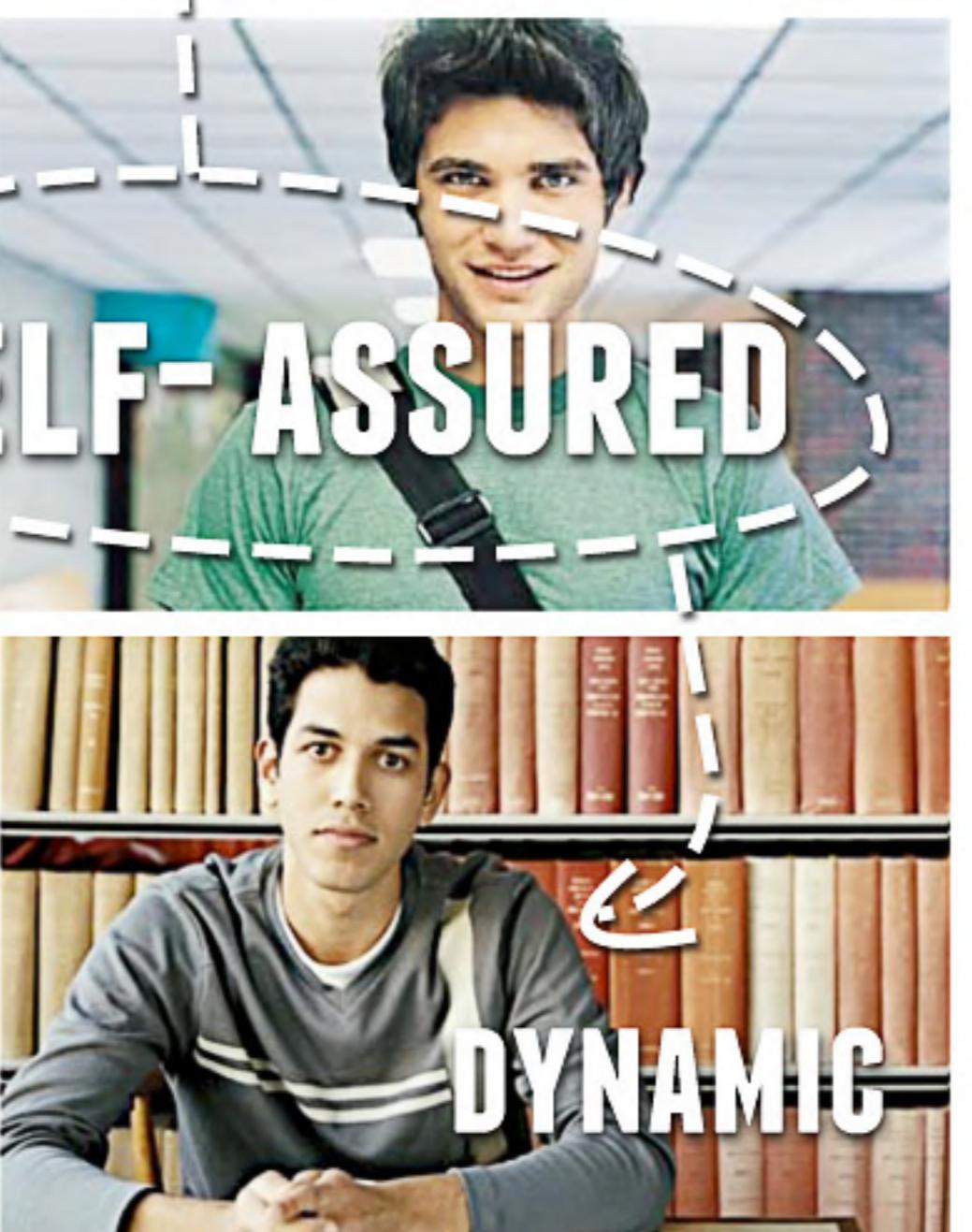
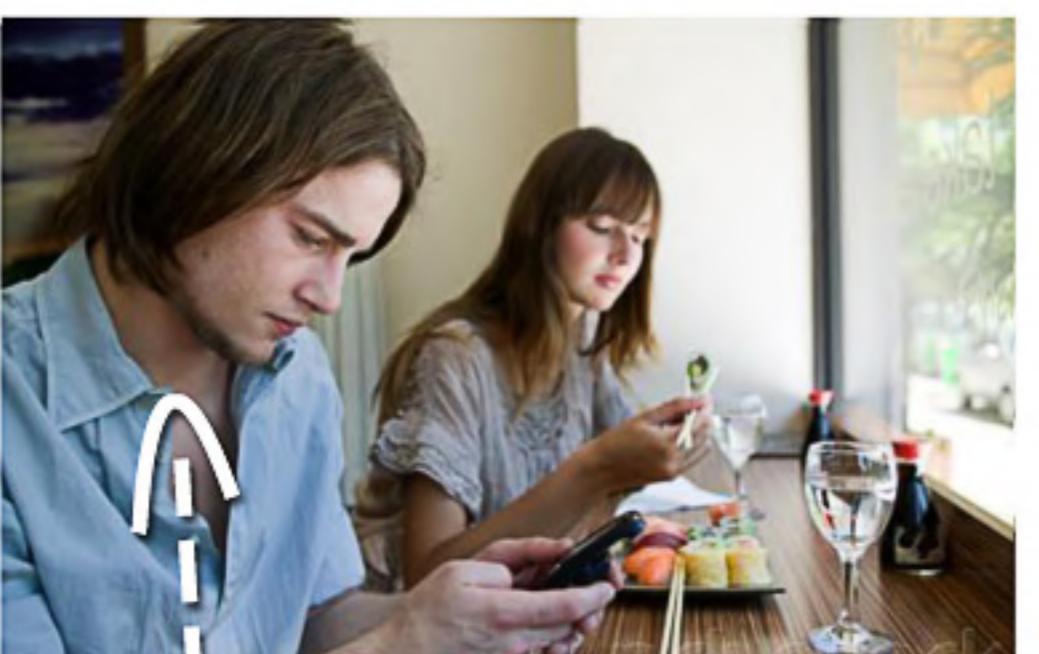
Parker filed a design patent application in North America and Asia. Pen & packaging will be produced in Autumn 2012.



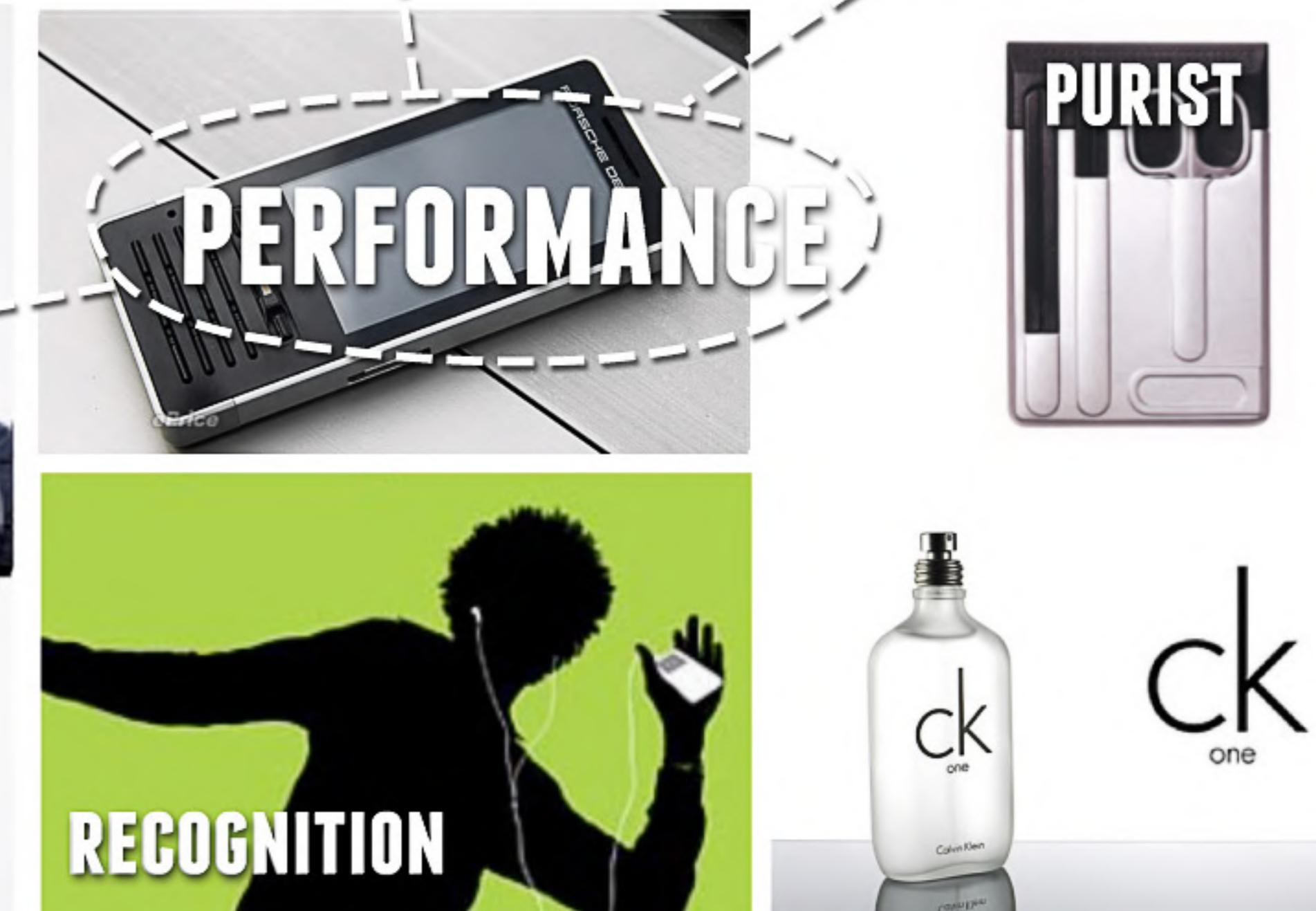
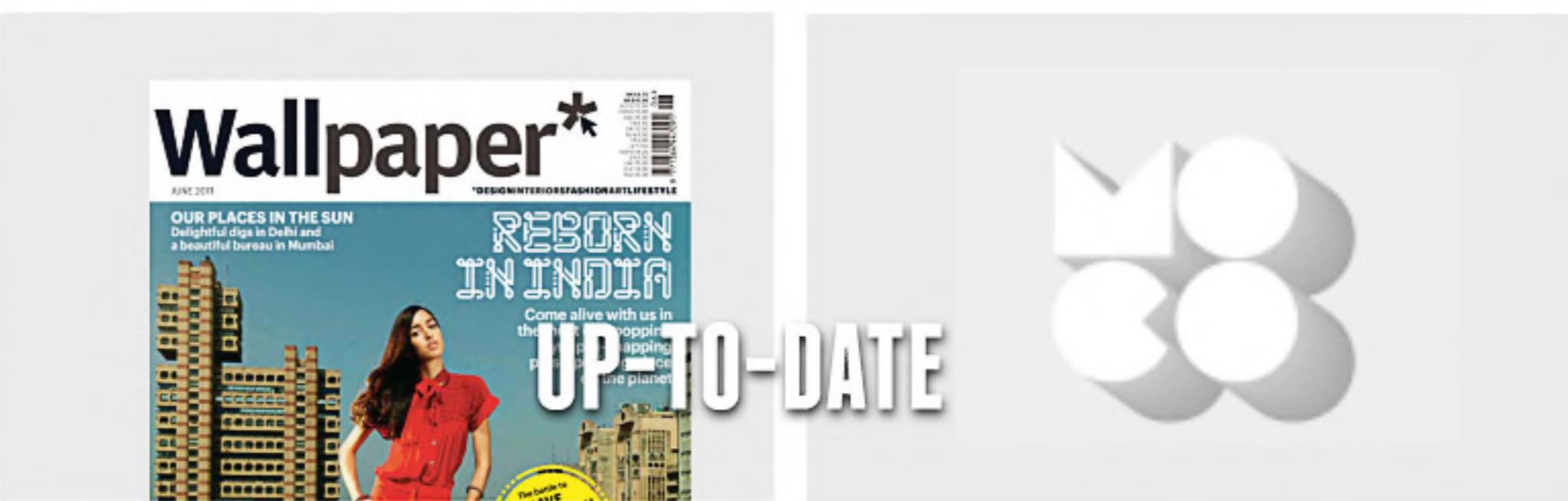
 PARKER®

📷 Marketing research

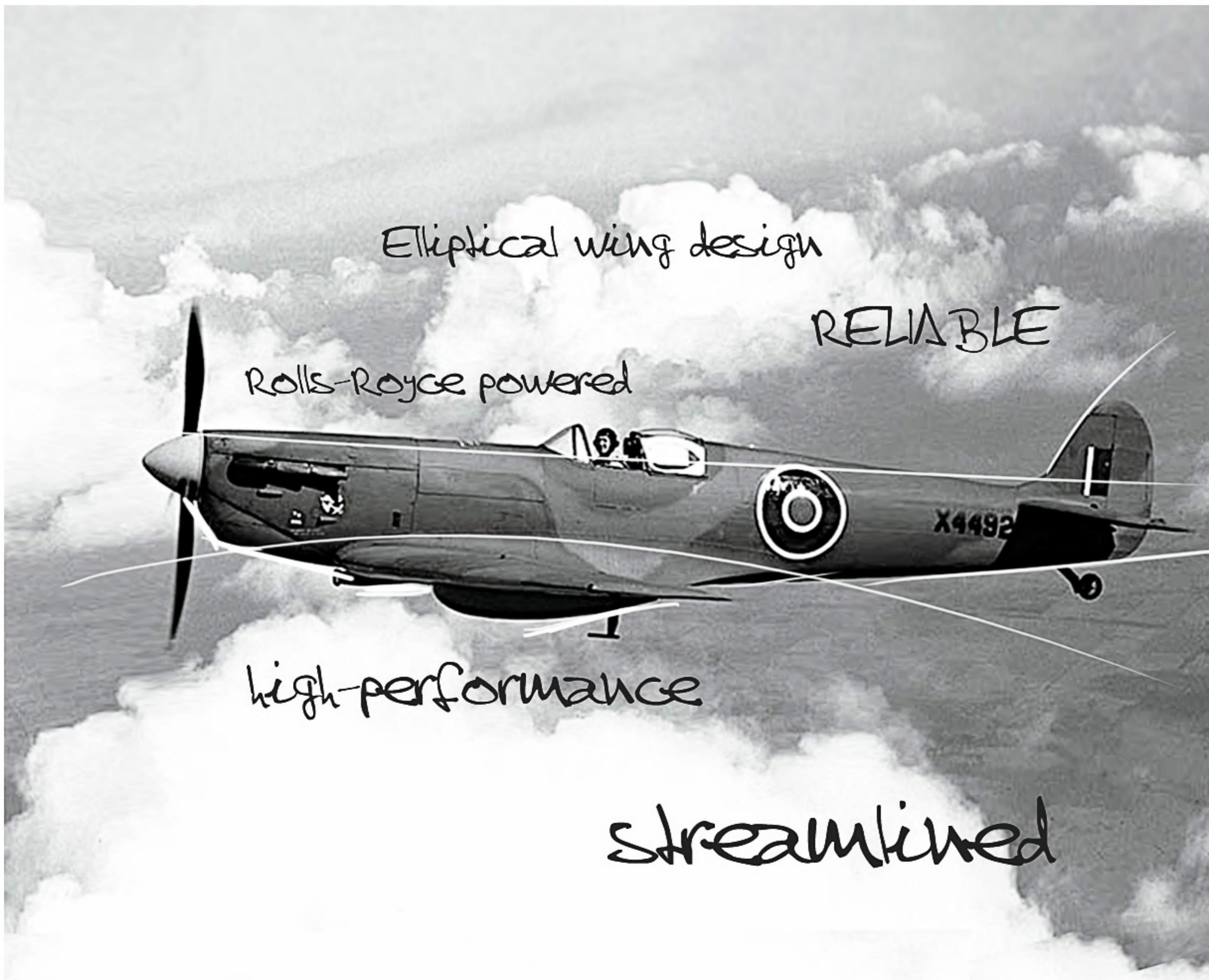
User Portrait



Dressing & Culture



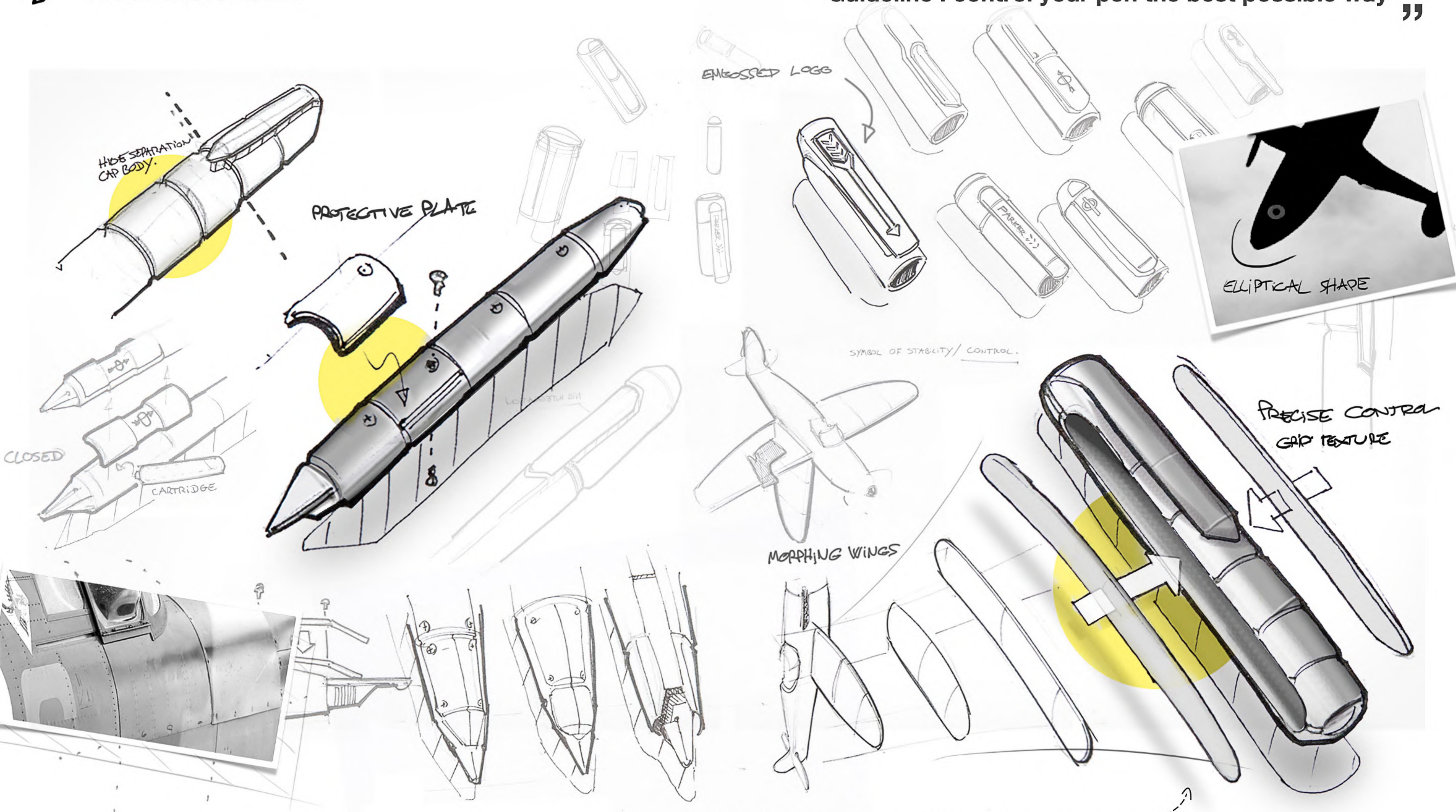
camera Inspiration



As there was no clear explanation behind the chosen product name Spitfire, I decided to start my research focusing on the aircraft used by the Allied throughout the Second world war.

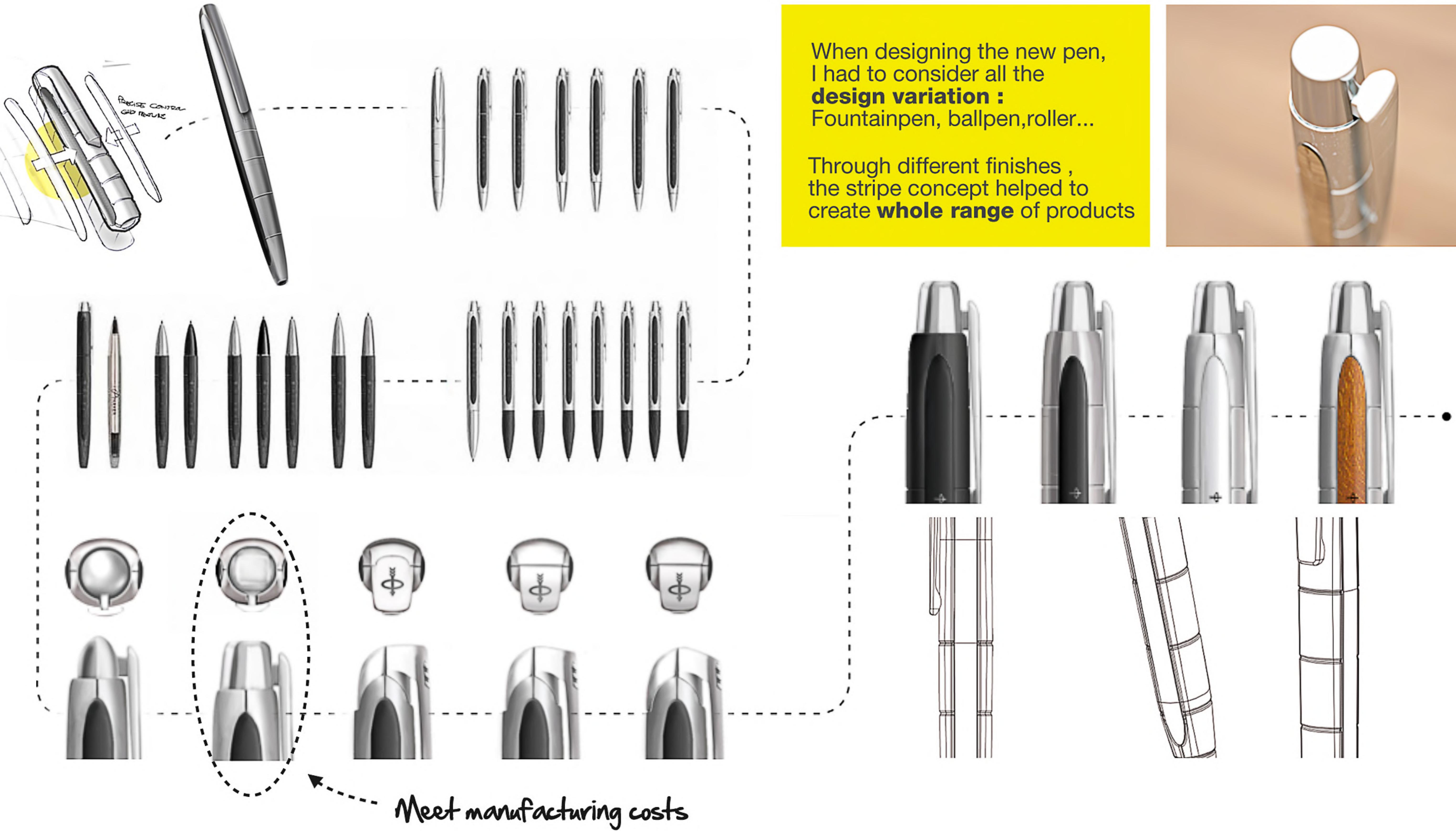
Initial Sketchwork

“ Guideline : control your pen the best possible way ”



The Spitfire was a plane renowned for his precise control.
In a similar way, the 2 stripes along the pen allows the user to hold the pen in the best possible way.

Product development

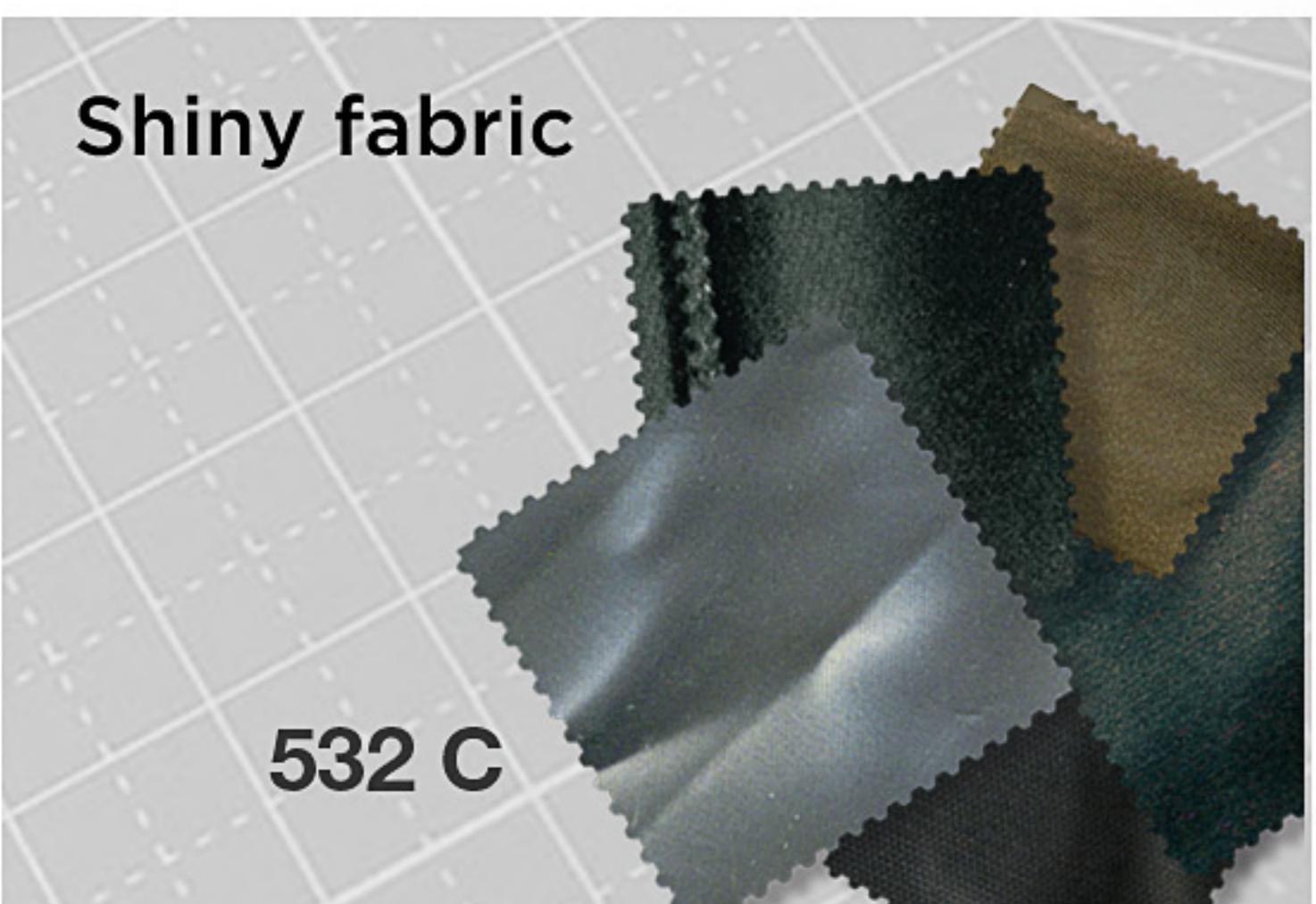


C Packaging development

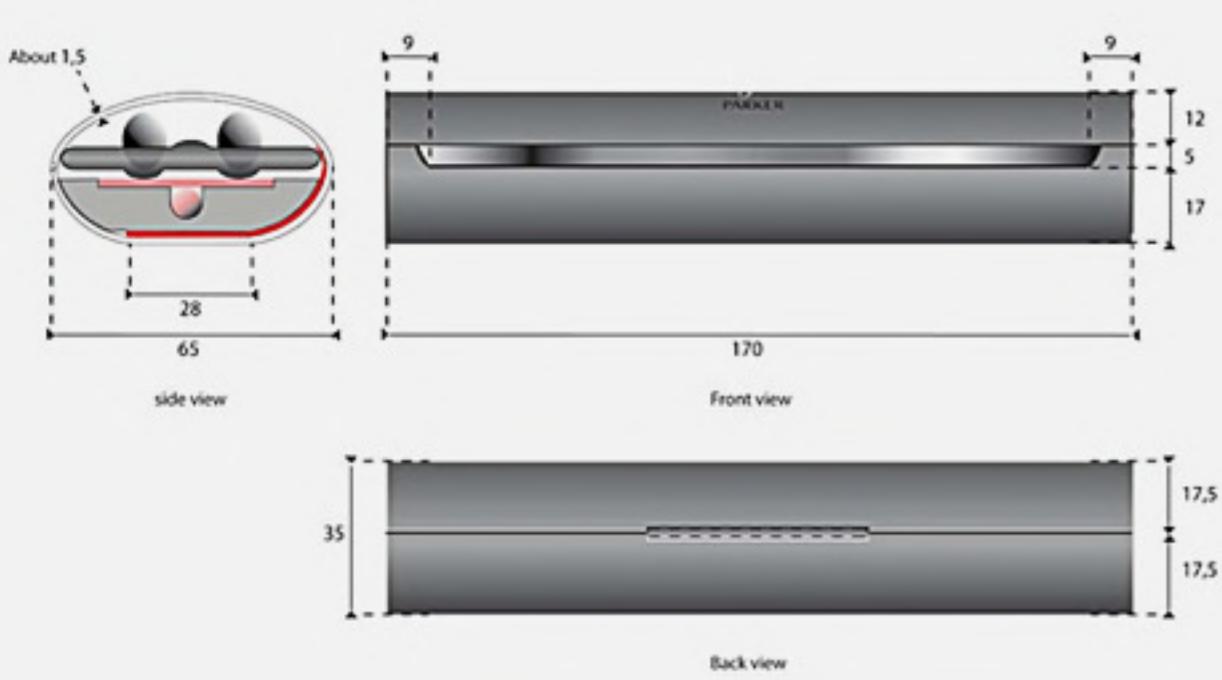
Concept 1 - Hardcase

The two following packaging concept **reflects the Spitfire design details** on the packaging.

The first concept is a hardcase giftbox.



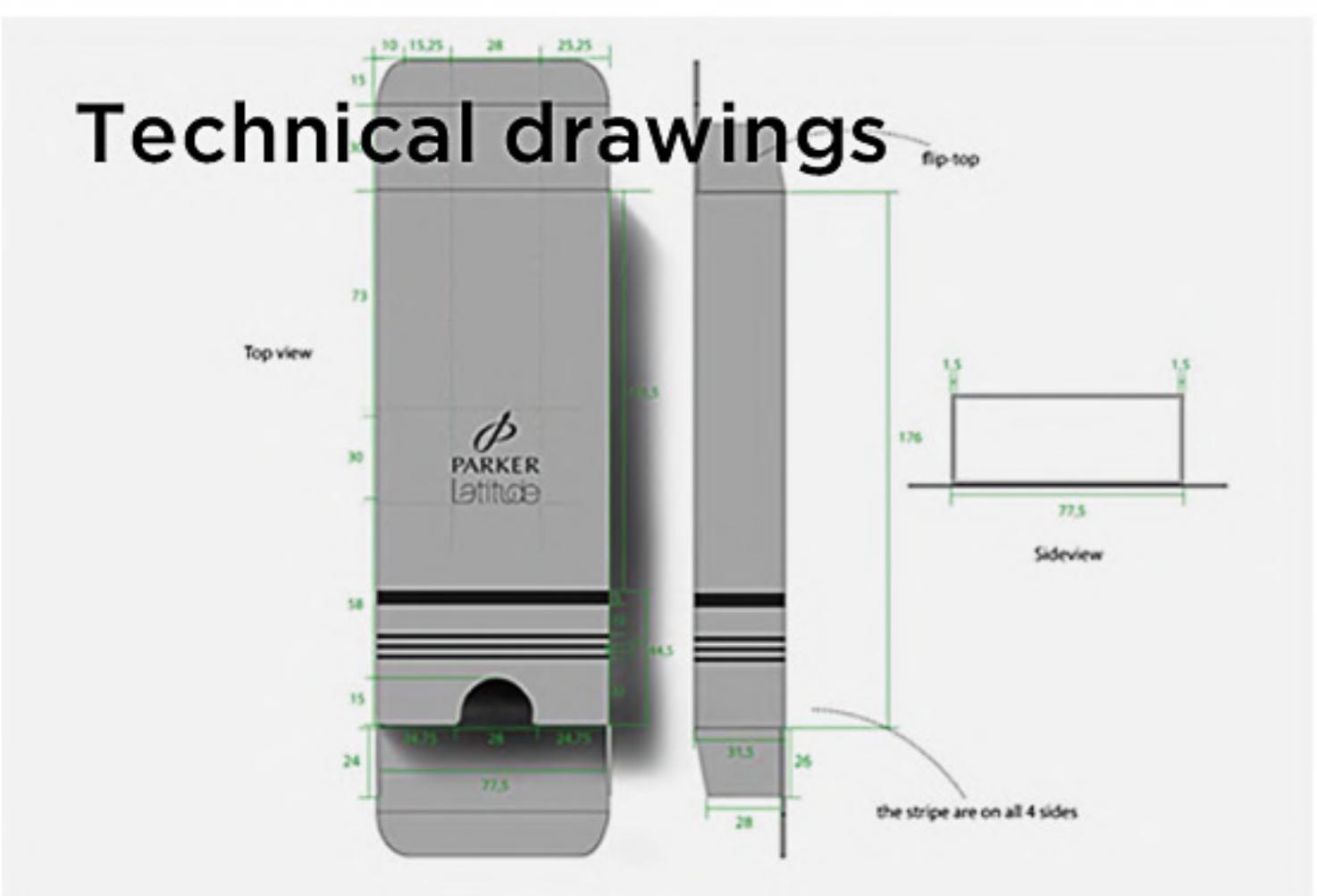
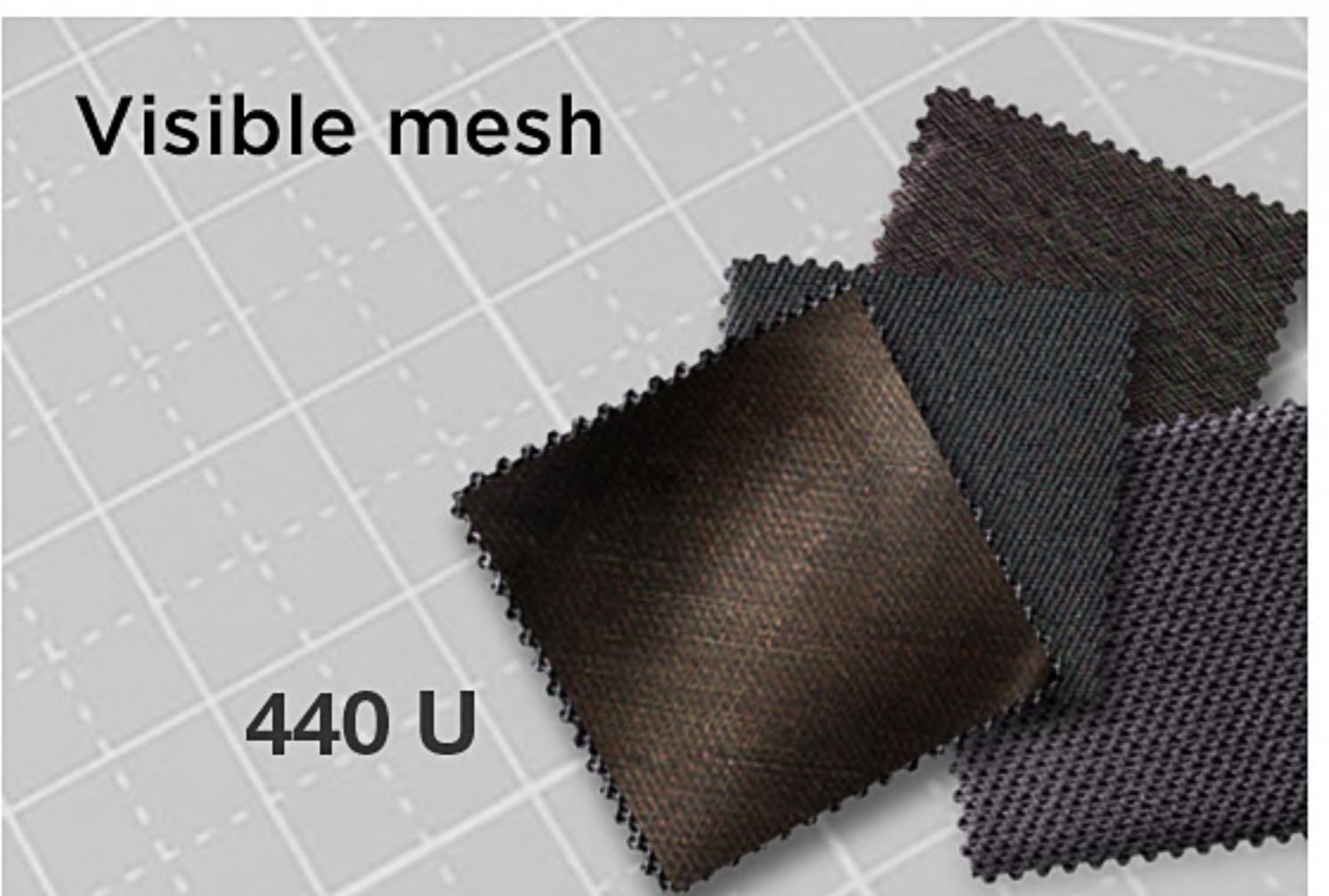
Technical drawings



② Packaging development

Concept 2 - Softcase

This second concept **protects the pen** through a fabric pouch that is easy to carry.



Final product





DISPLAY CONCEPT FOR GUERLAIN FRAGRANCE : LES DÉSERTS D'ORIENT

GUERLAIN

— THE EXCLUSIVE COLLECTIONS —

صحراء الشرق

LES DÉSERTS D'ORIENT

Personal project, 2013
1 week
Luxury and mass market sector

Brief

Guerlain - Les deserts d'Orient was created in 2012 and **sold exclusively in the United Arab Emirates and Paris**. This perfume is a tribute to Arabia as the birthplace of perfumes. Thierry Wasser has created a **series of three fragrances for the perfume**.

This personal project was a perfect design opportunity to learn **how to efficiently extract Guerlain brand DNA** to create a dedicated POS display for Les deserts d'Orient.

Brief specifications :

- This project aims to design a dedicated POS display for the new Guerlain perfume - Les dersers d'Orient.
- 2 display will be created : One for a luxury environment (Printemps Galeries Lafayette) and one for a mass market environment (Sephora)

Guerlain - Les déserts d'orient is sold exclusively in Paris and in the United Arab Emirates
Thierry Wasser has created a three fragrances series for the perfume.



GUERLAIN
PARIS

📷 Inspiration / Moodboard



DESIGN INSPIRATION 1 | GOLDEN WATERFALL

GOLDEN WATERFALL - SUNDROP - PAMUKKALE SOURCE - MILLENAR STRATE

camera icon Inspiration / Moodboard



DESIGN INSPIRATION 2 | PERSIAN NIGHTS

PERSIAN BEDROOM

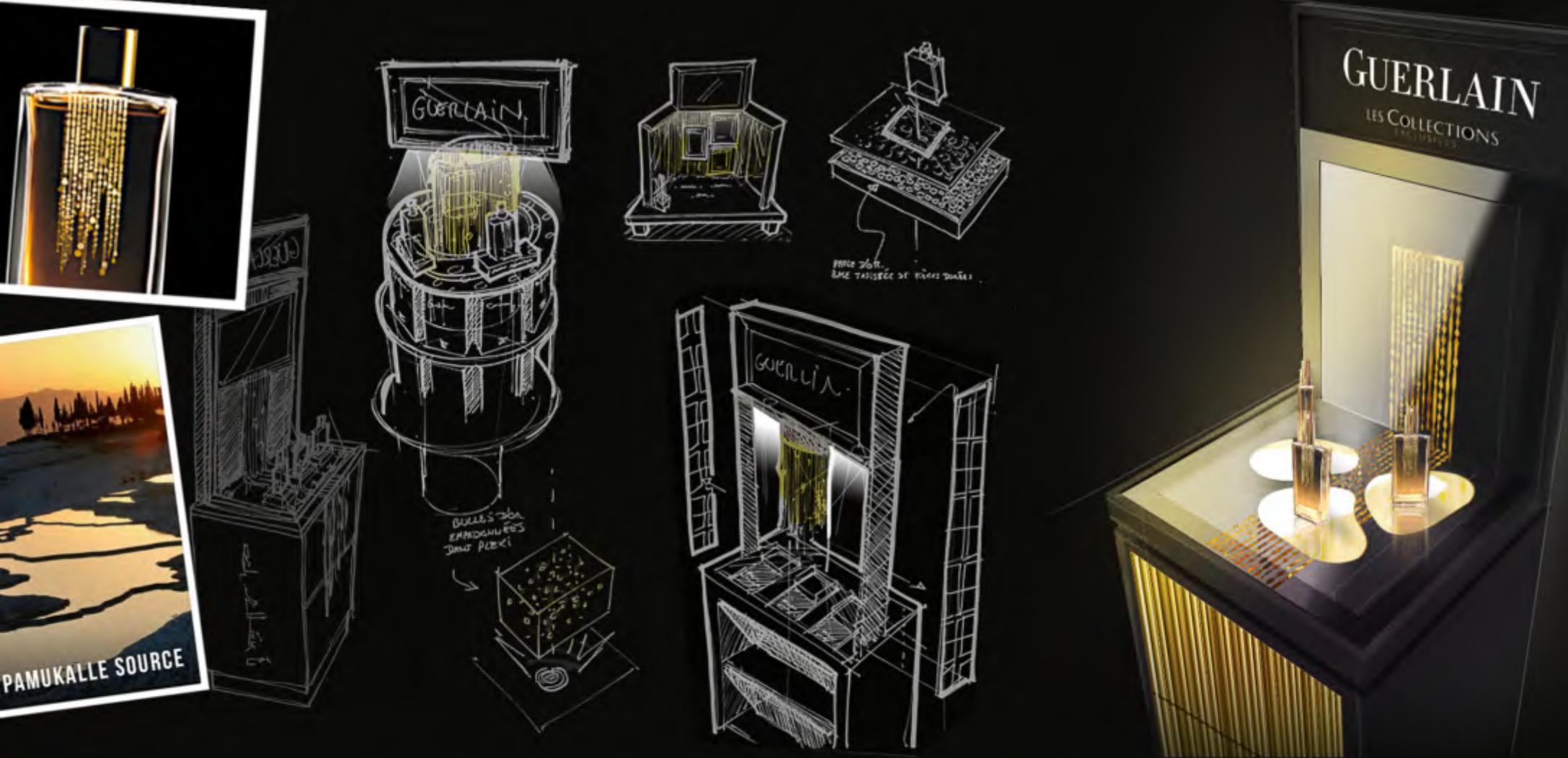
- DREAM CATALYZER

- SEAMLESS PATTERN

- GOLDEN ILLUSION

Initial Sketchwork

CONCEPT 1 | GOLDEN WATERFALL



The concept suggests the fragrances come from a mysterious golden waterfall. Each of the three fragrances can be collected near their respective sources. The visual contrast between the source and the waterfall evokes the intensity of the perfume.

Initial Sketchwork

CONCEPT 2 | PERSIAN NIGHTS



The concept "Persian nights" invites the client to dream while testing the perfume. It evokes the 1001 Arabian tales. The display reflects a luxury persian bedroom. All the perfume packaging are highly visible.

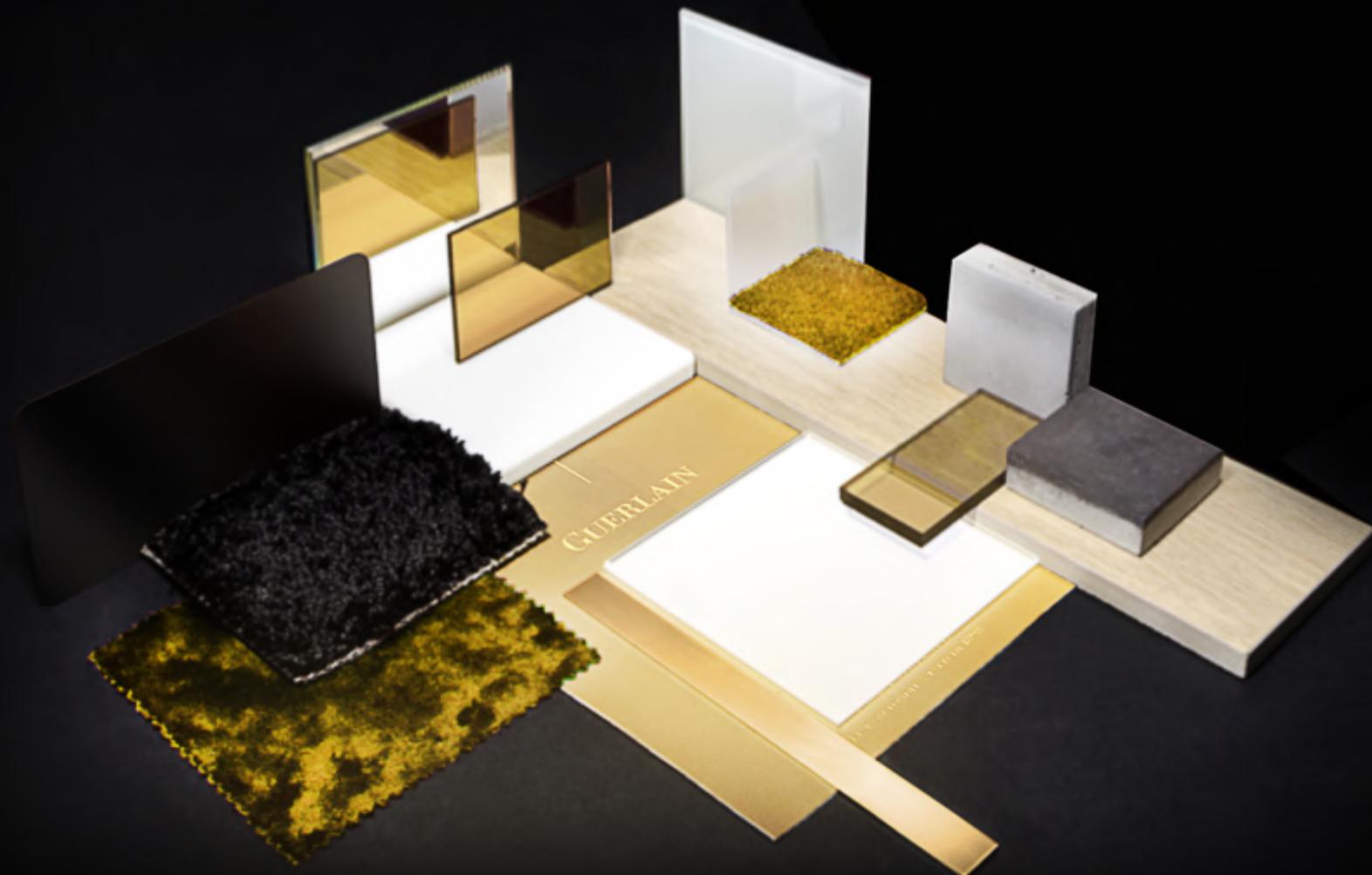
⌚ Product development

SELECTED CONCEPT : *PERSIAN NIGHTS*



⌚ Product development

CMF | MATERIAL SELECTION



Final product | Luxury display for Printemps/Galeries Lafayette



■ Final product | Mass market display for Sephora



| DISPLAY CONCEPT FOR GUERLAIN FRAGRANCE ■

Thanks.

victorbruzeau.com



victorbruzeau@gmail.com



@vbruzeau



victor bruzeau



Linkedin

