

**Jean-Luc Le Moal**  
**06.15.10.99.99**

**Lead UX Designer**

**MAIN SKILLS**

**Design**

- Users roadmaps, Personae
- User Workshops
- Dynamic Prototyping
- A/B Testing
- Ergonomic charters

**E-visibility**

- CMS implementation (installation, configuration)
- Information Architecture,
- Content Strategy (Customer areas, publishers offers)
- Editorial charters
- Writing (journalist, copywriter)

**Design**

- Design Thinking
- Service Design
- Business application design
- Graphic charts

**E-visibility**

- Blogging & Community Management,
- SEO,
- Viral marketing, games, contests,
- Xiti / Google Analytics

**Functional**

- Transactional websites: e-shops, classified websites (10+)
- ECM: Architecture details,
- SEO, RGAA Standards
- KPIs setting
- ECM: JaliOS JCMS
- Data migration,
- Writing specifications + SFG
- Application design complex business (tax, legal)

**Projects overview**

- Corporate Websites - sectors: Luxury, transport, services, energy (20+)
- Internet portals groups (10+)
- Event sites (sports sponsorship games-competitions, viral operations)
- Internet Offers Groups vs subsidiaries
- Application Design of trades
- Recasts, Migrations, version Passage EN (10+)
- Procedures for public tenders

**TECHNOLOGIES**

- Supervising HTML5/CSS3 developments
- Adaptive Design (Responsive Design)
- LAMP, PHP & JAVA CMS (WordPress, Joomla, Drupal, SPIP, Magnolia, Noheto)
- XML - XSLT - XPATH
- Interfaces C sharp / Silverlight

**STANDARDS & TOOLS**

- Axure, Balsamiq, Sketch
- Bootstrap Framework
- WAI Accessibility
- Google Analytics statistical monitoring / Xiti
- Monitoring project with MS Project,
- Mantis bug tracking / Jira / Project Pier
- Mindmapping

**VARIOUS**

- Agile / Lean UX projects
- Webmastering,
- Change management (skills, workflows)
- Community management (Viadeo, Group seminars)
- Permanent watch

## **FORMATION**

- 2016**      **IDEO – Design Kit**  
The Course for Human Centered Design
- 2014**      **I.D.E.A. EM Lyon – Design Thinking**  
Innovation, Design, Entrepreneuriat et Art
- 2000**      **IFOCOP – HTML/CSS/PHP Niveau II**  
XHTML 1.0/CSS
- 1995**      **3<sup>rd</sup> degree in Corporate communication**  
Techniques of media communication and off-media
- 1984 - 1988**      **Graduated from Institut Supérieur de Gestion,  
M.B.A.** (University of San Francisco)

## **FOREIGN LANGUAGES**

- English**      Fluent and technical
- German**      School level

## **EXPÉRIENCE PROFESSIONNELLE**

2009 - today

UX Designer

### **PAGESJAUNES : Recast the customer area – Current mission**

- ✓ User studies, dynamic Prototyping (Axure), High definition design, Users workflows, User tests, developments, RWD adaptations (Desktop/tablets/mobile)

### **PAGESJAUNES : Customer Studies – A/B Testing**

- ✓ Dynamic Prototyping (Axure), High definition design, Users roadmap, test leading, developments, RWD adaptations (Desktop/tablets/mobile)

**EFL : Ergonomic and graphic recast of the training ERP**, regrouping 4 entities (Elegia, CSP, FLF et Dalloz)

- ✓ Wireframes, design and HTML recast

**EFL : Ergonomic and graphic recast of the Internet , Intranet and trade applications at Editions Francis Lefebvre**, during the technological recast of the system

- ✓ IR/FP Application (to declare taxes): Wireframes, design and HTML
- ✓ Espace Notaire (notaries) : Wireframes, design and HTML
- ✓ Internet Website & online shop : Wireframes, design and HTML
- ✓ Assist the content and functionalities recast of each sites, depending on the contexts and stakes.

## Project Sponsor Assistant

### **Pilot the Public tender for the redesign of Grand Lyon Habitat websites**

- ✓ Write the tender documents
- ✓ Follow the public procedure
- ✓ Assist the providers selection
- ✓ Follow the developments

## Project Manager

### **Pilot a classified website on Drupal for Elsevier Masson** <http://www.emploisante.com>

- ✓ Conceive the wireframes
- ✓ Secure Area with banner buying and online classified packs for recruiters
- ✓ Visibility stake (SEO)
- ✓ 4 month project

## Project Sponsor Assistant, UX Expert

### **Recast of the INRS website** (+ 80.000 p., 700.000 pages views/month)

#### Assisting the Product Owner:

- ✓ Framing needs (INRS website + satellite sites),
- ✓ Consulting & expertise, ergonomics, accessibility, SEO, e-visibility
- ✓ Control of internal editorial teams, functional and technical
- ✓ Produce schedules (GANNT), Monitor and test the website
- ✓ Assist the functional phases (Magnolia ECM) and technical (migration, importing XML data into Database Management System)
- ✓ Change management (internal organization, publishing workflow, training, recruitment)

## 2009 : Head of International Program

Internet & Multimedia Department, Paris

Turnover : 16 billion € - 38.000 employees

- ✓ Identify the needs of 9 subsidiaries in Europe - Asia (20% travelling).

Formalize the Group offer :

- ✓ Project Accompaniment in setting the tree and editorial & functional architecture, search engine and domain names, hosting, technical deployment, maintenance and training.
- ✓ Co-organize the 1st seminar of the Group webmasters : 50 + participants, bilingual. Relates to the International Directorate.

*This package is now being deployed to foreign affiliates*

## 2008 : Project manager, Product Owner

Group Intranet Portal

- ✓ Pilot the framing phase.
- ✓ Prepare the submission to the Group Executive Committee.
- ✓ Decision aid budgets/schedule facing internal Project Supervisor. Leads « Witness companies »: GAN, Groupama SA, Groupama North-East France.

*Version 1 of bilingual portal launched in 2009. Streaming video and intranet network in V2*

## 2007 : Webmaster

**Site [www.cammas-groupama.com](http://www.cammas-groupama.com)**

- ✓ Write and test the english version.
- ✓ Recast the Audio / Video Media library.
- ✓ Create new sections and new pages.
- ✓ Publish multimedia content during the 2007 records campaign (20% displacement): Web site, WAP site, SMS push.
- ✓ Open community spaces.
- ✓ Pilot a virtual game and a viral campaign.
- ✓ Publish podcasts.
- ✓ Negotiate contracts with the provider.
- ✓ Intervene in internal seminars to share knowledge on the viral marketing techniques.

*Jules Verne Trophy: 27,000 participants, more than 3,000,000 page views on the site, 1,000,000 + course map*

## 2006 : Expert for the Group subsidiaries

### Activeille, Protection of private properties:

- ✓ Pilot the implementation of the website.
- ✓ Write the contents. Designed a quiz.
- ✓ Check the conformity with Group standards.

### Groupama Protection Juridique :

- ✓ Pilot the implementation of the transactional website, customer area, affiliation.
- ✓ Assist in choosing the provider.
- ✓ Check the conformity with Group standards

*WAI Accessibility and powerful: Set No. 1 on Google after 1 year*

2003 - 2006

CEFALINE

## Co-Founder

### Interactive communication agency - 4 employees

- ✓ Responsible for pre-sales.
- ✓ Manage projects.
- ✓ Manage the finances.
- ✓ Sign ~ 10 partnerships

### Internet websites :

- ✓ Perform GIVENCHY website, LANCEL website in dynamic flash with wish lists and e-magazine. Created 10 on-line games for the RATP, several flash animations

### Intranet websites :

- ✓ Conceive 15 ~ business applications for Lafarge and applications for RATP, La Poste, Diageo.

2000 - 2003

SELENITE

## Project Manager

### Interactive Design Agency – Turnover: 4M€ - 15 employees

- ✓ Manage projects, from pre-sales to delivery.
- ✓ Internet: Start Enviro2B , 1st environmental mediation platform. Design the 1st holiday ads between individuals site Homelidays.
- ✓ Design several portals (Alstom, Ministères des Sports, Ministère de la Mer).

- ✓ Intranet: Design ~ 20 graphical interfaces for the Richemont Group (Cartier, Baume & Mercier, Piaget, ...), several portals (SNCF, Groupama, RATP, La Poste)

1996 - 2000

GIP ASSISTANCE

## Marketing Director - Co-Founder

Emergency psychological Assistance - 1<sup>st</sup> national network of psychological emergencies - 150 psychologists

- ✓ Identify risk activities.
- ✓ Appreciate the offer to companies, insurance companies and corporations Assistance.
- ✓ Produce all documents and oversee and negotiate contracts with organizations.
- ✓ Organize the logistics of intervention: Team psychologists emergency (maintenance and means of communication).
- ✓ Guarantee quality of services for individuals at the national level.
- ✓ Intervene in support of the Red Cross in bombing (Port Royal, 1996), rail or industry accidents.
- ✓ ~ 50 trafficking cases between 1999 and 2000.

*After 2 years, GIP works for Cartier, La Suisse Assurances and Mondial Assistance*

1994 - 1995

Contact Group

Direct Communication Agency - 8 employees

## Creative Writer

- ✓ Write the media campaigns and communications (letters, magazines) for Canon and Bureau Veritas.
- ✓ Advise Mercedes-Benz on its strategy to the Local Government.

1992 - 1994

Institut de Recherches et d'Etudes Publicitaires

## Research officer

100 members (agencies, institutes, media brokers, advertisers)

- ✓ Organize ~ 10 seminars for basic and applied research:
  - 'The Capital Brand: assessment and management'
  - 'The time budget studies at the effectiveness of advertising'

- 'The Media in France and Europe: Towards the end of ideas received'.
- ✓ Supervise editions.
- ✓ Measure and prepare the annual survey in the market Publicitaire French (investments advertisers / media revenue) in net data.

1991 - 1992

JFC Médiaplanning

## Research officer

### Providing Media data – 15 employees

- ✓ Provide the audience data to media brokers and agencies: Ogilvy, RSCG.
- ✓ Assist the Director of Studies in his consulting to media to build their sales strategy: Antenne 2, Europe 1/Europe 2, IP Presse.

1990 - 1991

STRATEGIES

## Journalist

### 1<sup>st</sup> weekly communication newspaper

- ✓ Launch a daily letter specializing in media planning.
- ✓ Write articles on new media television

## ***INFORMATIONS COMPLEMENTAIRES***

Nationality : French