

# FLAVIEN AUFFRET

UI/UX DESIGNER  
INFORMATION ARCHITECT

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## Education

- 2016/18 | **Master in Information Architecture**  
**Ecole Normale Supérieure de Lyon (Ivy league school)**  
Design, organisation and presentation of information to users in different digital environments such as interactive and mobile platforms.
- 2015/16 | **Third Year's degree in public relation**  
**Université de Rennes 2**  
Study of social behaviors and information circulation in our digital society.  
Introduction to linguistics and production of a web documentary.
- 2013/15 | **Technical degree of 2 Years in public relation of organisations**  
**Universitary Institute of Technology Caen**  
Introduction to the theory of communication in the organisations and learning of press relation, event management and graphic tools.
- 2013 | **Baccalauréat in Litterature studies - English speciality**  
**French secondary school diploma - Lycée La Providence - Montauban de Bretagne**

## Experiences

- 2016 | **Public Relations Officer**  
**Acklio - Internship - 2 months**  
Design of a graphic identity for a startup and assistance with all public relations activities.
- 2015 | **Public Relations Intern**  
**Peugeot Sport - Internship - 3 months**  
Social network management and proposition of a global social network solution on the long term for the racing team.
- 2014 | **Public Relations Intern**  
**EPCI de St-Méen Montauban (35) - 2 weeks**  
Introduction to InDesign and creation of an internal journal.

## Achievements

### Le Continu > Følge

Development of a graphic identity and a recruitment campaign (poster) for a cultural webzine. Production of a video report of a music festival, interviewing of artists and participants.

### 48H Creation Sprint :

Global Game Jam : Creation of a video game, participation from 2013-2016.  
Startup Weekend : Creation of an entrepreneurial project in Rennes (2016).

### Volunteering

Teaching French to refugees and helping with public relations different organisations.

## Skills

### User Experience Design

Creation of personae, digital mock-ups, performing of the UX tests, user interaction and behaviour analysis.

### Multimedia & User Interface Design

Photoshop, Illustrator, Indesign, Premiere Pro, Lightroom and video making.

### Mock-ups and prototyping

Balsamiq, Invision.

### Analytics

Hotjar, Google Analytics / Google Data Studio, AB Testing (AB Tasty).

### Programming Notions

HTML5, CSS, XML, PHP, MySQL, Javascript, AJAX, JQuery.

### Information Management

Data analysis, information classification, structuration of information's ecosystem. Love of Data visualisation and infographics

### Project Management

Agile management notions, use to group work and collaborative experience in limited time. Open to Gant diagram and willing to learn.

### Public Relations

PR campaign, media relations, social network management, event management.

## Languages

### French

Mother Tongue.

### English

Fluent (TOEIC : 895)

### Spanish

Fundamental understanding

### German

Initiation