



Karine Tonson La Tour

UX & UI DESIGNER

I'm an enthusiastic designer with 10 years experience in a wide range of sectors and at an international level. I think beyond the web to connect individuals to services and deliver meaningful solutions from start to finish.

I believe in agile, honest, collaborative work. I'm also open minded, a creative at heart and pay great attention to details. I've been told on many occasions that this mindset makes me a huge asset to any team.

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PROFESSIONAL EXPERIENCE

2017 FEB - 2019 JAN . LONDON, UK & TOULOUSE, FR . INHOUSE & REMOTE

Senior UX & UI Designer . Vidsy (Startup)

- UX Research to scale the product. Analytics, product analysis, comparative research, stakeholders and users interviews to determine strategy.
- Visual identity adapted to the duality of their targets. Design system with guidelines to boost production. Rapid prototyping following the agile process.
- Design and creation of a chatbot to automate filmmakers management. Market research, bot personality workshop, conversation prototype, testing.

Results

- New users amount doubled (↑ 214%).
- Bounce rate (↓ 97%) and exit rate (↓ 44.5%) dropped.
- The number of unique views per page doubled (↑ 223%).

2016 SEP - JAN . LONDON, UK & BARCELONA, SPAIN . REMOTE FREELANCE

UX & UI Designer . DenDen (Startup)

Brand identity research and design for **Forbidden City app**, an **augmented reality game**. Used role playing, personas, hook system and game mechanics to shape detailed user journeys. Rapid prototyping sessions to design the app and illustrate the set of characters.

2016 MAR - AUG . LONDON, UK . FREELANCE

UX Designer & Information Architect . Spark44

Conducted UX Research to surface **InControl**, a suite of services to connect customers with their vehicles for **Jaguar & Land Rover**. Analytics, personas and emotional journeys to highlight user flows. Stakeholders presentation.

2016 FEB . LONDON, UK . FREELANCE

UX Designer . Amaze

Analysed **Toyota's customer portal** to help it support an ongoing relationship with customers. Highlighted structural issues with sitemap and customer journeys. Exhaustive report with all existing UX issues and recommendations.

2014 SEP - 2016 JAN . LONDON, UK . FREELANCE

Spatial & Digital UX Designer . Barclays

Re-defined the vision of banking with Barclays for their **in-branch experience**. Conducted landscape analysis, branch manager, staff and visitor interviews, strategy workshops. Produced market and comparative research to highlight best practice and solutions.

UX, UI & Lead UI Designer . Barclays

User journeys, interactive prototype and design for the **Self Service Account Opening** device in branch and training documents for staff members. **ATM** re-design, its user centered design proved exemplary at user testing.



EXPERTISE

UX Research . UX Analysis .
 UX Design . Spatial UX
 Design . Information
 Architecture . Interactive and
 Rapid Prototyping . Art
 Direction . Brand Identity .
 Conceptual Design .
 Guidelines . Lead UI Design



TOOLBOX

Sketch . Photoshop .
 Illustrator . Indesign .
 Invision . Omnigraffle .
 Axure . HTML & CSS . Post-it



LANGUAGES

French (native)
 English (fluent)



EDUCATION

2008 . ECOLE DES GOBELINS .
 PARIS, FR

BA honours degree in Creation & Development Online

Methodology surrounding
 graphic communication and
 interactive design . Creative,
 research and project
 promotion workshop . Team
 project production . HTML &
 CSS Development . Initiation
 to 3D and motion design



INTERESTS

Motorcycle road trips .
 Horse riding . Ceramics .
 Interior Design

2014 FEB - JUL . LONDON, UK & DUBLIN, IE . FREELANCE

UX & UI Designer . Empathy Lab

Conceptualisation, analysis and design of the **Aer Lingus app**.

2014 JAN - FEB . LONDON, UK . FREELANCE

UI Designer . Topshop

Research, conception and design of a **weather module** to disclose weather and promote clothes well suited for it. Design of mobile and app **e-magazine**. Responsive design for a competition form.

2013 JAN - DEC . LONDON, UK . FREELANCE

UI & UX Designer . Virgin Media

Conception, wireframes, design, guidelines and follow up of their new **responsive mail system**. UX analysis with a fellow designer, concepts and design of Virgin Media **Homepage re-design** following its re-branding. Wireframes for EPG. Design of a couple of guides (channels and devices).

2012 OCT - DEC . LONDON, UK . FREELANCE

Digital Designer . Industry Branding

Concept & design of mail, social media pages, ATM and LCD panels for **Commercial Bank** in Dubai.

2012 AUG - SEP . LONDON, UK . FREELANCE

Digital Designer . Virgin Media

Conception and design of website and mobile application along with guidelines for **TV Anywhere**, the Virgin service to watch TV on mobile, tablet and computer.

2012 JUN - JUL . LONDON, UK . FREELANCE

Digital Designer . Euro RSCG, Publicis, M&S, Cherry Advert.

Stand and brochure design for **Reckitt Benckiser** (Euro RSCG) - Concept & design of online ads and emails for **Renault** (Publicis) - Rebranding of **M&S** french website - Digital tools, successful pitch, website and social media design for a range of Pharmaceutical clients: **Astellas, Nutramigen, Rimadyl and TEVA** (Cherry Advertising).

2009 DEC - 2012 MAY . LONDON, UK

Digital Designer . Codegent

Conception, wireframe and design of websites, mobile apps, banners, videos, iPad games, newsletters and illustrations in a fast paced award-winning digital agency.

British Library . Winsor & Newton . Jenny Craig UK - Nestlé . Skechers . The Hoxton Hotel

2008 OCT - 2009 OCT . STOCKHOLM, SE

Interactive & Conceptual Designer . Futurniture

Web design, motion design and conceptual/interactive design for museums.
 Ikea . Spotify . Swedish Pavilion for Shanghai World Expo 2010 . Forum Östersjön Museum

2007 NOV - 2008 JUN . PARIS, FR

Web Designer . G2 PARIS (Grey Group)

Follow-up of projects, site-design, mini-sites, banners, emailings, buzz marketing, newsletters in an international communication agency.
 Nokia . EDF . La Poste (french Post Office) . Chantelle Paris . Passionata . Essilor