



First name

GUENOLE

Surname

RENOUX

Sex



Contact

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About

HI,

AFTER MY BACHELOR'S DEGREE IN INTERACTION DESIGN, I LIVED IN SHANGHAI FOR 2 YEARS TO STUDY MY MASTER'S DEGREE «DESIGN & TRANSCULTURALITY».

I AM NOW FREELANCE GRAPHIC, MOTION AND DIGITAL DESIGNER.

Occupation

GRAPHIC / MOTION / DIGITAL DESIGNER

Portfolio

WWW.GUENOLERENOUX.COM

WORK EXPERIENCE

FREELANCE

ZCOMME (MOTION DESIGNER - VIDEO)

CLIENTS: CARTIER, CAPGEMINI, RICHEMONT, ARTEMYS, ABSYS CYBORG, ETC.

Since September 2018

BURSON-MARSTELLER (ART DIRECTION)

DESIGN OF BOOKLETS, INVITATION CARDS, SOCIAL NETWORKS VISUALS/VIDEOS, WEBSITE. CLIENTS: MONDELEZ, ORANGE, AESIO, SANOFI, ETC.

May 2018 - June 2018

IDP SANTE (GRAPHISM - WEB DESIGN)

I REDESIGNED THEIR LOGO, DEFINED A NEW GRAPHICAL CHARTER AND CREATED A WEBSITE (WORDPRESS).

September 2017 - January 2018

ERREUR 404 (CO-FUNDER - ART DIRECTOR)

FLYERS, ILLUSTRATIONS, VIDEO TEASERS.

Since May 2017

CHANGHAI WAX (GRAPHISM - VIDEO)

FLYERS, ILLUSTRATIONS, VIDEO TEASERS.

January 2017 - January 2018

PARTNERSHIPS

CONNECTED CHILDHOOD - GOODBABY - SHANGHAI

AMPLIFY INTERACTIONS IN THE RELATIONS OF CHINESE FAMILIES IN THE URBAN ENVIRONMENT.

March 2016 - June 2016

ULTRAVIOLET BY PAUL PAIRET - SHANGHAI

IMAGINE NEW ANIMATIONS FOR HIS NEW MENU.

April 2016

INTERNSHIPS

DIGITAL DESIGNER - MAZARINE ASIA PACIFIC (CHINA)

WORKED ON CONCEPT STORES, RECEPTIONS AND WECHAT CAMPAIGNS. CLIENTS: CHANEL, BULGARI, OMEGA, RUYI, MGM MACAU, BAUME & MERCIER, ETC.

March 2017 - July 2107

UX/UI DESIGNER - MOBILE NOW (CHINA)

WORKED ON INTERFACES FOR A SUV, INTERFACES FOR APPLICATIONS, CMS AND WECHAT INTEGRATIONS. CLIENTS: CHERY, ACCORHOTELS.

October 2015 - January 2016

UX DESIGNER - SCHNEIDER ELECTRIC INNOVATION PLATFORM (FRANCE)

APPLICATION TO HELP CREATION / REFERENCING / UNDERSTANDING OF ELECTRIC BOARDS.

September 2014 - October 2014

EDUCATION

MASTER'S DEGREE

DESIGN & TRANSCULTURALITY - SHANGHAI

L'ÉCOLE DE DESIGN NANTES ATLANTIQUE & SHANGHAI UNIVERSITY

MAIN NOTIONS: INNOVATIONS, ANTHROPOLOGY, ETHNOLOGY, MULTICULTURAL.

MAIN TOOLS: CREATIVE SESSIONS, INTERVIEWS, OBSERVATIONS, PHOTOS ANALYSIS.

September 2015 - January 2017

BACHELOR'S DEGREE

INTERACTION DESIGN - NANTES

L'ÉCOLE DE DESIGN NANTES ATLANTIQUE

MAIN NOTIONS: CREATION, LEARNING NOTIONS, LEARNING TOOLS, EXPERIMENTATION.

MAIN TOOLS: BRAINSTORMING, CONCEPTS, PROTOTYPING.

September 2013 - June 2015

SKILLS

Design methods

INTERVIEWS, IMMERSION, JOURNEY MAP, BRAINSTROMING, IDEAS, CONCEPTS, PROTOTYPING, FEEDBACK ANALYSIS, COMMUNICATION.

Tools (good)

ADOBE SUITE CC, FINAL CUT PRO, KEYNOTE, SKETCH, WORDPRESS.

Others (notions)

ABELTON, ARDUINO, AXURE, C4D, HTML/CSS, PROCESSING, 3DS MAX.

LANGUAGES

FRENCH NATIVE

ENGLISH PROFESSIONAL PROFICIENCY (TOEIC 820)

SPANISH LIMITED PROFICIENCY

CHINESE BASIC KNOWLEDGE

EXPOSITION

LAVAL VIRTUAL 2014

PRESENTATION OF A LASER HARP PROJECT.