



Cécile Babour

User eXperience Manager

“Let me lead your team to turn users' journeys on mobile, tablet and desktop into pleasant experiences and help make businesses more profitable”

Mobile Friendly Portfolio: babourc.eu

Skills

User Research & Testing

Personas | User Shadowing | User Interviews | A/B -Multi Variant Testing | Eye tracking | Surveys | Analytics | Currently learning Service Design

Storyboarding, Prototyping & User Flows

Sketching, rapid prototyping with Axure
Complex Interactive prototype

Visual Design

Illustrator | Photoshop

Good command of

HTML, CSS, some JS, Wordpress.org

Good understanding of

Front and back-end technologies

Work Methodologies

Agile - Scrum

Team Management

Managing a small team of designers and developers onsite and remote

Work Experience

UX Lead & Creative Technologist

(1 year and 4 months) - July 2017 to present

Tata Consultancy Services, London, UK

- Helping clients reaching the next innovation level by creating digital customer experience POC (Proof of Concept)
- Client presentations on UX methodologies, proposal writing, quick ideation and prototyping to sell a concept
- Currently leading the design of an POC for a retailer in UK
- Designed Chatbot experience for a Utility company and a Retailer
- Designed and managed remote team for the development of a Scan & Go app on Android and iOS for a UK retailer
- Designed and led development of a new starter experience for TCS

UX Consultant

(2,5 years) - January 2015 to present

Freelance, France

- UX consultancy for Cognizant: Prototyping of an MVP for a Pocket Money Wallet mobile app for children, Worked with an Android developer and a product manager. Benchmarking with the competition. Deliverables: User research, User flows and Assumptions, Site Architecture, Mobile Interactive Prototype for later testing.
- Leading the redesign of an online dictionary on Dream Interpretation Symbols for a psychotherapist. From sales, weekly meetings with client, User research (Tree testing and Card sorting with Optimal Workshop). Mobile first approach: I prototyped my assumptions and organised a user test with 6 people (shadowing technique), and did the same for the desktop version. Google Analytics implementation (Events and Conversions definition and actual coding). Gathering detailed requirements and managing the remote developer. Advice on Social Media Strategy, Newsletter email collection. Visit card design on InDesign.
- Delivering UX Audits and recommendations based on best practices for several direct clients and some agencies clients like L'Oréal Professionnel, Hédiard.
- Quick prototyping of a complex software platform and slides content and graphic development for a start-up in order to present the projects to government investors.

Creative Business Developer

(2,5 years) - January 2015 to July 2017

PM Screen (3D Multimedia Installations - Augmented Reality), France & UK

Brand ambassador in France and Inbound/outbound sales: prospecting on LinkedIn, cold calling, events networking, defining custom prices and proposals, negotiation, closing. Implementation of a CRM.

UX Design Lecturer

(1 day workshop) - April 2015

Telecom Ecole de Management, Paris, France

In collaboration with the Professor of Marketing, overview of UX design (processes, techniques, tools) followed by the philosophy and practise "learning by doing". Theme: Online Glasses e-Commerce. User Interviews, Personas creation, Storyboarding, Card Sorting, Wireframing/Prototyping and User Testing.

UX Designer

(6 months) - May to November 2014

Cegedim Relationship Manager (Cegedim Group) – Boulogne, France

Lead Designer for the conception of a new Marketing Multi-Channel Intelligent Platform for Life Science Companies to improve their segmentation challenges:

- Organisation of a brainstorming workshop with high-level stakeholders and top developers to generate ideas on a specific pain point
- Creation of Personas with interviewing stakeholders and own research
- Working with the Product Managers and developers to define scope, flows, technological solutions
- Building a complex interactive prototype in Axure and iterative testing with internal stakeholders

Interaction Designer

(3,5 years) - January 2011 to April 2014

eFinancialCareers.com (DICE Group) – London, United Kingdom

Lead designer from user research to final designs for eFinancialCareers, a global career site specialised in finance, banking and insurance with a monthly average of 20 million page views and 2.7 million visits, and in 5 different languages.

- Designing the first mobile web app for job search and users' accounts, integrating the launch of a new company branding. Prototyping an interactive version of the app including all flows and complex interactions of the existing desktop site, implementing the BETA version with developers and organising a global user testing in 3 world regions with the shadowing technique, collecting information from a survey, amendments based on the testing results.
- Redesigning and improving the user's accounts (Internal users, Clients and Jobseekers) with new and existing features (i.e. New Jobseeker Profile) from Product, Interaction UX to visual design to a new Java based platform.
- Redesigning the news and career advice section from initial requirements, user research to final delivery.
- Adapting the jobseeker platform to fit Chinese audience, with remote user testing observations.
- Finalising visual designs of the admin Job Search site according to new company branding, consolidating interactions and UX matching the new mobile web app
- Redesigning the current Recruiter Centre for a Wordpress platform to drive leads
- Full Product Design of the media centre in Wordpress from initial requirements from stakeholders to final delivery

Web Design Teacher Assistant

(1 year evenings and weekends) - Throughout 2011

Birkbeck University - London, United Kingdom

Demonstrator for Dreamweaver, Flash, Fireworks, Javascript, MySql and teaching special Fireworks quick prototyping

Client Relationship Executive ~ France & Spain

(3 years) - December 2007 to December 2010

eFinancialCareers.com (DICE Group) – London, United Kingdom

Past Life of Business Support Roles in Import/Export Industry in France (9 years)

Education

April 2017

Inbound Sales

Hubspot, Online course

Aug 2016 - March 2017

Sales Techniques

Booster Academy, Paris, France

May 2013

Interaction Design & UX and Agile Development

*Usability Week 2013 by N. Nielsen Group
London, United Kingdom*

January 2009 - August 2010

Certificate of Higher Education in Web Design Technologies ~ *Passed with Distinction* ~

Birkbeck University – United Kingdom

HTML, XHTML, CSS, JAVASCRIPT, MySQL, PHP, XML, XLST, Flash, ACTIONSCRIPT 2 Dreamweaver, Fireworks, Accessibility standards

September 2008 - June 2009

ABC Double Award 2D Design software

(Photoshop, Illustrator, InDesign)

University of Arts - London College of Communication – United Kingdom

March 2007

Graphic Arts and Web design

(Dreamweaver, Flash MX, Fireworks, Free hand) - Spain

1998 - 2000

2 years professional degree in Business and Marketing Techniques - *France*

1996 -1998

Baccalauréat in Business Actions and Communications - *France*

Interests

Finding Beauty (See my blog cherchelabeaute.com)
Tarot Reading, Psychotherapy, Dream Interpretation, Latin Dance.

Languages

- **French** (Mother tongue)
- **English** (Fluent)
- **Spanish** (Fluent)
- **Portuguese** (Competent)