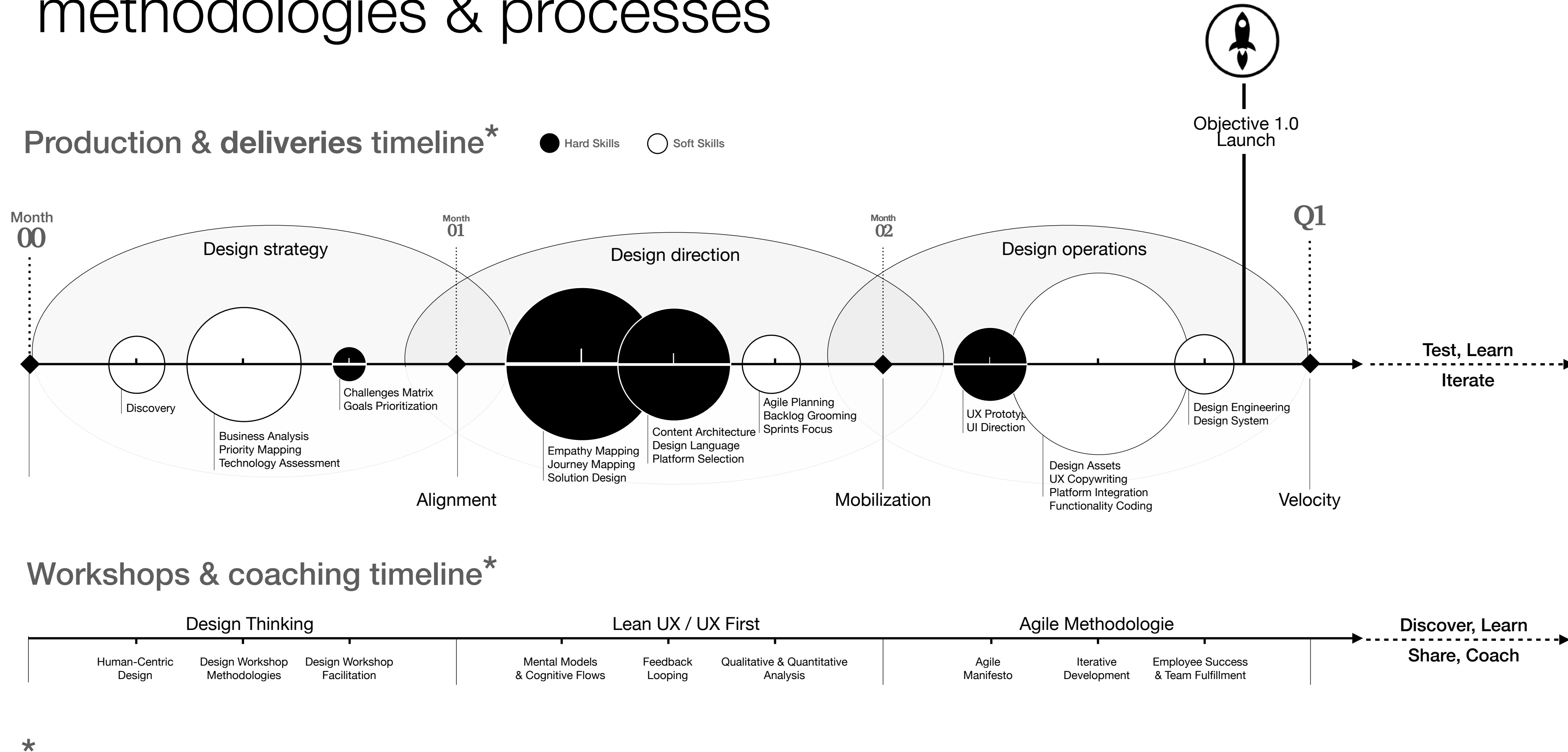


Design Engineering methodologies & processes

Methodologies and processes are more of guidelines and a toolbox to choose from than a rigid step-by-step procedures.

This being said, ramping up operations and skills require a progressive structure.

This timeline is an example on how I've helped establish UX Practice & Iterative Development (Digital Transformation) within organizations pivoting from online brochureware into the full Digitalization path of their Brand and experiences.



Design strategy

Brand digital Vision & experiences

Strategy is Designing the right approach and establish the right path to achieve executives' desired outcomes.

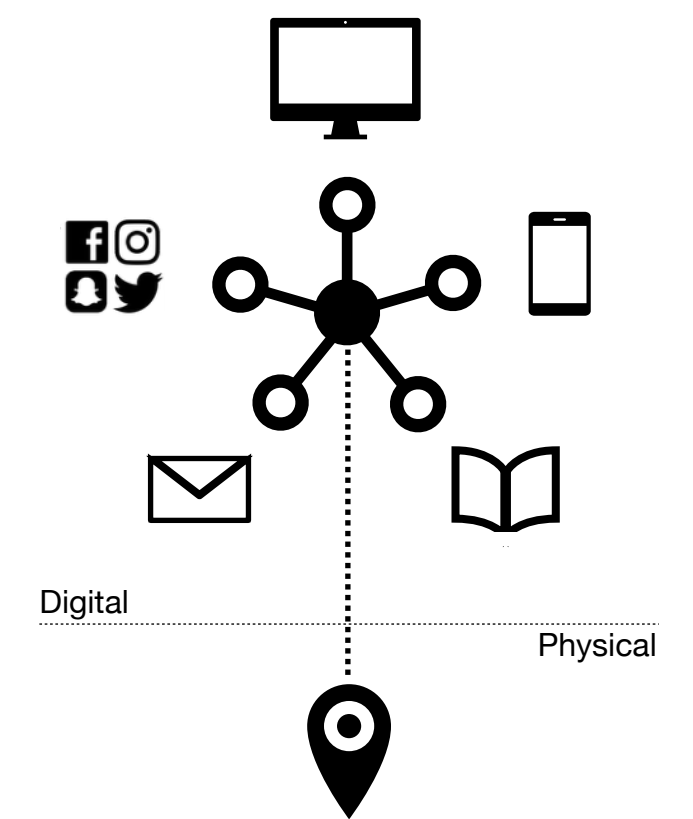
Design strategy needs to be co-created with decision makers and their broad understanding of the environment (Market), context (organization) as well as their various business constraints.

The "5 WHY" is predominant across its exercises such as: Business Analysis, Technology Assessment, Analytics, etc.

This is when the magic on how turning users into Brand evangelists initiates!



Omni-channel brand experience
Holistic, Cohesive, Complementary



“ You are only as strong
as your weakest hyperlink ”
- Seb



Some of the amazing teams I have learned with:



UX Design Direction for delightful experiences

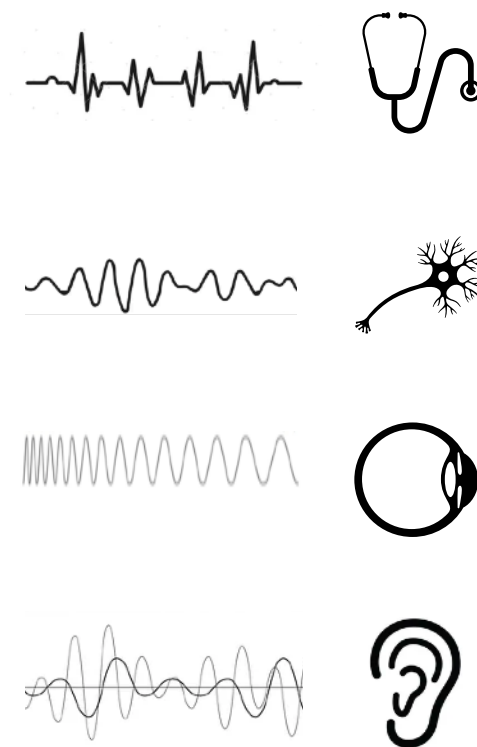
UX Design Direction is aligning everyone on the Design Strategy and focusses on ensuring customer delight that Brands desire when:

- **Informing** (ergonomics, medias, ...)
- **Telling** (storytelling, UX writing, ...)
- **Helping** (interactions, functionalities, ...)
- **Inspiring** (visuals, colours, motion, ...)
- **Relating** (conversion, conversing, ...)

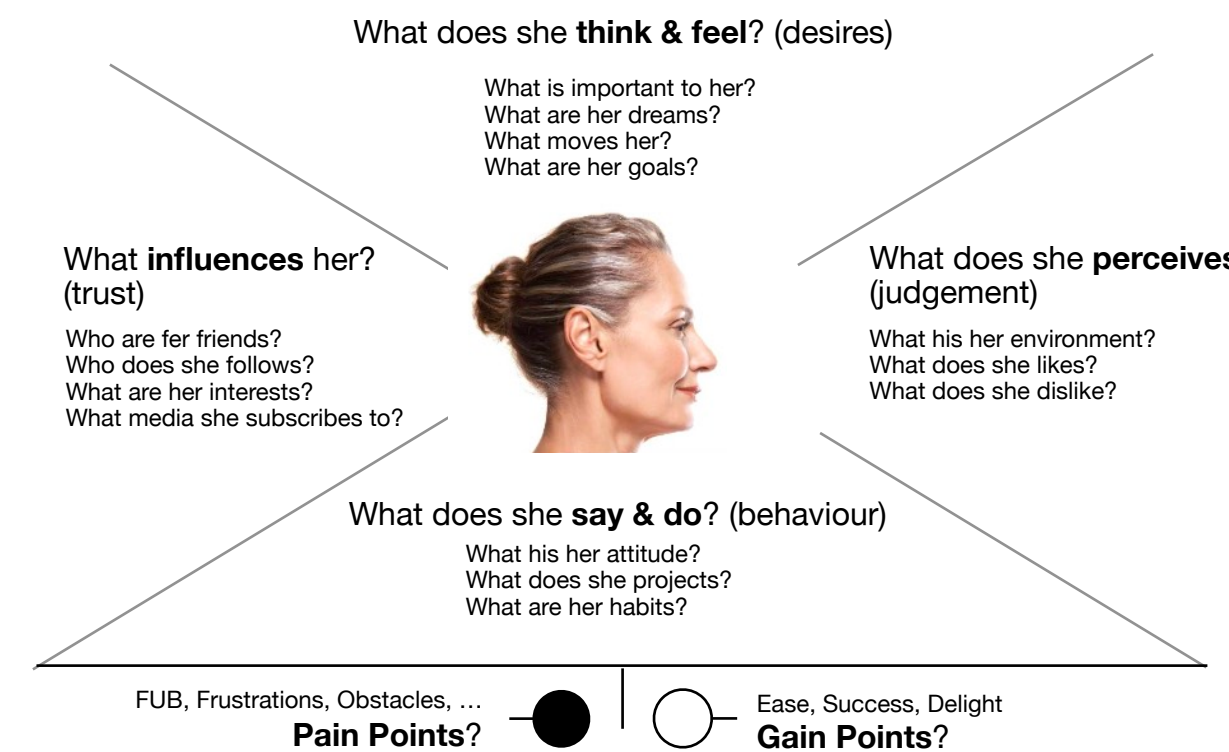
Design Direction is not about giving instructions but rather evangelize, inspire, orient, coach, **mobilize**...

It's to co-create every potential solution focussed on current priorities, and to secure that bests ones are implemented.

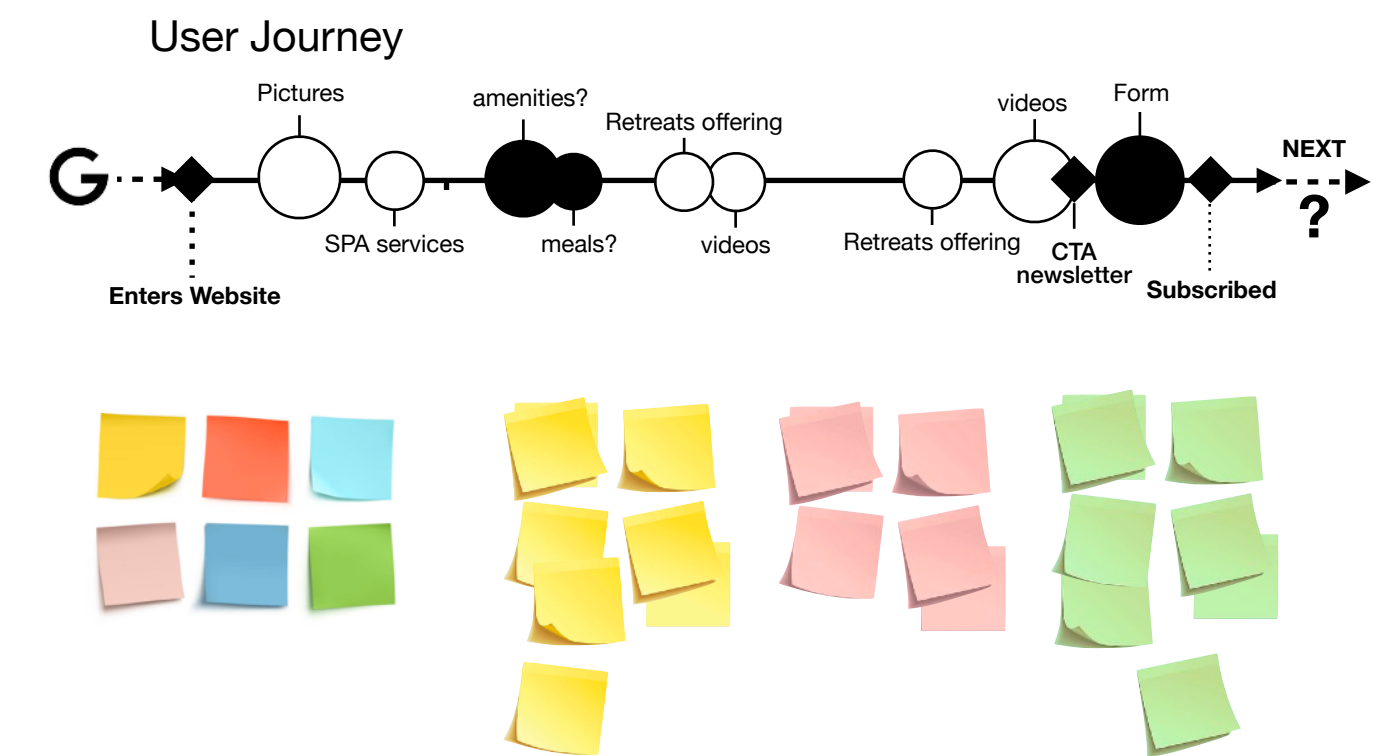
Research Quantitative & Qualitative



Empathize Personas, Empathy mapping



Design Hypotheses



UX/UI Design Direction for emotional impact

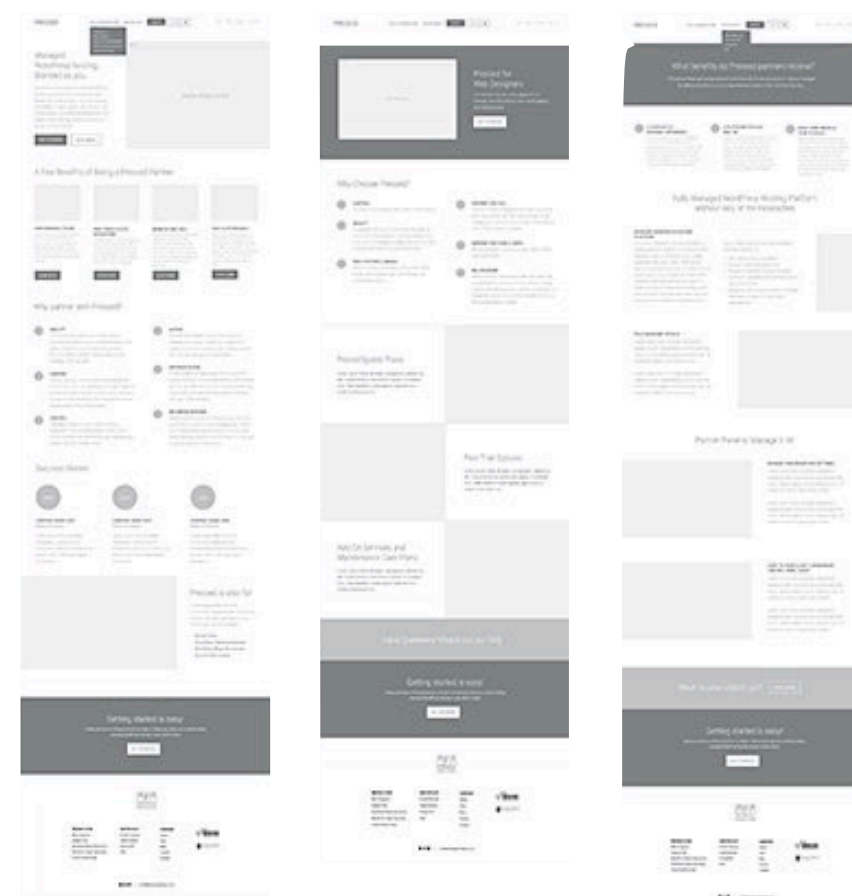
UI Direction is more than designing beautiful visual assets, it is ensuring visual harmony and effectiveness.

Visual strategy is about accurately communicating brand's identity and to inspire viewers with the desired emotions.

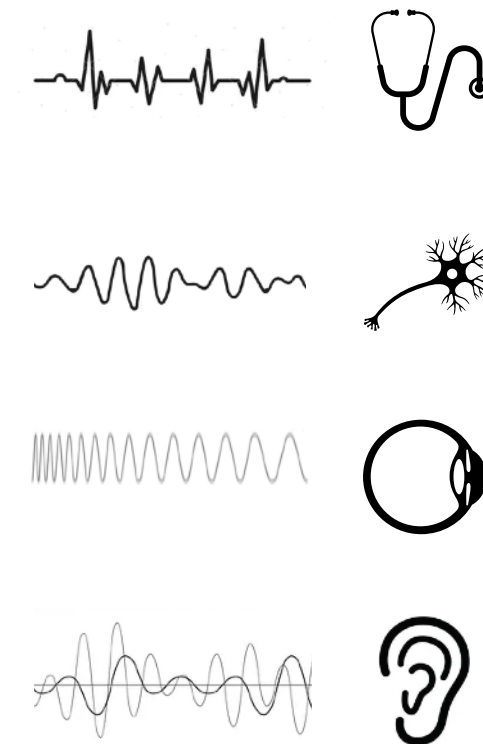
UI Direction is co-designing the visual assets inspired by the Design Language, set at Design Strategy, that are cohesive and collaborative (aka Design System).

Democratizing all assets improves drastically the velocity at Productizing.

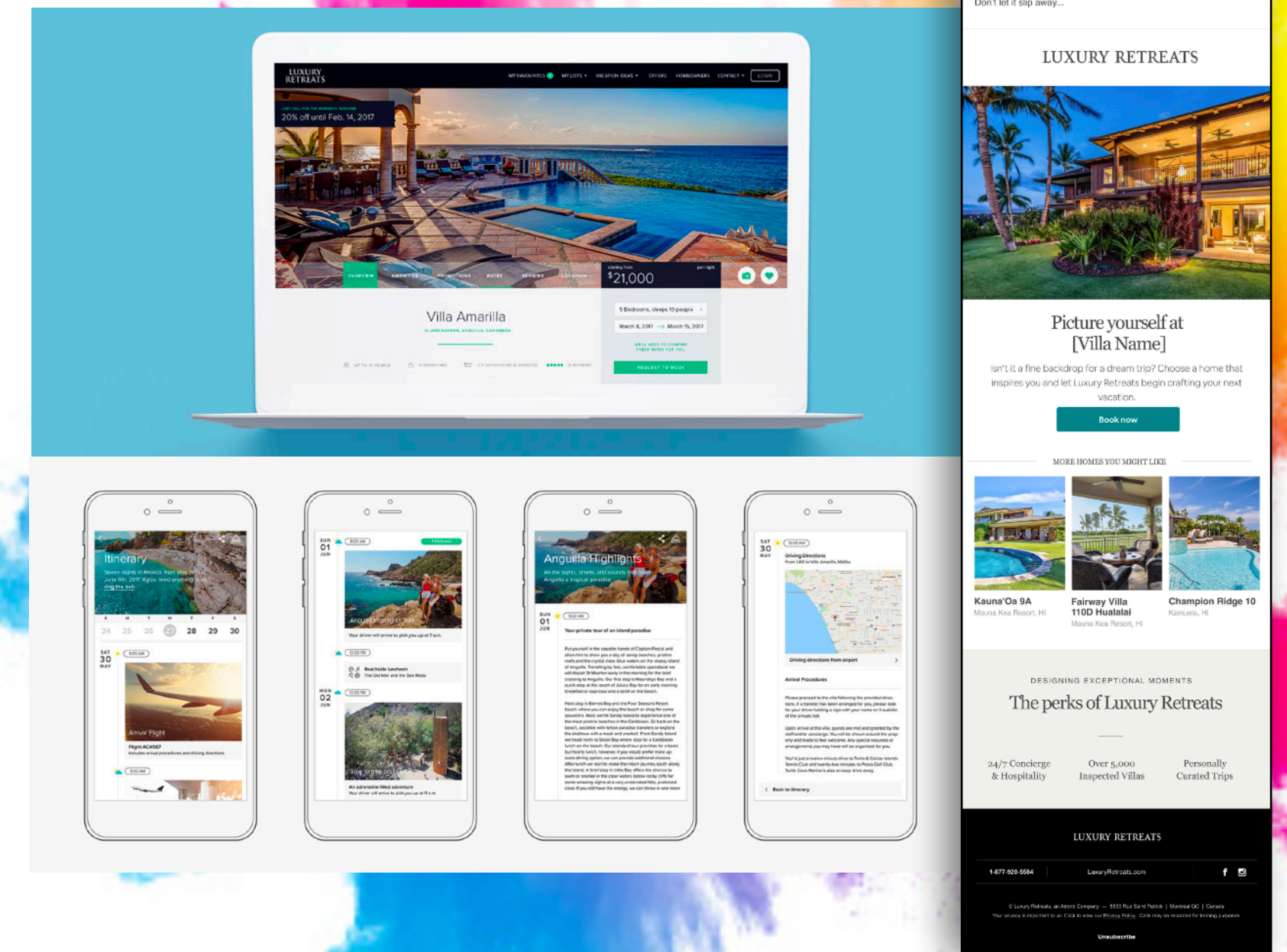
Prototype Quantitative & Qualitative



Test Hypothesis



Productize From Findings



Digital operations & Productizing assets {Graphic Design} & code < Development />

Operations in Digital is the fast delivery of measurable solutions to empower users' feedback loop for teams to iterate on.

Operation Design is the orchestration of Team's dynamic with proven methodologies and technologies to maximize fun & velocity.

Selecting the proper tech & tools with the team is key to operation sustainability!

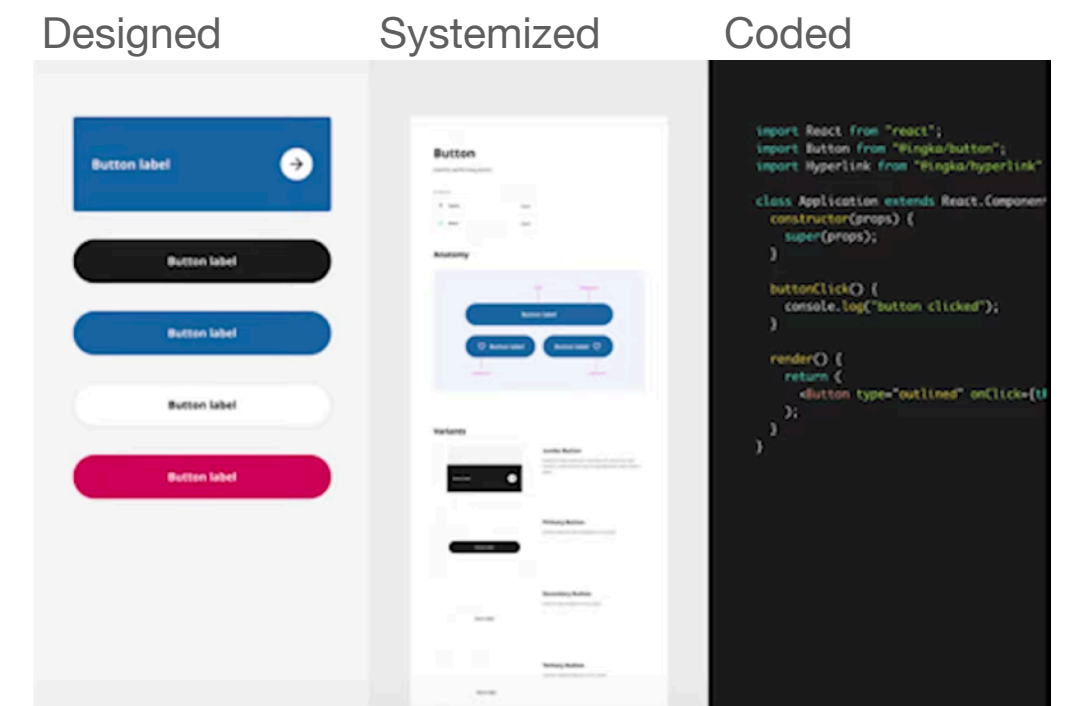
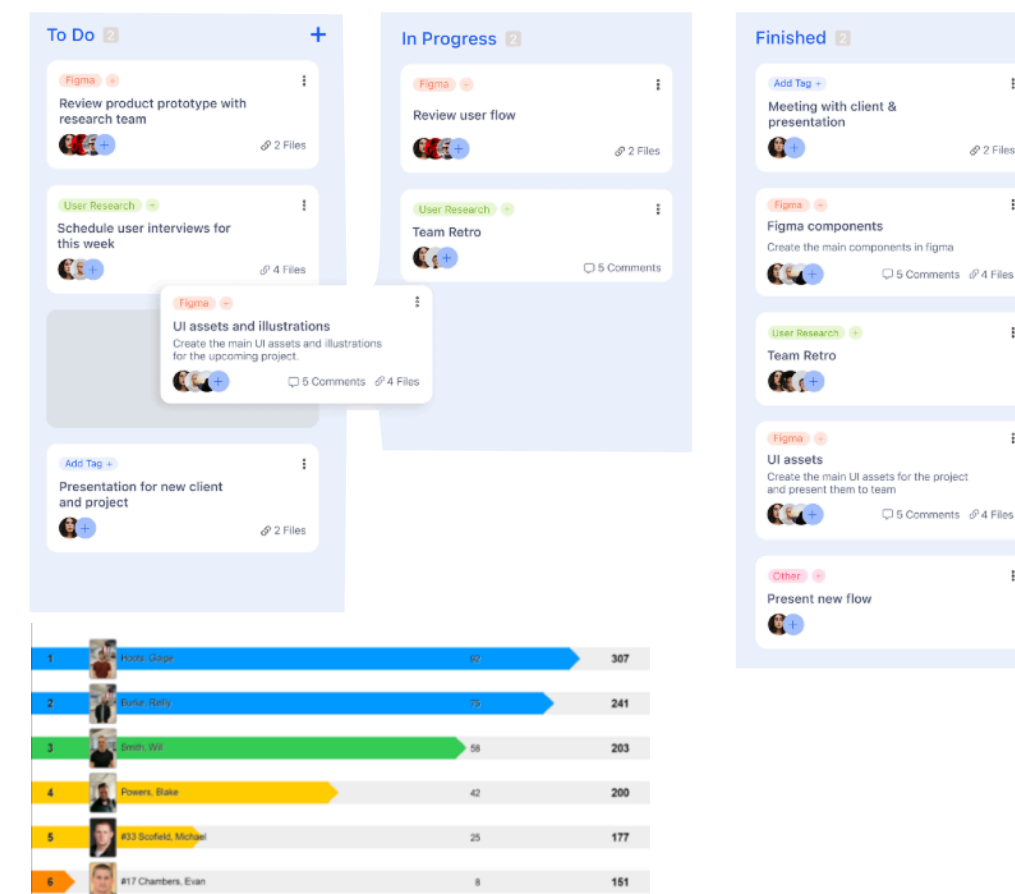
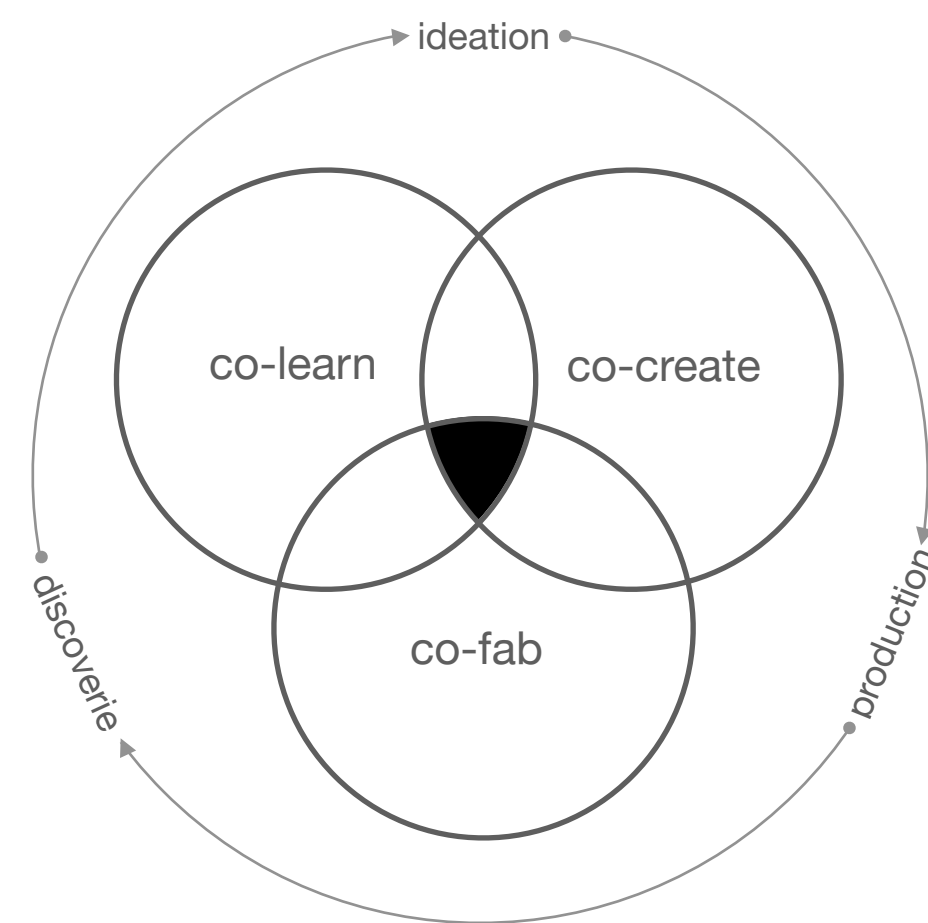
It is also ensuring that all team members have all the right information at the right time for workflow fluidity and cohesiveness.

Nurturing each other's strengths creates both personal and team fulfillment.
All necessary ingredients to success...

Iterative Development
Launch, Test, Improve

Team Synchronization
Work Gamification

Team Collaboration
Empowerment



“ Celebration creates success, success creates Celebration! ”
- Seb

Design Legacy

continuous improvement, lasting connections...

Design Legacy is the true impact.

To ensure continuity and cohesiveness, **successful findings, artefacts and guidelines** well defined.

Beyond products and team successes, seeding the empowerment with proven methods and tools is the most gratifying achievement for a UX & Design Director.

As the **impermanent** digital products continue to evolve in time, witnessing the progress of a product and of the people involved is the true reward.

