Cédric Mériau
Senior Lead Visual Designer

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PROFILE/OBJECTIVE

UX/UI and Design Director. My design methodology is driven by context. Who will be looking at it? How will they use it? What do we want them to come away with? Often the most creative solutions are the result of answering these questions. As a designer with a passion for technology who has worked closely with developers and engineers, I am seeking a senior creative position with an interactive company that develops exceptional user experiences striving to push technological boundaries without sacrificing usability.

EXPERIENCE

Senior Lead Visual Designer, if(We), San Francisco, CA   **2013-Present**

Lead creative development and design interaction for if(We) products including web, mobile, motion graphics and data visualization. Managed team up to 5 designers

- Collaborate with product managers to develop a deep understanding of their needs and goals.
- Manage creative oversight and execution on projects from concept through development and completion.
- Work directly with the executive team (CEO, CTO, etc) to rebrand and reposition the company image.
- Conduct user research and interviews.
- Manage the interaction design team, providing creative leadership on design projects for mobile and web.
- Responsible for selection and recruitment of senior and junior designers, including talent need forecasting.

UX/UI & Design Director, Full&By, San Francisco, CA   **2011-2013**

Creative senior lead of "The Lab" developing forward thinking products, including "Ink," the revolutionary POS manager integrated into the 3Click cloud based web-app (Sass).
- Provided art direction and visual design for apps
- Managed graphic designers during production
- Performed CSS integration
- Supervised developer implementation, ensuring adherence to design specifications

Interactive Art Director, EVEO, San Francisco, CA   **2010-2011**

Designed iPhone and iPad applications for major Bio-Pharma companies including Novartis, Genentech, Mederick, and others.
- Provided art direction and visual design for websites and 50+ iPad/iPhone Apps
- Managed graphic designers during production
- Supervised developer implementation, ensuring adherence to design specifications

Interactive Art Director/ Creative Director Freelance, Paris, France   **2005-2010**

Designed website and web application user experience for major french companies including Digitas France, TBWA, DDB, Visual Links, Equallia and others.
- Translated product requirements into user flows, user interfaces and wireframes
- Created paper sketches and active prototypes
- Conducted usability testing and research
- Provided art direction and visual design for logos and iconographies
- Created iPhone/iPad Application user interfaces
- Designed DVD user interfaces

Interactive Art Director, DIGITAS, Paris, France   **2000-2005**

- Managed Lancome.com, Universalmobile.com and Bouyguestelecom.fr visual and user interface
- Provided art and UI direction for product marketing programs and initiatives
- Oversaw the design and development of a weekly newsletter promoting the latest video game releases
- Redesigned, developed, and maintained UniversalMobile.com, as well as featured game mini-sites
- Worked closely with developers to ensure design specification by coding prototypes and performing graphic optimization, CSS and HTML
- Managed a team of designers, contractors and design agencies

Interactive Art Director, FKGB, Paris, France   **1998-2000**
- Provided art and design direction on layouts, templates and style guide for numerous websites
- Built and developed brand concepts and marketing plans for:
    - Worldwide websites for Playstation, Ubisoft and Sega
    - Movie websites including Sleepy Hollow, NottingHill (French version)
    - Numerous well-known French Artists including Gilbert Becaud, Michel Sardou, Zazie, Francis
      Cabrel, Patricia Kaas

Web Designer| Designer, INCIDENCES, Paris, France   **1997-1998**
- Provided art and design on CD-Rom "Tout l'Univers - Hachette" magazine
- Provided web design for insurance and sales companies

Designer, AGGELOS, Paris, France   **1996-1997**
- Provided art and design production on luxury print documents for Parisian art galleries
- Designed art and production for book, video tape and CD covers

Decoration Department, Walt Disney Imagineering, DisneyLand Paris, France   **1994-1996**
- Conceptualized and created theatrical sets and large format paintings for shows and attractions
- Managed decorators and third party suppliers during new attraction implementation
- Supervised team of five to eight full time artists

EDUCATION
ENSAV (Enseignement National Superieur des Arts Visuels), Paris, France
Diplome d'Arts Graphique (Graphic Arts Degree)

COPAG (COurs Privé d'Art Graphique), Paris, France

Continuing Education
Anywhere and everywhere [ongoing]. I continue to be inspired by the creativity all around me in the Bay Area. I am challenged every day by the ever advancing nature of web technology.

SKILLS
Software and Tools

- Adobe Creative Suite	- Final cut pro
- Sketch	- Omni Graffle
and many more	

Internet

- HTML, XHTML	- IE/ Chrome/FF/Safari
- Cascading Style Sheet	- Mac OS/ iOS/ Android
- JQuery and JS notions	

AWARDS
Dauphin d'or - Lancome.fr
Dauphin d'argent - Lancome.fr
Grand prix Stratégie du Marketing jeunessee (Stratégie Best teenage marketing Award) - UniversalMobile.com
Victoire de la Musique - Nominated in best artist website category for Zazie and Patricia Kass

OTHER INTERESTS
Co-Founder of MacPlus.net
Macplus.net is the french leader of daily Mac News web sites, with over 2 million page views per month and over 30,000 unique readers per day.

Co-Founder of Vincennestv.fr
Vincennes TV is a local web TV which provides online content, shows and documentary features.

Part of baker Framework project (http://bakerframework.com)