



Alexis Boyer

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BACKGROUND

Head of Product Design



Plume Labs

2017 - Now, Paris, France

Team lead

At the head of product design at Plume Labs, I design the experience, functionalities and aesthetics of hardware and software products. I am responsible for setting up processes and design methodology from design thinking to lean startup according to the needs and stages of the project. I write the feature scopes, their roadmap and deployment strategy.

I am in charge of defining and carrying out user research studies from the writing and the structure of the interviews to the experience sampling campaigns born to users.

I am the guarantor of the mechanism of integrated design system and applied within multidisciplinary teams hardware, mobile, data, support and design.

Flow

This device and its mobile application are innovative tools, the first of their kind in terms of pollution. This application, associated with the Flow device, allows you to cross pollution exposure data with your GPS data. One of the flagship features of this mobile application is the ability to compare its journeys, and as time goes by, we can optimize its movements so that exposure to pollution levels is reduced to a maximum.

Product Design Lead

RENAULT DIGITAL

Renault Digital

2017 - Boulogne, France

I was responsible for the product design department, composed of 6 people, my aim was to work on innovation and the strategy of connected and autonomous products. I lead the whole process of design thinking through the phases of user research, ideation and design. I guaranteed the design system on the digital part of the manufacturer and the implementation of techniques and methodologies to facilitate the interactions between designers, developers, data scientist and engineers.

UX/UI Design Lead



Withings

2014 - 2017, Issy-Les-Moulineaux

Team lead

Managing and mentoring 5 designers. I help them grow as better designers, improving their current skills and accompany them in the acquisition of new ones. I am responsible for design processes, UX strategy and UI guidelines. I participate in the definition of the product, I make sure that the proposed solution meet the objectives and expectations of the user.

Health Mate

Help people to monitor their health and reach their goals. Combine multiple use cases, from stand alone app to managing wifi and bluetooth health sensor based devices.

Home

Design of the companion app for the Withings Home, product winner of 3 CES Innovation Design Awards. I facilitated family interactions through live streaming, timeline events and smart alerts.

Product Designer

Freelance

2013 - 2014, Paris

Calie

I worked for a year on the creation of a new product with the help of technical partners. From the user need to the business strategy, I led the entrepreneurial adventure of a smart application project capable of identifying food and giving a caloric and nutritious analysis and diagnosis. I took care of all the design using the lean startup method, I convinced two technical profiles to take over the research and development.

App of the day

Full redesign of the application. Pivoting from a mail based service to a time limited free offer through a mobile app, applying lean methodologies and improving through constant user testing. The app now constantly rates above 4 stars on the Google Play store, raising the user numbers from thousands to more than 4 millions.

UX/UI Designer



Lagardère

2010 - 2013, Levallois-Perret

Doctissimo My Pregnancy

The app won the best 2014 health app, rated 4,5 stars on the appstore since its launch. A reference for thousands of women using the app during their pregnancy.

Kwot

Designed this prospective product and service, from the project's early stages to production.

Psychologies

Full redesign of the home and subsidiary pages, improving UX from user feedbacks and please marketing team requirements.

Interaction Designer



Skyrock Network

2010 - 2013, Paris

Skyrock Radio

Design the radio player app, featured on the app store in 2008. More than 100k downloads the first week, several millions since then.

Skyblog

Design of the entire blog platform mobile app, with more than 15 millions members.

UX Designer, Web Designer

Freelance

2005 - 2007, Paris

LaCrea

UI designer on innovative products and services, from the project's early stages to the final mockups. I worked on a large set of projects

Keyzit

Full design of a digital distribution music service.

EDUCATION

Master degree in art direction

ESCM

2003-2005, Paris, France

Design & communication college in Paris

Bachelor degree in plastic art

University of Michel Montaigne

2000-2003, Bordeaux, France

College of art and design of Bordeaux

SKILL SET

Design

Interaction design, User Experience design, Information Architecture, Graphic design, Creative Direction, Pixel Perfect, Wireframing, Prototyping, User Testing. Experience in designing in agile environment and in StartUps.

Platforms

Web, Smartphones, Tablets, Smart Cars, Smartwatches and Smart TVs, Embedded UI.

Tools

Sketch, Figma, Adobe CC (video, HTML, Flash included).
InVision, Principle, Flinto, Framr, Origami, Macaw, and some other prototyping tools, code in HTML, CSS.

Languages

Speak, write and work in english & french.

INTERESTS

I have all the usual ones (reading, movies, museums ...) and some more specific (sneakers, photography, soul music), I love to travel (Germany, Spain, Italy, Thailand, New-york, Miami etc...). I'm on twitter ([@alexis_boyer](https://twitter.com/alexis_boyer)).