

Nathalie Napol / GRAPHIC DESIGNER

Phone (647) 389-1661 Email napolnathalie@gmail.com Portfolio nathalienapol.me

SKILLS

DESIGN

- Web and Mobile **UI / UX** Design: Incorporate usable designs relating to consistency, look-and-feel, best practice, compatibility and technical constraints.
- Establish, apply, and promote design guidelines, best practices and standards
- Using **Mobile First** and **Progressive Enhancement** as a solid foundation to build upon
- Understanding of how the designs will be translated to code (**CSS**), and design with performance in mind (**Retina ready images** : **SVG**, large **png** and **jpg**).

UX

- Create **wireframes**, visual **mock-ups** and **style guides** that effectively communicate interaction and design ideas
- Create **prototypes** for user testing using **Marvel** and **inVision**
- Planning and executing **usability testing**, **A/B testing** via usabilityhub.com
- Conduct user research and evaluate user feedback with the usertesting.com online platform

HTML

- Writing clean and clear semantic **HTML** markup
- Implementing **Html5 microdata** for **SEO** using the schema.org vocabulary
- Caring about web standards and accessibility

CSS

- Creating rich experiences using **CSS3** transitions and animations.
- Using methodologies and conventions such as SMACSS
- Strong knowledge of browser & device capabilities

TOOLS

- Adobe Creative Suite: **Adobe Illustrator**, **Photoshop**, **After Effect**
- Updated content in **InDesign**
- Created **prototypes** with **Marvel App** and **InVision App**
- Used **Powerpoint** for creating presentations

PROFESSIONAL EXPERIENCE

FREELANCE Toronto, Canada / Sept 2016 - Oct2016

Web Graphic Designer

Design and development of a website for client in health following best practice guidelines (Web Content Accessibility Guidelines)

- Produced front-end design using HTML, CSS
- Creation of wireframes and graphic charter. Think mobile first and responsive design with the different breakpoints.

SELF CARE CATALYSTS, Toronto, Canada / May 2016 - July 2016

Web Graphic Designer

Worked with the senior management team to discuss the business objectives and requirements of the design brief.

- Used innovation to redefine a design brief within the constraints of cost and time
- Ideation and development of digital/print marketing materials
- Creation of images that identify a product or convey a message
- Development & design of print/web
- Redesign the company website (B2B) : define project, research, concept direction, design development (site map, wireframes, UI low fidelity) evaluate and refine (questions test, preference test, remote user test).
- Creation and development of video : storyboard, illustrations, animations

HEALTH LIFESTYLE, Toronto, Canada / Nov 2015 - Mars 2016

Web Designer (freelance graphic designer)

Worked on several freelance projects acquired from clients and design stock illustrations sold on website image banks.

These projects ranging from brochures, to wireframes, interface mockups and page prototype **Mets** as well as a mobile application demo and brand identity for an independent developer health-lifestyle.

WCH, Paris, France / Aug 2015 - Oct 2015

Web Designer (volunteer experience)

Volunteered as a web designer for the «In the Blink of an Eye» Campaign. worldchildhunger.com

- Designed the responsive website with a user-centered mindset of layout.
- Work one on one with front end developer to create responsive «mobile-first» website.

IN NEW YORK GUIDES, Paris, France / Sept 2014 - May 2015

Web Designer (freelance)

In New York guides Web Apps offer a unique way to discover and experience New York with Movie tours and Tv Shows Tours on mobile. innewyorkguides.com

Design on multiple mobile app (IOS and Android) projects and a responsive promotional websites for SuperHeroes In NYC on AppStore and GooglePlay

- Developed designs for mobile and web applications, graphics and icons for the app and the website.
- Produced illustrations, icons, and other design elements for use both in-store and within monthly mail.
- Collaborated with web developer to create consistent navigations for improved application usability: storyboards, wireframes, prototypes, and detailed design documentation.

AWARDS

{IN} New York Apps & Guides

www.bestcss.in : Site of The Day

EDUCATION

CNA - CEFAG / 2013

Training 3D tool software

3DSMAX, After Effects,

[CNA - CEFAG](#)

Bagnolet, France

Institut Sainte Geneviève / 2010

BTS, Equivalent to advanced vocational training certificate specialized in product design,

[Institut Sainte Geneviève](#)

Paris VI, France

Claude-Nicolas Ledoux / 2008

Baccalauréat Art Appliqués

Equivalent to A-levels in Applied Arts,

Vincennes, France

LANGUAGE

French: First language

English: Advanced

REFERENCES

References are available upon request.

GREEN CRAFT, Hanoi, Vietnam / Nov. 2013 - Jul. 2014

Textile Designer

Model of environmentally friendly craft product. greencraft.vn

- Creation of several jewelry collections.
- Developed new design concepts. Experimented with color, fabric and texture to create unique design.
- Ensured that projects are completed on time and on budget.
- Mentored and trained a team of local craftsmen.
- Produced sketches, worked-up designs and samples for presentation to new investors.
- Layout and Cover design for Green Craft's catalogue (web and print).

TOTEM TANDEM, Paris, France / Sept. 2012 - Oct. 2013

Handmade jewelry Product Designer & Development Coordinator

Jewelry design specializing in collar necklaces

• Created original piece of jewelry from scratch from scratch using 3DS Max, and After Effects
[Totem-Tandem Video](#)

- Develop new products through trend research, competitive analysis and sales analysis.
- Original research and sketches of complete collection with flat pattern designs.
- Conducted photoshoots for the website, and printed marketing materials.

Project have included:

- Creating custom Wordpress site and catalogue, including logo and all graphics for web and print.
- Photo manipulation and enhancements in Photoshop.

MEDIASMART, Paris, France / Sept. 2011 - Aug. 2012

Web Designer

Under the guidance of the design director and marketing VP, designed, created and developed UX and UI design for desktop and mobile.

- Creating layouts, mocking up designs to help with branding, designing a unified look for multiple websites: salon-camillealbane.com, loreal-paris.fr
- Following brand standards guidelines for layout and design.
- Collaborated on user experience planning with a lead experience architect - and on user experience testing with the design team
- Creating visually pleasing layouts on platforms such as Wordpress and Typo3: nogentsurmarne.fr
- Develop materials for web pages, logos for products, and businesses: sosve.org, oec-paris.fr

JOON, Paris, France / Jan. 2011 - Aug 2011

Designer

Architectural interior design

- Creating mood boards and rough sketches for furniture.
- Modifying and rearranging blueprint layout.
- Print advertisements to brochure, restaurant menu and packaging design.
- Presentation of the finished project for the client.

BBDC Design, Paris, France / Sept. 2010 - Dec. 2010

Junior Designer

Luxury watch design

Design creation of sketches and models of watches.

- Development and design of a Rochas watch: [Preview](#)
- Creation of a De Beers diamond watch: [Preview](#)
- Technical drawing with CAO / DAO software (3DS Max, Illustrator).
- Compilation of a product database through samples and photos.

