



Cyrièle Piancastelli



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http://cyro.me

ABOUT

I truly believe that designing the right user experience makes all the difference and is the key to any successful product, service or installation.

I've spent the last 10 years working in the digital industry, in small agencies as well as big corporations. I've had different roles, from back-end & front-end developer to producer. Although I've had various job titles, they all have in common that the **end user** was always at the centre of everything I produced.

I mainly base my work on observation and analysis of user data. Whether it's through user-generated content, analytics tools, or through user research and testing sessions. This is why designing the right **data strategy** is also at the heart of my job.

I love to talk about what I do. This year I spoke at EuroIA & World IA Day. Before that, I used to teach at Gobelins school, Paris.

PRODUCT DESIGNER

EXPERIENCE

2015 – present

UX Architect, BBC, London UK

[BBC account](#), [Audience platform](#)

- Gathering product, legal, marketing and tech requirements
- Designing all the user journeys related to users accounts: registration, sign in, uplift, update, delete, linking...
- Aligning with other products to cater for their needs and design a seamless experience across the whole BBC
- Designing an IA & data governance methodology and guidelines for storing and using clean and consistent users data
- Co-running user testing sessions in labs, guerilla testing...
- Accessibility training, Multi Platform Strategy training

2014 – 2015

UX Designer & Information Architect, UNIT9, London UK

[Google](#), [Twitter](#), [Nike](#), [Adidas](#), [Heineken](#), [Sainsbury's Bank...](#)

- Designing adapted user experiences for new business proposals as well as production
- Expertise in desktop, mobile, games, installations and VR experiences
- Adaptive methodology and deliverables (user flows, task flows, data flows, personae, user scenarii, experience maps, storyboards, interactive wireframes...)
- Client facing and presentation

2013 – 2014

Technical Project Manager, UNIT9, London UK

[Google Nexus](#), [Lg](#), [Kraft](#), [Viking River Cruise](#), [Olivari Olive Oil...](#)

- Running client meetings & managing the production team (on location and remotely) using Basecamp, Jira or Redmine
- Writing specifications and guidelines
- Budget estimates, risks assessment, schedules
- Daily stand-up meetings following an Agile methodology

SKILLS



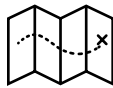
Understand

I'm good at framing problems and asking the right questions. I use a few technics from Design Sprints to help with this.



Ideate

I'm a creative problem solver. I'm also attentive to the market trends and existing solutions.



Plan

People call me Miss Edge Case. I've got an eagle eye and I'll spot any flaws in your flows. Even though I can't say this properly.



Prototype & Test

Being a former developer helps me a lot here.

MISCELLANEOUS

Music • piano, guitar, ukulele
Yoga •, Vinyasa flow, Rocket
Travel • anywhere, anytime

2012 – 2013

Senior Technical Producer & UX Designer, Blondie, Paris FR
[Hermès, Chanel, Repetto, Alain Ducasse, Moët & Chandon...](#)

- In charge of all agency accounts
- Working in parallel on different kinds of project
- Client and production team management (on location and remotely) using Redmine or Asana
- Agency planning resource (weekly meeting and daily reporting)
- Budget estimates, risks assessment, schedules
- Writing functional and technical specifications
- User Experience Design for E-commerce websites (user flows, persona, interactive wireframes...)

2009 – 2012

Technical Producer & UX Designer, Les Chinois, Paris FR
[Warner Bros. France, Citroën, Disneyland Paris...](#)

- In charge of projects with big technical challenges (E-commerce, CRM...)
- Client and production team management (on location and remotely) using Redmine
- Weekly reports to project director
- Writing functional and technical specifications

2006 – 2008

Back-end & Front-end Developer, Uzik, Paris FR
[Universal Music, MK2, Boulevard Exterieur...](#)

- Developer PHP & MySQL / JQuery / HTML / CSS
- Design and development of tools such as mailer service, flexible back office, and time tracker for the agency
- Databases architecture for content websites (news site with private secured access)
- Tech leading and forming junior developers

EDUCATION

2008 – 2009

Interactive Digital Engineering Manager, Gobelins School, Paris FR
[Master degree](#)

2006 – 2008

Multimedia Designer/Director, Gobelins School, Paris FR
[Dual training with Uzik, Paris FR](#)