

Valérie Vincent-Genod

Born 25.02.1970 (48 years old), in France.

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PERSONAL STATEMENT

Looking to secure a position in an international organisation, where I can bring immediate and strategic values and develop current skill sets further :

- Broad experience in user centric methodologies such as design thinking, service design, design sprint.
- Entrepreneurial mindset: autonomy and sense of responsibility
- Large experience in managing internal or external stakeholders and international cross functional team
- Huge UX teaching experiences

PROFESSIONAL SKILLS

LANGUAGES	French (native speaker) – English (bilingual proficiency) – Spanish (bilingual proficiency)
IT SKILLS	Sketch, Invision, Adobe suite, Axure, Mindmeister, realtime board, Trello...
Hobbies	Tango, Trecking, Cello and Contemporary Art

PROFESSIONAL EXPERIENCE

TODAY	Capgemini, Lead service designer freelance - Rebuilding the outsourcing third party risk management process. Evangelisation of the design thinking methodology at the client side. Crafting the challenge with 30 international BNP participants from IT, Legal, Compliance and Procurement. Managing a team of 10 UX designers (graphic facilitator, UX designers and facilitators)
2017-2018	Head of UX and service design, BETC digital (Havas advertising group) - renewing the catering experience at l'Oreal: 20% waiting time optimization, 30% increase in turnover thanks to innovative services - Redesigning the Gare du Nord customer experience for Klepierre: working with cross functional teams such as architects, industrial designers, city planners... - Managing a team of 5 UX / UI
2015-2017	UX Evangelist and Lead service designer at Backelite, Capgemini subsidiary - Thought leadership at the Bk international service design network (NL, SE, Norway, China, Australia, Spain, Finland) - Spreading out the service design methodology internally and externally - Leading the UX expertise: design sprint lead & design thinking expert for SNCF, The Ministère de l'intérieur (French Home Office), CNP insurance, Credit Agricole leasing and factoring, Indigo parking, Covea insurance and Transdev (multi-modal B to B trip service platform) - Backelite academy creation from scratch: e-learning platform and workshops sessions (20 to 100 international attendees)

- 2003-2014 **Senior UX Designer at CBLEU (www.cbleu.com)**
- **Responsible for the UX strategy Roadmap** of: BNF, Cartier, Lancel, Vacheron Constantin, Lyxor, l'Ecole du Louvre, Fondation François Sommer, Universcience
 - Audit and consultancy to define the customer journey on all the touch points for Cartier, Vacheron Constantin, FRIAL, GPN, Société Générale...
- **Managing cross functional teams & designing experiences as a lead UX:**
- // **BNF**: creating all the National Library of France's websites and apps, dedicated to temporary exhibitions (from the concept to execution, for all devices): Marine Roadmap, Boris Vian...
 - // **Museum of Hunting and Nature**: designing the user experience to improve the Museum visit on and off line. Creation of new websites & brochures. .
 - // **LYXOR**: designing the new website UX and other contact points such as the print brochure and the institutional film
 - // **TOTAL GPN**: 300 internal and external communication supports to renew and designing the UX for www.gpn.com
 - // **The École du Louvre**: crafting the new website: www.ecoledulouvre.fr
 - // **FRIAL**, leading manufacturer of quality frozen food : creating ex nihilo the Ddesign principles on and of line ; creation of the new brand identity, the new website www.frial.com
- 2001-2003 **Digital Communication Consultant and Freelance Lecturer**
- **Freelance Digital Consultant** for Vacheron Constantin
 - **Lecturer at Master Level for the Business School « Ecole des Cadres »**, theme of the course : Luxury Industry and the Internet.
 - **Teacher at Gobelins School**, teaching Strategy and Management of communication projects.
- 1999-2001 **CEO of LUXYZ, Webagency** (subsidiary of Richemont Group)
- Ex nihilo Luxyz's creation: a full subsidiary of the international Luxury Group Richemont, in charge of digital communication projects
 - Responsible for the launch, creation & development of the business
 - Creating Briefs and supervising lay out for events, websites or advertising films and brochures... Clients : CARTIER, LANCEL, BOISSET, CELINE, UNGARO, IN-ADVERTISING...
 - Managing and recruiting contributors (25 staff).
- 1998-1999 **Communication Project manager for Mappemonde Multimedia**
- Draft strategies and management of digitals projects (CD ROM, touch screen, websites...)
 - clients : ALCATEL, CARTIER, CHARLES JOURDAN, FRANCE TÉLÉCOM, INSTITUT DU MONDE ARABE, RATP...
 - Managing partnerships (core operation between INTEL and CARTIER for a special event named Communica)
 - Awards for several inovatives websites like for example www.charles-jourdan.fr and www.cartier.com.
 - Team management and organisation of the multimedia department : 6 staff.
- 1997-1998 **Multimedia Producer at Sydney agency**
- Conception and project management at Sydney, a communication agency.
 - Works : communication plan, brochures and websites for CHARLES JOURDAN, DIOR, BENSON & HEDGES, ALCATEL...
- 1992-1996 **University Teacher and Researcher in Semiotics**
- BA Lecturer in semiotics litterature, in 1st year graduated , Université of Besançon.

EDUCATION

- 2000 Management formation in High Institute of Marketing, Paris.
- 1996-1997 Master's degree in Multimedia, Fine Arts (mention TB).
- 1991-1996 PhD of semiotics and linguistics, University of Besançon, (mention TB).
- 1990-1991 MS Contemporary Litterature, University of Besançon, (mention TB).