



# MARION BAYLÉ

INTERACTION DESIGNER MASTER STUDENT AT HYPER ISLAND

50% thinker 50% maker, with a holistic perspective and a cross-functional approach, I tackle projects across sectors related to branding, product, service & experience design through a double lense - user & client.

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- Full professional English

## CORE SKILLS

### DESIGN STRATEGY & VISUAL DESIGN

- Engage with clients to understand their goals and underlying needs and constraints
- Frame innovation challenges, define target groups, goals and identify opportunities
- Observe and synthesise ongoing industry research on current trends and technologies
- Prepare and facilitate workshops using design methods to empower clients to act
- Shape & define brand positioning, offering, communication concept & content strategy
- Translate design concepts into compelling narratives and visual presentations
- Design high-level wireframes, layouts and design assets (icons, infographics, logos)

### SOFTWARE & COLLABORATIVE TOOLS

- |             |             |
|-------------|-------------|
| Photoshop   | Slack       |
| Illustrator | Trello      |
| Indesign    | Google Apps |
| Sketch      | Invision    |

### PERSONAL

- Empathetic
- Problem solver
- Structured mind
- Active listener
- Analytical thinker
- Detailed oriented

## MY SUPERPOWERS

- Search the best way to quickly turn ideas into real projects and bring products to market
- Translate & visualize complicated concepts into simple digestible visual presentations
- Improve process & tools to make people collaborate smarter and efficiently together

## PROFESSIONAL EXPERIENCE

- today** | **DIGITAL EXPERIENCE DESIGN MASTER STUDENT**  
Hyper Island | Digital Transformation Design School | Manchester, UK  
Design Thinking | Understanding People | Business Transformation | Experience Design.
- 2018** | **DIGITAL CREATIVE STRATEGIST INTERN**  
North Kingdom | Experience design agency | Skellefteå, Sweden  
Design communication strategy | UX research | Develop concepts for digital products, services & experiences using emerging & established technologies | Prototype concepts & wireframes.  
★ Developed concepts for the Lycksele zoo to improve the overall visitor experience.
- 2017** | **SERVICE DESIGNER & DESIGN STRATEGIST INTERN**  
Hello Future | Digital transformation agency | Skellefteå, Sweden  
Set up and facilitate design sprints | Design workshop format and experience | Map and analyse customer journey | Prototype wireframes | Analyse usability tests.  
★ Designed UI and user flow of an app's prototype using Augmented Reality to learn a language by object recognition with 2 developers at the « ARTic Challenge » Hackthon.
- 2017** | **CONSULTANT IN MARKETING & COMMUNICATION STRATEGY | VISUAL DESIGNER**  
Freelance | Various organizations in social innovation | Paris, FR  
Develop digital brand and identity strategy | Work closely with clients to understand their needs and co-design relevant strategy and offer | Design communication tools from print to digital.  
★ Brought consistency and clarity in companies' identity across mediums by leading full rebranding, building offers and crafting visual and editorial content.  
★ Increased companies' attractiveness by designing websites, online interactive catalogue and print materials through new identity enhancing products and services.
- 2016** | **LAUREATE OF THE CALL FOR CO-CREATING A PARTICIPATORY HOUSING PROJECT IN PARIS**
- 2013** | **BRAND MANAGER & FOUNDER | ART DIRECTOR & PRODUCT DESIGNER**  
Nekomori | Fashion & Home accessories, leather goods | Paris, FR / Guangzhou, China  
Define brand positioning | Shape offering & marketing strategy | Create product concepts | Conceive communication materials print to digital | Oversee collections development.  
★ Shaped and implemented the marketing strategy by motivating alone a hundred of industrial and commercial partners, which allowed the brand to be distributed, in 2 years, in more than 60 selective retailers across 9 countries.  
★ Raised the brand's awareness by setting up collaborations and partnerships with brands and curators, which enabled the brand to work with internationally famous concept stores (Colette, Palais de Tokyo, Le Bon Marché) and licensing agencies (Canal+).
- 2008** | **AWARD DÉFI-JEUNES PARIS** Grant rewarding entrepreneurship - Nekomori brand project
- 2006** | **SPORTSWEAR FASHION DESIGNER | PRODUCTION MANAGER**  
Decathlon, Quechua | Hiking apparel | Chamonix, FR / India  
Cent's Jeans Wear | Denim & knitwear apparel | Paris, FR / China / Morocco  
Design collections collaborating with product managers | Oversee product development process until samples' approval | Coordinate and plan production | Lead and mentor a designer assistant.
- 2002**

## EDUCATION

- 2017** | **HUMAN-COMPUTER INTERACTION CERTIFICATE** Interaction Design Foundation | Online
- 2008** | **ENTREPRENEUR TRAINING** G.E.A.I. Companies' Incubator | Paris
- 2001** | **FASHION DESIGN DEGREE (3 YEARS)** Atelier Chardon Savard | Paris