



MARION BAYLÉ

SENIOR SERVICE DESIGNER

PROFILE

I am a London based Service Designer and Hyper Island alumna with a Human-Centred Design approach. Specialising in User Research, Organisational Design and Culture change. I am looking to work on Discovery projects to create a positive impact on public & private digital services at scale.

Graduate of a Digital Experience Design Master at Hyper Island, with 15 years of experience in the Design industry. I am a Purpose-driven and empathic design thinker, passionate about how emerging technologies can meaningfully and responsibly enhance people's life and society while meeting business opportunities.

My entrepreneurial spirit led me to a broad experience from fashion and product designer to brand manager and founder, to digital creative strategist. I worked for a wide range of clients from large global brands such as Decathlon, Adidas and Lego, to small organisations in the social innovation sector to the UK government.

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PROFESSIONAL EXPERIENCE

SERVICE DESIGN & USER RESEARCH CONSULTANT

2018 (3 months)+Since May 2019 /// Valtech | Global Digital Agency 📍 London, UK
Valtech is a leading agency focused on business transformation with a strong tech capability and co-innovation strategy (ranked in the top 10 agencies by the Forrester report).
Plan & conduct User Research | Synthesise research findings with team & client | Define user needs & personas | Map out user journeys & service blueprints | Define opportunities & service improvements | Present insights at Show & Tell | Conduct Usability Evaluation.

- ★ Worked on **public & private sector** projects: Department for Work & Pensions, Civil Service Human Resources, NHS Business Services Authority, De Beers & LNER.
- ★ Collaborated to the **service redesign** of the Job Seeker's Allowance for the Department for Work & Pensions bringing the project from Alpha to Beta across multiple user groups, touchpoints, channels and systems following **GDS guidelines**.
- ★ Played a leading role in the **Design culture** by organising the 1st User-Centred Design **Community of Practice** day and 2 Company Days for 180 employees.
- ★ Led an initiative to create a **competency framework** for User-Centred Design consultants by defining core competencies, levels of mastery and a skills assessment process to better communicate skills across the org and improve staffing decisions.

DIGITAL EXPERIENCE DESIGN MASTER STUDENT

2018 /// Hyper Island | Design Business School 📍 Manchester, UK
Design thinking | Understanding People | Business Transformation | Experience Design | Managing Projects & Teams.

- ★ Worked in multiple agile teams to deliver pitches to the **BBC, Well Pharmacy, Social Chain** and the Manchester Homelessness Partnership.
- ★ Wrote a Master thesis on « **Designing responsibly with Artificial Intelligence** »

DIGITAL CREATIVE STRATEGIST

2017 (6 months) /// North Kingdom | Experience Design Agency 📍 Skellefteå, Sweden
Design communication strategy | UX research | Develop concepts for digital products, services & experiences using emerging & established technologies | Prototype & wireframes.

- ★ Developed **mobile app** concepts for the Lycksele zoo to improve the overall visitor **experience** using sensors and RFID technology to foster animals discovery.

SERVICE DESIGNER

2016 (3 months) /// Hello Future | Service Design 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 the **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.

SUPERPOWERS

- Facilitation of the design process, feedback and reflection to improve collaborative ways of working & team alignment
- Making sense of design research through the fog of projects' early phases to uncover insights & user underlying needs
- Evidence-based design critique of technical solutions to ensure desired impact on users & for the business

CORE COMPETENCIES

- ✓ Assess clients' business to understand their goals, operations & motivations
- ✓ Prepare & facilitate co-creation workshops to engage clients & stakeholders
- ✓ Lead design research activities to unearth user pain points & systems' inefficiencies
- ✓ Map out current & future states of complex services across multiple users, touchpoints, channels & systems
- ✓ Reframe challenges to solve the right problem & generate focused ideas through creative brainstorming
- ✓ Craft, test & iterate rapid prototypes & wireframes from sketch to digital
- ✓ Translate research & concepts into compelling narratives & visual presentations

PROCESSES / TOOLS

- Design Thinking
- Human-Centred Design
- Agile/Lean UX
- GDS standards
- Google Design Sprint
- Contextual inquiry
- Persona
- User journey map
- Service Blueprint
- Value proposition

SOFTWARE / APPS

Adobe Creative Suite, Sketch, Invision, Slack, Trello, Microsoft Office, Confluence, Miro.

SOFT SKILLS

- Empathetic
- Problem solver
- Highly organised
- Active listener
- Analytical thinker
- Rigorous

PROFESSIONAL EXPERIENCE

MARKETING & COMMUNICATION STRATEGY CONSULTANT | VISUAL DESIGNER

2014-2017 /// Freelance | Social Innovation organizations 📍 Paris, FR

Develop digital brand & 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 **brand positioning** & **identity** enhancing products and services.

BRAND MANAGER & FOUNDER | ART DIRECTOR & PRODUCT DESIGNER

2007-2013 /// Nekomori | Fashion & Home accessories 📍 Paris, FR / China

Define brand positioning | Shape offering & marketing strategy | Create product concepts | Conceive communication materials from 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+).

SPORTSWEAR FASHION DESIGNER | PRODUCTION MANAGER

2002-2006 /// Decathlon, Quechua | Hiking Apparel 📍 Chamonix, FR
Cent's Jeans Wear | Denim & Knitwear 📍 Paris, FR

Design collections with product managers | Oversee product development process until samples' approval | Coordinate & plan production | Lead and mentor a designer assistant.

EDUCATION

DIGITAL EXPERIENCE DESIGN MASTER OF ARTS WITH DISTINCTION

2018-2019 /// Hyper Island 📍 Manchester, UK

ELEMENTS OF ARTIFICIAL INTELLIGENCE CERTIFICATE

2018 /// University of Helsinki 📍 Online

HUMAN-COMPUTER INTERACTION CERTIFICATE

2017 /// Interaction Design Foundation 📍 Online

ENTREPRENEUR TRAINING

2007-2008 /// G.E.A.I. Companies' Incubator 📍 Paris, FR

FASHION DESIGN DEGREE

1998-2001 /// Atelier Chardon Savard 📍 Paris, FR

AWARDS

LAUREATE OF THE CALL FOR CO-CREATING A PARTICIPATORY HOUSING PROJECT IN PARIS

2016 /// Paris City Council

Alfamaa, a sustainable living place - Project exhibited at Pavillon de l'Arsenal

AWARD DÉFI-JEUNES PARIS

2008 /// Paris City Council

Grant rewarding entrepreneurship - Nekomori brand project