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French - Male - Single
Date of birth : 10/07/1980
Driving licence

GLOBAL DESIGNER

Product & Service
since 2004

Give sense via a Design process (<http://www.laurentpollefoort.com/process.html>) that helps to move from an «unsatisfactory situation to a better situation» by integrating human factors, economic factors and technology factors to improve the user experience.

The vocation is to be company's vector of below the line communication, through innovation's processes in areas of design thinking and user-centered design approach.

I'd like to work within an English-speaking creative team in a more international environment, develop my skills in user experience and increase my expertise in global design for iconic brands.

Work experience

Global Design Studio
Laurent Pollefoort
Design Consultant

Lille, France

January 2008 - Present

Global Designer

Design of visual identities from the initial sketch to the final deliveries including brand perception and their digital & physical applications (brand guidelines, logos, icons, user interfaces for e-commerce and corporate websites, product packaging, catalog, illustration, flyer, email newsletter, web banner, ...).
Presentation and follow-up with my clients (Entrepreneur, Web agency, Import-Export company, SMI, SME, FMCG retailers).

Lumidomi

Innovative Products
Startup

Lille, France

August 2004 - December 2007

Design Manager - Startup Partner

- Creating and managing a startup, writing a business plan, fundraising from banks and business angels.
- Design of innovative products based on LEDs (light vases, light balls) from the initial sketch to the final prototype and the technical specifications.
- Research and monitoring with local and southeast asia suppliers (plastic injection, electronic card, glass, packaging, POS display).
- Design of Desilight and Lumidomi Brands including brand perception, logos, pictos, web interface, packagings, catalogs and products photos, instruction manuals, illustrations, flyers, mailings, kakemono, slideshow, collector products models, exhibition stand for fare trade, instore displays.
- Establishment of a design process to generate new upstream business opportunities.
- Workshops management in advanced design with students in design and management.
- Award : 3rd place to the price «grand prix de l'Art de Vivre 2003 et 2005», for our product collection during the show Maison & Objet in Paris.
- Selection and publishing of the Desilight products in the inventions world book 2008, chaired by Anne-Valerie Giscard D'Estaing.
- Retail network : traditionnal (florist, gift, tableware), specialized store (Leroy Merlin, Printemps), hypermarket (Auchan, Carrefour), mail order (La Redoute, 3 Suisses, M6 Boutique), BtoB (Metro, Catering, Event).

Lumidomi

Innovative Products
Startup

Lille, France

February 2004 - July 2004

Marketing Intern

Prospective Design : LumiLab - market study for innovative products (cookware and tableware).
Development of a questionnaire + Questionnaire administration + Data processing.

EDF R&D

Energy
Worldwide Group

Paris, France

April 2003 - September 2003

Research Designer Intern

Design + semiological support to the brand & communication policies :
- The housing energy : Enrichment of intent scenari on energy, by dream products design.
- Corporate objects : Develop a range of products based on the recycle of waste. Integrate the dimensions of sustainable design.
Providing an analysis notebook and a concepts notebook.
Collection and synthesis of informations from the theme + Brainstorming (mind maps and discussions) + Scenario (a strong new concept is above all a relevant scenario that defines a new user experience) + Concept (think up product or service solutions in accordance with the scenario) + Formalization + Selection + Development.

Bébéconfort

Baby goods
Worldwide Group

France

October 2002 - March 2003

Industrial Designer - Part time Intern - Team Leader from 3 designers

Design a new concept of mobility assistance for children from 9 to 18 months, from the brief to the final prototype following the industrial design process (analysis, conceptualization, development, communication).

Packard Bell

Computer goods
Worldwide Group

France

October 2002 - March 2003

Advanced Designer - Part time Intern - Team player

User-centered strategic Design - Workshop (Design research method) - Women universe computer.
Collection and synthesis of informations from the theme + Brainstorming (mind maps and discussions) + Scenario (a strong new concept is above all a relevant scenario that defines a new user experience) + Concept (think up product or service solutions in accordance with the scenario) + Formalization + Selection + Development of 40 dream products.

Decathlon Design

Sport goods
Worldwide Group

France

April 2002 - July 2002

Advanced Designer - Part time Intern - Team player

User-centered strategic Design - Workshop (Design research method) - Glide in mountains.
Collection and synthesis of informations from the theme + Brainstorming (mind maps and discussions) + Scenario (a strong new concept is above all a relevant scenario that defines a new user experience) + Concept (think up product or service solutions in accordance with the scenario) + Formalization + Selection + Development of 40 dream products.

Masquelier SA Optician SME Douai, France	September 2001 - February 2002 Industrial Designer - Intern POS Product development for opticians. Design of a storage and presentation box from the brief to the final prototype following the industrial design process (analysis, conceptualization, development, communication).
Kirobo Robotics SMI France	April 2001 - July 2001 Industrial Designer - Part time Intern Exploratory study on next generation vending machines, from the brief to the final prototype following the industrial design process (analysis, conceptualization, development, communication).
Flunch Restaurant chain Worldwide Group France	October 2000 - March 2001 Industrial Designer - Part time Intern Redesign of the current Flunch's highchair to the new ambitions of the food group, from the brief to the final prototype following the industrial design process (analysis, conceptualization, development, communication).
Kinetec Smith&Nephew Paramedic Worldwide Group France	October 2000 - March 2001 Industrial Designer - Part time Intern Redesign of a motorized knee splint for passive rehabilitation, from the brief to the final prototype following the industrial design process (analysis, conceptualization, development, communication).
Sems Design Corporel Sport goods SMI France	June 2000 - August 2000 R&D Assistant Intern Design of fitness equipment ranges (style hand-sketching).

Education

IAE Institut d'Administration des Entreprises Lille, France	September 2003 - September 2004 Master degree in International & Industrial Marketing and Innovation Management - http://www.iae.univ-lille1.fr/formation/marketing/master-2/mi3/91 Major in Marketing
ISD Institut Supérieur de Design Valenciennes, France	September 1998 - September 2003 Master degree in Engineering product Design Management - http://www.design-valenciennes.com Major in Industrial products and systems
Lycée Scientifique et Technique Colbert Tourcoing, France	September 1995 - July 1998 French Baccalauréat (A-Level equivalent) majoring in Sciences.

Skills

Computer	PC & MAC	Adobe CS6 Design Premium (License owner)	Photoshop CS6 - advanced Illustrator CS6 - advanced	InDesign CS6 - advanced Flash CS6 - basic	HTML5, CSS3 - basic Microsoft Office - intermediate
Organisational	Design management Design Strategy Design Thinking	Research Design User-centered Design Experience Design	Industrial Design Product Design Graphic Design	UX Design Interaction Design User Interface Design	Branding & Identity Workshop facilitation Creativity training
Technical	User Research Personnas Journey maps	Idea Generation Scenarios - Storyboards Co-creation techniques	Trends illustration Benchmarking Visual mapping	Market survey Business plan canvas Agile development	Ergonomics Product development Industrial purchases
Other	Graphic techniques (hand-sketching, rendering,...)	Model and prototype	Photography	Manufacturing processes	Materials technology

Additional informations

Languages	French : Mother tongue English : B2 Intermediate User German : A1 Basic User
Interests	Couchsurfing : International travelers hosting. Love to travel and experience different cultures Languages : Student of a business english course (2010-2012 CUEEP Lille1 University) Manual learnings : Student of a B&W photography course - 2012 (studio + development) - Objective 2013 : Screen printing learning Sport activities: Runner (10km). Weekly swimmer. Objective 2013 : Rowing Volunteer for Gaïa, an NGO for development, specialized in global and intercultural education in schools
Referees	Pamela Huet - Monsieur Chat CEO - email: pamela.huet@gmail.com Thierry Garcette - Coexpertise CEO - email: tgarcette@coexpertise.com Gilles Rougon - EDF R&D Design Manager - email: gilles.rougon@edf.fr