



**I am Julien G. Bailleux.  
Artistic Director & UI/UX Designer  
Based in Toulouse, France.**

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[www.dribbble.com/kraie](https://www.dribbble.com/kraie)  
[www.behance.net/kraie](https://www.behance.net/kraie)

## Top Skills

Branding  
UI Design  
UX Design  
Art Direction  
Web Design

## Languages

Français  
(Native or Bilingual)  
Spanish  
(Limited Working)  
English  
(Native or Bilingual)

## Certifications

Adobe  
Design of accessible  
interfaces  
Scrum Master Certification  
UX User Experience Design

## Honors-Awards

Design awards  
Site of the day  
GrandPrix Coment

## Summary

- Art Direction
- Branding Consulting
- Branding Design
- Graphic Design
- Logo Creation
- UI Design
- WebDesign
- App Design
- User Experience (UX) Design
- Visual Design

## Carrer

As a successful Artistic Director / Freelance Designer for the past 14 years, I specialize in creative, quality, minimal & clean graphic design and thrive on the challenges every new project brings.

I have worked for some of France & New Zealand's top design and communications companies including Publicis, Euro RSCG, Saatchi & Saatchi, BBDO, Ogilvy, MRM McCANN, FullsixGroup, Havas... for prestigious clients such as Air France, L'Oréal, Lancôme, Lacoste, Windows, CANAL+, Samsung, Sony... I also worked with numerous organisations including advertising agencies, entrepreneur, design studios, brands, and startups on my freelance journey.

Working in diverse sectors has given me a breadth of industry experience, and the ability to design dynamic strategies relevant to the communication context at hand.

On the other hand, I focus on Digital projects such as UX & UI, for TV, widget, tablets and apps. I teach courses in Superior private schools and online.



## Experience

### Inetum

#### Senior UI/UX Designer

December 2020 - Present (5 months)

Toulouse, Occitania, France

UI/UX Design & Ergonomic Audit

- User journey definition.
- Design thinking: Empathy, Definition, Ideation, Prototyping, Testing
- Creation of wireframes, prototyping, UI Kit & Design Assets.
- Accessibility consulting
- Web design, developer interface, deliverables

Clients : Pierre Fabre, Ministry of Justice, Chateau d'eau, Space Climate Observatory.

### Melting K

#### Senior AD/UI/UX Designer - Senior Art Director

September 2019 - November 2020

Toulouse, Midi-Pyrénées, France

- UI/UX Design & Ergonomic Audit
- UX Writing - User journey definition
- Design thinking: Empathy, Definition, Ideation, Prototyping, Testing
- Creation of wireframes, prototyping, UI Kit & Design Assets - Branding & Naming Consulting
- Branding, logos & graphic design. - Web design, developer interface, deliverables
- Typography, Iconography
- Image processing and retouching

Work: www.cuisines-concept-creations.fr, www.ad-and-co.fr ,www.valterra.fr, www.tekteco.fr, www.terredorbis.com, www.juune-incentive.fr,www.yellom.store, www.nexilink.fr, www.bourdeauxservices.fr, www.violette-proprete.com, www.bleuroi.fr, www.atelier-julien-nauroy.fr, www.em-p.fr

### Kraie

#### Freelance Senior Art Director

June 2007 - December 2019

Toulouse area, France

- Art Direction. Digital Design. User Interface. Brand Identity. User Experience
- Brand Image Consulting - Brand Design
  - Web Design
  - Graphic Design
  - Logo creation
  - User Experience (UX) Design
  - Visual Design - Packaging
  - Illustration, Digital Painting
  - Image processing and retouching
  - Photography

### Ministry of Employment

Teacher / Member of the jury for the validation of the Designer titles

September 2013 - April 2019

I am working as a freelance Art director on a side leading courses in private highschool ((ISG, Aries, e.artsup...)) last years. Moreover, I take part as a jury in the Multimedia Graphic designer degree, in private high school program, referenced in the guide by the Ministry for Employment.



**Kraie**

**Freelance Senior Graphic Designer**

July 2015 - November 2016

Auckland, New Zealand

I have worked for some of New Zealand's top design and communications companies including Saatchi & Saatchi, Ogilvy, DDB, BBDO... and with numerous organisations including advertising agencies, design studios, brands, and startups. I focused on Branding and screen projects such as webdesign & UI, for TV, tablets and apps.

**Mindful Organic Co.**

**Senior Product Designer**

September 2018 - August 2019

California, USA

Graphic Designer (Branding, Brand Development)

Designer product (packaging, brand guide, bottling)

- Branding Consulting
- Logo and Branding
- Designer product (packaging, brand guide, bottles)
- Amazon product management
- Photography Product Pack shot
- Image processing and retouching.

**Publicis Monkees**

**Freelance AD / UI Designer**

April 2019 - April 2019 (1 month)

Toulouse, France

UI/UX Art Direction

- Application of the Design thinking steps

- Creation of wireframes, prototyping, graphic charter and UI kit.

- HD Webdesign, Responsive Design
- Image processing and retouching

Mobistan Bordeaux

Agence Publicis Monkees

<https://mobistan.fr>

**Laboratoire Lebeau**

**Senior Product Designer**

March 2015 - October 2018

Grisolles, Occitania, France

Senior Art Director in charge of the Catalogue and product management for the Dieti-Natura brand.

- Brand Image Consulting
- Graphic Design (Branding, Brand Development)
- Iconography, Illustration, Image processing and retouching
- Product Design (Packaging, Catalogue, Brand Guide, Bottling, Labels)
- Web campaign management (banners, rich media)

[www.dieti-natura.com](http://www.dieti-natura.com)

**e-artsup**, the school of creative passion

**UI/UX Design Trainer**

October 2017 - June 2018

Toulouse, France

UI/UX Design Teacher

- Writing of course content for Bachelor 1, 2 and 3rd year
- Follow-up of student work and workshops
- Setting up of work groups



### X-Prime (Mirum)

#### **Freelance Senior AD / UI Designer**

March 2017 - May 2018

Toulouse, France

- Creation of wireframes, prototyping
- . Webdesign, UI & Design Assets.
- Work in collaboration with ergonomist
- Digital Campaigns, Rich Media, Skinning
- Web design, developer interface, deliverables
- Typography, Iconography
- Image processing and retouching
- Illustration, Print Design
- Shooting & Photo reportage

Client : BMW Motorrad, La Roche-Posay, Danone, L'Oréal, Tour Auto...

### Publicis Monkees

#### **Freelance AD / UI Designer**

March 2017 - April 2017

Toulouse, France

### Aries Group

#### **Webdesign & UI/UX Trainer**

January 2017 - March 2017

Toulouse, France

Trainer for the 2016/2017 session  
Graphic and Multimedia Designer.  
Module UE2, EC3A Web Design, at ARIÈS,  
school of graphic design.

- Creation of course contents
- Brainstorming/Research workshop
- Validation and supervision of projects
- Follow-up of the students

Release of my first teaching material  
'Design if you Can'.

### The Pond

#### **Freelance Senior Art Director UI/UX Designer**

July 2015 - July 2016

Auckland, New Zealand

With the partnership of an agent in Auckland, New Zealand, I have collaborated on numerous offline and online digital projects with prestigious agencies.

- Best Awards 2015 for the Lexus International Brand Book & Lexus Display Typeface (Saatchi & Saatchi Agency) - Support for the UX/UI optimisation of the Ministry of Justice platforms
- Design and implementation of the 'BeSummer Ready' integral operator Spark campaign
- Creation of conference materials for the International Women's Day
- Print communication for the national elections
- Design and execution of the offline campaign for Kiwi Electric
- Organisation and follow-up of user tests

Website: <https://saatchi.co.nz>, <https://www.electrickiwi.co.nz/>, <https://bestawards.co.nz>

### Spitfire - The Digital Agency

#### **Freelance Senior Multimedia Designer**

February 2016 - May 2016

Auckland, New Zealand

Art Direction, Branding, Print, Webdesign, UI Design...



- Visual Identity Design
- Creation of Storyboard, rough and sketches
- Prototyping for the final decision on the choice of the tool.
- Digital campaigns, Rich Media, skins
- Webdesign, UI Guidelines, Design Assets
- Branding, Logo, Image Consulting
- Typography, Iconography
- Image processing and retouching
- Illustration, Rough, Storyboard, Print Design.

### Hyde Group Advertising

#### Freelance Digital Designer

February 2016 - February 2016 (1 month)

Auckland, New Zealand

UX/UI & WebDesign for Kings <https://plantdoctor.co.nz> microsite for [hyde.co.nz](https://hyde.co.nz)  
Rich Media & Digital banners for Smiths City

- Define and meet the need for media industrialisation
- Digital campaigns, rich media, skins
- Web design, developer interface, deliverables
- Image processing and retouching
- UX/UI & WebDesign for Kings <https://plantdoctor.co.nz> microsite for [hyde.co.nz](https://hyde.co.nz)
- Creation and development of the Rich Media & Digital banners campaign for Smiths City.

### Saatchi & Saatchi

#### Freelance Senior Graphic Designer

January 2016 - February 2016

Auckland, New Zealand

Brand Book for Lexus (Japan) Logo & Lock Up for local elections LGNZ  
Advertising & Billboard campaign for Electric Kiwi  
Website redesign for Ministry Of justice  
Slides for a talk about Women in Leadership by Nicky Bell, CEO of Saatchi & Saatchi New Zealand

Print & Digital Campaigns: Digital Campaigns, Rich Media, Web Design, Developer Interface, Deliverables  
Typography, Iconography  
Image Processing and Retouching. Illustration, Print Design.

### Badger Communications

#### Freelance Senior Graphic Designer

November 2015 - November 2015

Auckland, New Zealand

- Multimedia Art Direction
- UX workshop with the client to create and validate wireframes in session.
- Print (goodies) and digital (rich media campaign) design
- Works for UDC (mailing & eDM)
- Creation of the design of the off-line campaign by integrating the Ford graphic charter
- Digital campaigns, rich media, wraps
- Webdesign, Also economic, developer interface, deliverables
- Typography, Iconography - Image processing and retouching <https://badger.co.nz/>



**Twenty NZ**

**Freelance Senior Graphic Designer**

September 2015 - October 2015  
Auckland, New Zealand

Production, supervision and development of the corporate design and branding for AA Insurance (New Zealand's leading insurance company)

- Supporting the creation and development of the brand's print materials
- Guidelines & graphic charter
- Iconography, Circle of values
- Design workshops - Brochure and leaflet design (Indesign) <https://twenty.co.nz/>

**Stanley St**

**Freelance Senior Artistic Director**

September 2015 - October 2015  
Auckland, New Zealand

Various range of clients and projects such as Webdesign, Campaign, Ads, Rich Media, Branding

Print works : I've been working for KFC, Burger King, Public Trust, Datacom, BPCConnect (Wild Bean Cafe)...

Web works : Powerade, U by Kotex, EECA, Countdown (& OneCardVisa), PublicTrust...<https://stanleyst.nz>

**Chemistry**

**Freelance Senior Artistic Director**

September 2015 - September 2015  
Auckland, New Zealand

UX / UI Design pour refonte. Advertisers :

MobileIron, Sovereign

- Accompagnement Conception des wireframes/templates
- UX : Étude Chemin utilisateur, Audit ergonomique
- Advertisers : MobileIron
- Campagne promotionnelle digitale Sovereign, écran onboarding
- UI, Webdesign, interface développeur, livrables
- Traitement et retouches d'images

<https://www.chemistry.co.nz/>

**Contagion**

**Freelance Senior AD UI/UX Designer**

September 2015 - September 2015  
Auckland, New Zealand

- Wireframe, Prototype, Webdesign, UI kit for Pita Pit
  - Creation of iconography for Philip Morris and storytelling
  - UX Design User flow, User path
  - Design creation based on wireframes/templates
  - Digital campaigns, rich media, skins
  - Webdesign, developer interface, deliverables
  - Typography, Iconography
  - Image processing and retouching
- Digital Works for Advertisers: Peugeot, Philip Morris, Pita Pit, KFC...  
<https://www.contagion.co.nz/>

**Saatchi & Saatchi New Zealand**

**Freelance Senior AD UI/UX Designer**

August 2015 - September 2015



Auckland, New Zealand

Ads for Spark Summer campaign

**ICOM Agency**

**Freelance Art Director UI/UX Design**

December 2014 - June 2015

Toulouse, France

- UI/UX Design.
- Graphic and Product Designer (Packaging, Brand Guide, Flaconnage)
- Facilitation of workshops to frame end-user needs
- Ergonomic and UX Design audit
- Branding, logo design, graphic charter-Brand image consulting
- Creation of wireframes, prototyping, UI & Design Assets kit.
- Regional Digital Campaigns
- Webdesign, developer interface
- Typography, Iconography
- Image processing and retouching
- Illustration, Print Design
- Packshot Photo

Clients, institutions and local actors:  
Toulouse City Hall, Occitanie Region,  
Clinique Pasteur, Madeeli, Terre Azur...

UI/UX Design for eMindHub is the only online platform bringing together experts in the aeronautics and space field.

**Takoma**

**Freelance Digital Designer, Art Direction, UI/UX Designer**

October 2014 - October 2014

Toulouse Area, France

<https://www.behance.net/gallery/29183191/Technip-Security-Admin-Interface>

**Aries Group**

**Member of the Validation Jury**

September 2014 - September 2014

Toulouse, France

In accordance with the Professional Certification of the French Ministry of Employment, presence at the Jury of validation of the titles of Multimedia Graphic Designer, whose members are appointed by the director of the public school of graphic design Aries Toulouse.

**Publicis Monkees**

**Freelance Digital Art Director**

October 2013 - July 2014

Toulouse, France

Clients: Carrefour, Suzuki, Peugeot, BMW, L'Oréal, Sopra Stéria, ChevalBlanc, Decathlon, Sodial, Intermarché, Picard, PSG, HLM, etc.

**Allprint**

**Multimedia Art Director**

2011 - 2014

Paris, France

Art Direction, Story Board, Motion Design, Illustration, Animation, Sound design, Project Management

<http://www.allprint.fr/>

**France-examen**

**Web Art Director**





**May 2013 - October 2013**  
Toulouse, France  
Newsletter, Illustration, Webdesign

**Icom Agency**  
**Freelance Graphic Designer**  
**April 2013 - June 2013**  
Toulouse, France

Leclerc mobile - Banners & Rich Media campaign  
Client: Free, IMS Network - Global Branding

**INFA**  
**Member of the Jury**  
**March 2013 - 2013**  
Validation of the titles Multimedia Graphic Designer / Webdesigner

**MyStudioFactory**  
**Freelance Art Director**  
**2008 - 2013**  
Paris, France

AD, UI/UX Design, Mobile app, Webdesign  
<https://www.mystudiofactory.com/en/>

**Proximity BBDO Paris**  
**Freelance Art Director**  
**October 2011 - November 2011**  
Paris, France

WebDesigner, Freelance Art Director  
Deployment of the digital campaign  
MonCadorama.website + Rich media digital banners + collateral

**Euro RSCG C&O**  
**Freelance Art Director**

**June 2011 - July 2011**  
Suresnes  
Art Direction  
**Fullsix Group France**  
**Web Art Director**  
**2011 - 2011**  
Paris Area, France

Art Direction, Webdesign, Animation for various international clients (Samsung, La Banque Postale, LCL, PMU,SFR, Peugeot, Septodont...)

**The 88**  
**Art Director**  
**2011 - 2011**  
Paris, France  
Art Direction, Consulting

**Novedia Group**  
**Webdesigner**  
**2011 - 2011**  
Paris, France  
Webdesign for Canal +

**H Agency**  
**Web Art Director**  
**2011 - 2011**  
Suresnes, Paris Area  
Art Direction, Webdesigner

**CreativLink**  
**Freelance Art Director**  
**2008 - 2011**  
Paris, France

Multimedia Designer. Art direction, UI/UX Design, Print design, Illustration, Web design, emailing, Animation, flash, actionscript



**36PULP**

**Freelance Art Director**

2008 - 2011

Paris, France

**CBL Consulting**

**Web Designer, Developer**

May 2010 - May 2010

Paris, France

HTML, CSS

Recruitment Campaign website [www.la-carriere-dont-vous-etes-le-heros.com](http://www.la-carriere-dont-vous-etes-le-heros.com)

**MRM // McCANN Paris**

**Freelance Digital Designer**

December 2009 - February 2010

Paris, France

Multimedia Designer. Art direction, UI/UX Design, Print design, Illustration, Web design, emailing, Animation, flash, actionscript.

Clients: Nescafe, Cofinoga, Total

**Ubi-bene**

**Multimedia Graphic Designer**

2010 - 2010

Boulogne-Billancourt , France

Flash animation for TV advertising in the Parisian subway.ubi bene Agence de communication événementielle grand public

**HR Path**

**DA, Integrator, Developer**

2009 - 2010

Paris, France

Design & development (HTML, CSS, PHP)

**Koesy**

**Freelance Graphic Web Designer**

2009 - 2010

Paris area, France

UX/UI design User journey, Webdesign, Iconography. Redesign of the Bouygues Telecom intranet (Wooby) (Winner of the GrandPrix Coment) - Redesign of the portal of the Centre de ressources et d'information sur les multimédias pour l'enseignement supérieur.

**Conovae**

**Freelance Art Director**

2008 - 2010

Paris area, France

Management of digital portfolio- Mobile App Design- Webdesign UI Design- Ergonomic audit- Iconography- Print Design- Branding, logo design- Photography

**Australia**

**Freelance Web Designer**

2009 - 2009

Paris, France

Webdesign, Illustration

Air France, Orange, Galettes St Michel

**Proximity BBDO Paris**

**Independent Graphic Designer**

2009 - 2009

Paris, France

**DDB Paris**

**Multimedia Graphic Designer**

2008 - 2009

Paris, France

Game design

Webdesign

**DSC Consultants**

**Freelance Art Director**

2008 - 2009

Aix-En-Provence, France

**Varibase**

**Multimedia Designer**

2007 - 2007

Marseille, France

Print Design, Webdesign, emailing

**Kraie**

**Graphic designer**

2005 - 2006

Toulouse, France

Graphic designer

Letter painter

Muralist

## Books



**Design If You can**

2017

Edition Pyramid

My first published book about UI & UX Design. A concentrate of courses taught in private higher education schools.



**Mise en page, ratio, et règles dor**  
2020

Edition Pyramid

My second published book talk about Layout, Grid and composition. Published in France in 2020.