



Mayssa BIANCIOTTO

HEAD OF DESIGN

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EXPERIENCE

- Since 2022 ● **Head of Design - Groupe La Centrale** Paris, FR

+44% Leads +24 pts NPS

Redesigned the Brand and XP, Design System
- Oct 2021 ● **Lead Product Designer - Groupe La Centrale** Paris, FR

Built and restructured the Design Team

La Centrale, Promoneuve, Caradisiac, MaVoitureCash Strategy, Management, Product Design Web & App ...
- 2021 - 2019 ● **Lead UX-UI Designer - Unify (Groupe TF1)** Paris, FR

+17% Ad Revenues -27% Bounce Rate +18% NPS

Built the Design Team, Redesigned 3 Product Brands and XPs

Marmiton, Aufeminin (DE, ES, FR, IT), Doctissimo & Beauté Test. UX Evangelization, Web & App, Management & International Design Coordination, Workshops, Web & App full Redesigns...
- 2019 - 2018 ● **Senior UX-UI Designer - Château de Pommard** Paris, FR

1 Website Launch 1 Brand Positionning

Created the Branding and XP

VIVANT & Château de Pommard, Strategic Thinking, Design Thinking, User Research, UX, UI, Branding, Packaging, Communication, Art Direction
- 2018 - 2017 ● **Digital Art Director - Sqwirl Lab Incubator** Beirut, LEB

4 Startups · 1 Launch

Defined Brands, Business Models & collaborated with entrepreneurs

UX-UI, Web, App, Design Thinking, Branding, Community Management, UX Writing, Content Creation, Art Direction
- 2017 - 2015 ● **Art Director - PUBLICIS** Beirut, LEB

8+ Global Campaigns

Created Creative 360 campaigns, International Brand Consistency

360 Campaigns Web & Print, Brand Content, Branding, Web + App Design

In charge of : Nestlé, Garnier, Jeep, Absolut Vodka [...]
- 2015 - 2014 ● **Art Director - YOUNG & RUBICAM** Paris, FR

3 Global Campaigns

Created campaigns and Brand XPs

Art Direction, Communication, Social Media, Web Revamp, Catalogues

In charge of : Danette, Activia, Babybel, Opel, Satellite [...]
- 2014 - 2013 ● **Art Director - 38 Management** Beirut, LEB

Created Brand & Customer XP

Art Director and Communication Manager of Gaston (Bar & Restaurant).
- 2012 ● **Copywriter - GREY GROUP MENA** Doha, QA

Collaborated on local campaigns

Copywriting and Art Direction

EDUCATION

- 2015 - 2014 ● **Sup de Pub Paris Paris, FR**

MBA

Creative Business

With Honours
- 2014 - 2013 ● **Sup de Pub Paris Paris, FR**

Masters

Art Direction
- 2013 - 2010 ● **Beaux- Arts (ALBA) Publicité. Beirut, LEB**

Bachelor

Graphic Design & Advertising

With Honours
- 2010 - 2008 ● **Lycée Bonaparte Doha, QA**

Baccalauréat Français (Sciences Économiques et Sociales)

With Honours
- 2008 - 2007 ● **Lycée Voltaire Doha, QA**
- 2007 - 1995 ● **GLFL Beirut, LEB**

AWARDS

- 2016 ● **Young Lions Competition PUBLICIS Groupe**

Best Creative Campaign

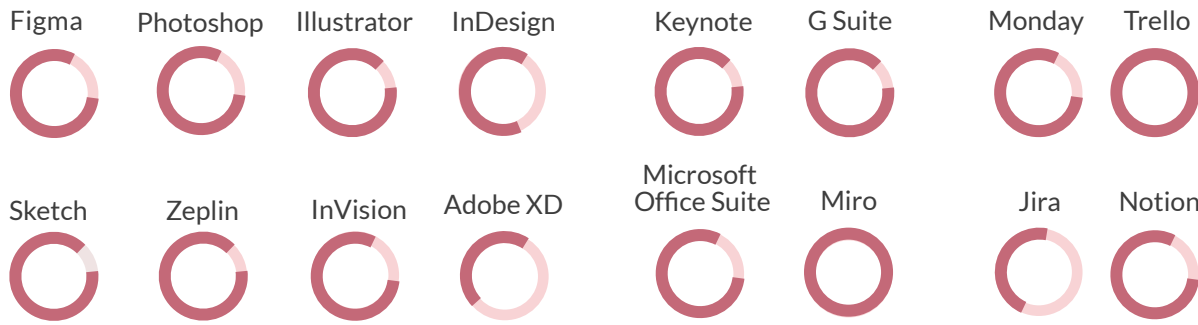
Autism Awareness

Press
- 2013 ● **Packaging Contest UNIDO**

2nd Prize Winner

Best Innovation & Packaging Structure

TOOLS • TOOLS
MY SKILLS
 TOOLS • TOOLS



I'll always leave room for more >>>

DIGITAL • DIGITAL
MY SKILLS
 DIGITAL • DIGITAL

- . Personas
- . User Testing
- . User Research & Journey Mapping
- . Discovery
- . Workshops & Brainstormings
- . User Experience
- . User Interface
- . Web & App
- . Prototypes
- . Design Sprints
- . Design Reviews
- . Design Systems
- . Design Thinking
- . Digital Activations & Branded Content
- . Community Management
- . Branding
- . Art Direction

I will work your "emergency" out so it becomes an opportunity

USEFUL • USEFUL
MY SKILLS
 USEFUL • USEFUL

- . Building Efficient Design Teams
- . Stakeholder Management
- . Conflict Resolution
- . Inclusive Design
- . Privacy by Design
- . SEO, Data, Monetization
- . Management
- . Coordination
- . Roadmaps & Prioritization
- . UX Writing
- . Ai Tools

OTHER • OTHER
MY SKILLS
 OTHER • OTHER

- . 360 Campaigns
- . Guerilla Marketing
- . OOH Advertising
- . Packaging
- . Typography
- . Print
- . Edition

*I'm a born multi-tasker, I organise chaos and I promise, I will take you there**

*Wherever you want to be

LANGUAGES

- French - Mother Tongue
- English - Fluent
- Arabic - Fluent

OBSESSIONS

- Cats
- Cooking & Baking
- All Plants (except cactuses)

So why don't we meet :)