



Cyrièle Piancastelli



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http://cyrò.me

ABOUT

I truly believe that designing the right user experience makes all the difference and is the key to any successful product, service or installation.

I've spent the last 15 years working in the digital industry, in small agencies as well as big corporations. I've had different roles, from fullstack developer to producer, Senior Information Architect and UX Lead. Although I've had various job titles, they all have in common that the **end user** was always at the centre of everything I produced.

I mainly base my work on observation and analysis of user data. Whether it's through user-generated content, analytics, or through user research and testing sessions. This is why designing the right **data strategy** is also at the heart of my job.

I love to talk about what I do. I spoke at EuroIA & World IA Day. Before that, I used to teach at Gobelins school, Paris.

PRODUCT DESIGNER

EXPERIENCE

2019 – present

UX Lead, SuperAwesome, London UK

Kids Web Services, GDPR & COPPA consent platform

- Leading UX & design of a highly strategic GDPR-K & COPPA compliant identity management platform
- Responsible for crafting interfaces that respect privacy and responsibility by design
- Research, Analyse & Design to improve conversion of verified parental consent

2015 – 2018

UX Architect, BBC, London UK

BBC account, Audience platform

- Gathering product, legal, marketing and tech requirements
- Designing all the user journeys related to users accounts: registration, sign in, uplift, update, delete, linking...
- Aligning with other products to cater for their needs and design a seamless experience across the whole BBC
- Designing an IA & data governance methodology and guidelines for storing and using clean and consistent users data
- Co-running user testing sessions in labs, guerilla testing...
- Accessibility training, Multi Platform Strategy training

2014 – 2015

UX Designer & Information Architect, UNIT9, London UK

Google, Twitter, Nike, Adidas, Heineken, Sainsbury's Bank...

- Designing UX for new business proposals and production
- Expertise in desktop, mobile, games, installations and VR
- Adaptive methodology and deliverables (user flows, task flows, data flows, personae, user scenarii, experience maps, storyboards, interactive wireframes...)
- Client facing and presentation

SKILLS

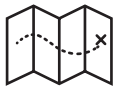
2013 – 2014



Understand



Ideate



Plan



Prototype

Technical Project Manager, UNIT9, London UK

Google Nexus, Lg, Kraft, Viking River Cruise, Olivari Olive Oil...

- Running client meetings & managing the production team (on location and remotely) using Basecamp, Jira or Redmine
- Writing specifications and guidelines
- Budget estimates, risks assessment, schedules
- Daily stand-up meetings following an Agile methodology

2012 – 2013

Senior Technical Producer & UX Designer, Blondie, Paris FR

Hermès, Chanel, Repetto, Alain Ducasse, Moët & Chandon...

- In charge of all agency accounts
- Client and production team management (on location and remotely) using Redmine or Asana
- Agency planning resource (weekly meeting and daily reporting)
- Budget estimates, risks assessment, schedules
- Writing functional and technical specifications
- User Experience Design for E-commerce websites (user flows, persona, interactive wireframes...)

EDUCATION

2009 – 2012

Technical Producer & UX Designer, Les Chinois, Paris FR

Warner Bros. France, Citroën, Disneyland Paris...

- In charge of projects with big technical challenges (E-commerce, CRM...)
- Client and production team management (on location and remotely) using Redmine
- Weekly reports to project director
- Writing functional and technical specifications

2008 – 2009

Interactive Digital Engineering
Manager, Gobelins School,
Paris FR

Master degree

2006 – 2008

Multimedia Designer/Director,
Gobelins School, Paris FR

Dual training with Uzik, Paris FR

2006 – 2008

Back-end & Front-end Developer, Uzik, Paris FR

Universal Music, MK2, Boulevard Exterieur...

- Developer PHP & MySQL / JQuery / HTML / CSS
- Design and development of tools such as mailer service, flexible back office, and time tracker for the agency
- Databases architecture for content websites (news site with private secured access)
- Tech leading and training junior developers

MISCELLANEOUS

Music • piano, guitar, ukulele
Yoga •, Vinyasa & Rocket teacher
Travel • anywhere, anytime