



Karine Tonson La Tour

UX & UI DESIGNER

I'm an enthusiastic designer with 9 years experience in a wide range of sectors and at an international level. I think beyond the web to connect individuals to services and deliver meaningful solutions from start to finish.

I believe in agile, honest, collaborative work. I'm also open minded, a creative at heart and pay great attention to details. I've been told on many occasions that this mindset makes me a huge asset to any team.

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PROFESSIONAL EXPERIENCE

2016 SEP - NOW . LONDON, UK & BARCELONA, SPAIN . REMOTE FREELANCE

UX & UI Designer . DenDen startup

Brand identity research and design for **Forbidden City app**, an **augmented reality game** supporting independent shops. Used role playing, personas, hook system and game mechanics to shape detailed user journeys. Interactive prototyping before kick starting the design and running rapid prototyping sessions to design the app and illustrate the set of characters.

2016 MAR - AUG . LONDON, UK . FREELANCE

UX Designer & Information Architect . Spark44

Conducted UX Research and Design to surface **InControl**, a suite of services to connect customers with their vehicles for **Jaguar & Land Rover**. Through reviews of analytics, listing of personas and mapping of emotional journeys I highlighted key user flows and displayed solutions via wireframes before presenting my research and findings to the team and JLR stakeholders.

2016 FEB . LONDON, UK . FREELANCE

UX Designer . Amaze

Analysed **Toyota's customer portal** to help it support an ongoing relationship with customers as well as uplifting satisfaction and brand loyalty. Highlighted structural issues with sitemap, used key customer journeys to highlight experiential issues and provided an exhaustive document gathering all existing UX issues (trust, readability, usability...) with recommendations.

2014 SEP - 2016 JAN . LONDON, UK . FREELANCE

Experiential Designer . Barclays

Re-defined the vision of banking with Barclays by refreshing **in-branch experience** to enhance interactions between clients and staff members. Established landscape analysis, interviewed branch manager, staff and visitors, shared findings with stakeholders at regular intervals and strategy workshops. Produced market and comparative research to highlight best practice and solutions to achieve goals. Listed personas, user cases, user journeys and storyboards to provide a user focused solution adapted to any branch and their audiences.

UX, UI & Lead UI Designer . Barclays

User journeys and interactive prototype as well as finalised UI Design to refine the **Self Service Account Opening** device in branch and training document for staff members. Produced **ATM** re-design hand in hand with UX Designer. The new user centered design proved exemplary and scored highly at user testing.



EXPERTISE

UX Research . UX Analysis .
UX Design . Experiential
Design . Information
Architecture . Interactive and
Rapid Prototyping . Art
Direction . Brand Identity .
Conceptual Design .
Guidelines . Lead UI Design



TOOLBOX

Sketch . Photoshop .
Illustrator . Indesign .
Omnigraffle . Axure . HTML
& CSS . Post-it



LANGUAGES

French (native) . English
(fluent) . Swedish
(intermediary)



EDUCATION

2008 . ECOLE DES Gobelins .
PARIS, FR

BA honours degree in Creation & Development Online

Methodology surrounding
graphic communication and
interactive design . Creative,
research and project
promotion workshop . Team
project production . HTML &
CSS Development . Initiation
to 3D and motion design



INTERESTS

Motorcycle road trips .
Horse riding . Ceramics .
Interior Design

2014 FEB - JUL . LONDON, UK & DUBLIN, IE . FREELANCE

UX & UI Designer . Empathy Lab

Conceptualisation, analysis and design of the **Aer Lingus app**.

2014 JAN - FEB . LONDON, UK . FREELANCE

UI Designer . Topshop

Research, conception and design of a **weather module** to disclose weather and promote clothes well suited for it. Design of mobile and app **e-magazine**. Responsive design for a competition form.

2013 JAN - DEC . LONDON, UK . FREELANCE

UI & UX Designer . Virgin Media

Conception, wireframes, design, guidelines and follow up of their new **responsive mail system**. UX analysis with a fellow designer, concepts and design of Virgin Media **Homepage re-design** following its re-branding. Wireframes for EPG. Design of a couple of guides (channels and devices).

2012 OCT - DEC . LONDON, UK . FREELANCE

Digital Designer . Industry Branding

Design, concept & design of mail, social media pages, ATM and LCD panels for **Commercial Bank** in Dubai in possibly the best agency I worked with.

2012 AUG - SEP . LONDON, UK . FREELANCE

Digital Designer . Virgin Media

Conception and design of website and mobile application along with guidelines for **TV Anywhere**, the Virgin service to watch TV on mobile, tablet and computer.

2012 JUN - JUL . LONDON, UK . FREELANCE

Digital Designer . Euro RSCG, Publicis, M&S, Cherry Advert.

Stand and brochure design for **Reckitt Benckiser** (Euro RSCG) - Concept & design of online ads and emails for **Renault** (Publicis) - Rebranding of **M&S** french website (M&S) - Digital tools, successful pitch, website and social media design for a range of Pharmaceutical clients: **Astellas, Nutramigen, Rimadyl and TEVA** (Cherry Advertising).

2009 DEC - 2012 MAY . LONDON, UK

Digital Designer . Codegent

Conception, wireframe and design of websites, mobile apps, banners, videos, iPad games, newsletters and illustrations in a fast paced award-winning digital agency.

British Library . Winsor & Newton . Jenny Craig UK - Nestlé . Skechers . The Hoxton Hotel

2008 OCT - 2009 OCT . STOCKHOLM, SE

Interactive & Conceptual Designer . Futurniture

Web design, motion design and conceptual/interactive design for museums.

Ikea . Spotify . Swedish Pavilion for Shanghai World Expo 2010 . Forum Östersjön Museum

2007 NOV - 2008 JUN . PARIS, FR

Web Designer . G2 PARIS (Grey Group)

Follow-up of projects, site-design, mini-sites, banners, emailings, buzz marketing, newsletters in an international communication agency.

Nokia . EDF . La Poste (french Post Office) . Chantelle Paris . Passionata . Essilor