

Christophe Minost

Senior UX-Designer - Sprint design master - Design thinking facilitator



Product owner Agile Innovation Design thinking UX Designer

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Passionate by the marketing digital for over 10 years, I enjoy using my professional experience, skills and knowledge to bring an initial concept to a concrete product to enhance the consumer experience.

Open to opportunities, I'm looking for challenges and projects.

Experiences

Consultant - Lead Product Owner & UX-designer

Experience Center - PWC - October 2019 to February 2020 - Paris - France



- ▶ Product : Mobile app for loyalty program (Mass food retail leader in France)
- ▶ Team management on the client site (UX/UI designer, UI lead)
- ▶ UX Recommendation
- ▶ Design thinking workshops (organization and facilitation)
- ▶ User test interview (based on prototype) and UX report

UX Manager

Wide Agency - October 2020 to August 2021



Consultant Ux

AXA Assistance - November 2019 - Paris - France



- ▶ Product: Website for customer assistance
- ▶ User journey/Persona
- ▶ Benchmark
- ▶ Wireframing/prototype

Consultant - UX designer Oncologie agile team

MSD - January 2019 to September 2019 - Paris - France



- ▶ Merck & Co or Merck Sharp & Dohme (MSD) is an American multinational pharmaceutical company and one of the largest pharmaceutical companies in the world with over 68 000 employees in 140 countries. Since last year, the french branch has been choose to be Digital Change Lead concerning Agile method and User Centric process.
- ▶ Product : Website for Patients & health Professionals
- ▶ UX guideline/Project follow-up for oncologie projects
- ▶ Design Thinking workshops for Oncologie teams (Organizing and facilitating)
- ▶ Users testing follow-up
- ▶ UX Wireframing and UI production follow-up
- ▶ UX recommandation based on traffic and ergonomic standards

Consultant - Project manager

AXA Assistance - November 2018 to December 2019



- ▶ AXA, is a French multinational insurance firm headquartered in Paris that engages in global insurance, investment management, and other financial services.
- ▶ Product: Website for the Italian market
- ▶ Migration of the Italian travel insurance website
- ▶ Coordination with Axa countries (Italy, Spain and England)
- ▶ Webmastering

Skills

Agile Product Management

- ▶ Agile Project Management
- ▶ Scrum/Kanban framework
- ▶ SAFe Framework
- ▶ Workshop Facilitation
- ▶ Backlog management
- ▶ User story redaction
- ▶ Acceptance test / Test plans
- ▶ Story-boarding
- ▶ Web analytics analyses
- ▶ Production monitoring
- ▶ Requirement document & functional specifications
- ▶ Client relationship management
- ▶ Project management on waterfall method

UX Practice / Consulting

- ▶ Sprint design workshop (organizing /Facilitating)
- ▶ Design thinking workshop (organizing /Facilitating)
- ▶ Persona / Empathie map
- ▶ Uster Interview (User testing, interviews, guerilla)
- ▶ Mind mapping
- ▶ Blue print/User journey map
- ▶ Ergonomie recommandation
- ▶ AB testing
- ▶ Benchmarking
- ▶ Card sorting
- ▶ Co-design workshop
- ▶ Need analysis

Working tools

- ▶ Jira / Confluence
- ▶ Sketch App
- ▶ Axure
- ▶ Redmine
- ▶ Ice-Scrum,
- ▶ Freemind
- ▶ Google tools
- ▶ MS Project / Gant
- ▶ Office suit (Outlook, Word, Power point, Excel, Visio)
- ▶ Adobe Suit (Photoshop, Illustrator, Indesign, Flash)

Development technology and CMS

- ▶ Drupal
- ▶ WordPress

Consultant - Product owner / UX designer

LES HÔTELS (TRÈS) PARTICULIERS - October 2018 to November 2018



- ▶ LHTP is a Hotel company with 2 ambitions; reinventing the profession of hospitality and the hotel's investments.
Based on digital solution, the group change also the customer approach of services on site and website.
- ▶ [Product : Online booking website]
- ▶ First draft of customer journey
- ▶ Uses Cases workflow
- ▶ Users Stories redaction /Backlog management
- ▶ Provider/Partner API and solution seeking (feasibility study)

Digital lead Nestea - Europe

Nestle waters - September 2017 to February 2018 - Consultant - Paris - France



- ▶ Nestlé Waters, the Healthy Hydration company is the number one bottled water company worldwide with around one hundred production sites in 36 countries.
- ▶ Product : 15 websites in 4 month
- ▶ Rebranding and relaunch of the new Nestea in Europe (15 countries)
- ▶ Management and coordination of the Country Product Managers
- ▶ Management and coordination of communication agencies and suppliers (Website, Facebook, internal platforms, etc...)
- ▶ Implementation of an approval process in a complex organisation: from the brand manager to the legal experts, regulatory specialists and financial manager (for each country)

Consultant - Product Owner & UX-Designer

Vinci Autoroutes - February 2017 to August 2017 - Freelancer - Paris - France



- ▶ Vinci Autoroutes is a pole of the Vinci group specialized in the concession and operation of motorway infrastructures.
- ▶ Organisation of ideation's process for the Innovation of digital Department
- ▶ Implementation of the "Ideation & Innovation" process within the Innovation Department of Digital Vinci Autoroutes
- ▶ Animation of workshops with different regional entities
- ▶ Redaction of user scenarios for the product definition
- ▶ Wireframing and prototyping for the new applications / features product
- ▶ Digital project management and coordination
- ▶ Trainings and guideline for the UX Design thinking

Product Owner

Accor - October 2015 to January 2017 - Consultant - Paris - France



- ▶ Accor, is a French multinational hotel group, part of the CAC 40 which operates in more than 94 countries.
- ▶ Redesign in responsive design the user experience and services for the main e-commerce website of Accorhotels.com (Using SPA technologies for all brands in 18 languages)
- ▶ Agile Scrum and Kanban
- ▶ Wireframing
- ▶ AB Testing
- ▶ Improvement based on the business analytics result
- ▶ Needs requirement, user-story, backlog organisation, leading working groups, wireframing/storyboarding, plannings, project monitoring, test and reporting.

WHV Australia (travel for over a year)

Australia - July 2014 to September 2015



- ▶ Joomla
- ▶ Proprietary back-offices

Languages

- ▶ French: mother tongue
- ▶ English (fluent)

Education

Sprint Designer Master

Laptop

October 2019 to October 2020

Preparing, organizing and animating a sprint design end to end

Agile method - Product owner

Octo

December 2016

Training for the position of Product Owner

Design Thinking Facilitator

Talent & Co

May 2017 to June 2017

Organizing "Design thinking" workshops, in order to bring a need to a innovative concept.

Based on the Agile Method, the Design thinking help to think out of the box, focusing in User's needs and Friction points. This method helps the the team to build POCs (Proof Of Concept) driving by test and learning Method.

Ergonomy

Ziggourat Formation

January 2014

User centered design HMI interfaces . Assess the quality of an interface through ergonomic audit and / or user tests.

Information architecture

Pyramide

October 2013 to November 2013

Study of organizational structure within an information system; labeling, navigation , tree view, search result.

User Experience Design (UX)

Ziggourat Formation

September 2013

Interaction design and identification of User Experience issues. Application of methods to promote the comfort of using a website.

Master's degree of Information and Communication, Media Engineering / Multimedia Project Management

Université de Toulon (83)

September 2007 to August 2009

Training objective : To train project managers in the field of multimedia

Ux-designer

Santé bien être - February 2014 to March 2014 - Freelancer - Paris - France



- ▶ "Santé bien être" (Health and well being) is a internet service directory for the alternative medicine in order to help users to select the closest specialist they really need .
- ▶ Analyse of the business requirement
- ▶ Workshops with business owner and activities analyse
- ▶ Information system architecture and labeling
- ▶ Content analyse and content definition
- ▶ Wireframing
- ▶ Guideline and interaction design

Digital project manager / UX-Designer

Hippocampe - June 2011 to September 2013 - Full-time - Paris - France



- ▶ Scoping and requirement definition, User interviews, prototyping, Wireframing, project management and monitoring, timeline definition, resource allocation, testing and training, client relationship management, account service.
- ▶ Clients: Konica Minolta, Icom, Nathan, Oned, 119, Unfp, Bravo Le Veau, Diadeis, Radio Classique
- ▶ Intranet platform of www.partnercorner.fr et community.icom.museum
- ▶ Ergonomic redesign of www.i-manuel.fr
- ▶ Corporate main website www.oned.gouv.fr & www.allo119.gouv.fr/
- ▶ Production follow-up of www.unfp.org et www.radioclassique.fr/
- ▶ Graphic redesign for www.bravoleveau.com

Digital project manager

Mediagong - February 2011 to April 2011 - Part-time - Paris - France



- ▶ Story-boarding, requirement document, prototyping, project timeline, resource allocation, testing and training.
- ▶ Clients ; Actimel (Danone) et Lapin Or (Lindt)
- ▶ Development of functional specifications, navigation scenario, coordination of production and customer care teams.

Digital project manager

Blue acacia - September 2009 to September 2010 - Full-time - Paris - France



- ▶ Story-boarding, requirement documents, production management, project timeline, allocation resource, testing and training, reporting, site evolution.
- ▶ Clients : Honda moto, Honda équipements, Honda TV, Honda Day, Honda Survey, Deco On Demand, Curioos, Ellit prestige auto, Destinations Vichy

Project manager

TBWA Paris (Contract) - March 2009 to August 2009 - Internship - Paris - France



- ▶ TBWA is an international advertising agency whose main headquarters are in Midtown Manhattan, New York City, United States.
- ▶ Content management, production management , Campaign management, event and offline marketing operation management.
- ▶ Client : Ratp (Integral) , Cetelem, FNAC (Brand book & operation test Okaz Gaming) Adidas (blog running), TBWA (main website and newsletter)

Project manager (contract)

Nurun - March 2008 to August 2008 - Internship - Paris - France



- ▶ nurun is a global interactive marketing agency.
- ▶ Management and monitoring of production for the creation of a women's webzine www.terrafemina.com

Bachelor TAIS (Techniques and Activities of Image and Sound)

Université de Toulon (83)

September 2006 to June 2007

Student Project : Creating a tourist information portal

Diploma Business communications

I.S.E.C.C. France (Toulon 83)

October 2004 to June 2006

work-linked training ;

- ▶ 1st year in APS Publicite (print communication)
- ▶ 2sd year in Action Sud Marketing (event and Print Communication)

Interests

Travel

- ▶ Australia (WHV)
- ▶ Asia (Vietnam, Cambodia, Thailand, Myanmar, Indonesia, Sri Lanka)
- ▶ Europe