



JULIEN HÉRON

SENIOR UI/UX DESIGNER

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PROFILE

Accomplished and versatile UI/UX designer with a proven track record of empowering diverse, world-class clients to achieve business growth and marketing objectives through compelling UI/UX and graphic design projects; Leverages complex problem solving, collaborative teamwork, and lean methodology to build creative and compelling experiences that balance user needs and business goals.

SKILLS

UI/UX Design
Design Systems
Prototyping & User Testing
Brand Building
SEO & Link Building
Entrepreneurial Mindset
Cross-Functional Collaboration
HTML & CSS

TOOLS

Figma, Sketch, Photoshop, Illustrator, InDesign, Invision, WordPress

LANGUAGES

French (native)
English (professional)
Mandarin (intermediate, New HSK Level4)

PROFESSIONAL EXPERIENCE

Samsung Ads

Senior Product Designer

January 2020 - Now

- Work closely with product and engineering to design efficient and intuitive workflows and layouts for customers using the Samsung Ads platform.
- Define, maintain, and expand a new design system respecting the Samsung Ads brand and deliver a coherent and intuitive experience across the platform

Personal Online Project

Founder of Wellness Aromas

November 2017 - Now

- Founded essential oils website (www.wellnessaromas.com), taking ownership of branding, online communication, and digital marketing strategies
- Gained valuable experience driving increased traffic through SEO and achieving monetization through affiliate marketing

Gravity Supply Chain (Hong Kong)

Lead UI/UX Designer

April 2017 - Octobre 2019

- Creates and builds prototypes, implements new design guidelines, and ensuring a competitive edge in user experience and design
- Leads design of various online and offline marketing materials such as booths, brochures, pitch deck, landing pages, and EDM
- Guided the company's website redesign, defining and implementing the design process, scope, priorities, and creating a new art direction

Freelancer (Hong Kong)

Digital Marketing

December 2015 - Mars 2017

- Launched BLIZS Ltd., a B2B business in the intimate industry, taking ownership for the branding, website art direction, and implementation
- Launched a B2C project across France and the UK and developed associated a coupon affiliate site requiring branding, and digital marketing strategy
- Created an e-commerce project using a drop shipping business model in the intimate industry and was accountable for branding, and development

JM Sunflower (Hong Kong)

Interactive Designer, Digital Marketing

May 2015 - November 2015

- Collaborated with major clients as part of a design studio focused mostly on the sex toys industry, to assist with website design and product development
- Spearheaded branding and creation of all aspects of digital communications, gaining a clearer business perspective and valuable experience working with product designers and merchandisers

EDUCATION

2013 - 2015

Master of Design Strategies

The Hong Kong Polytechnic University

2009 - 2011

Undergraduate Chinese courses

Shanghai Jiao Tong University

2005 - 2006

Bachelor Multimedia & Communication

University of Cergy-Pontoise

2004 - 2005

Undergraduate Multimedia Diploma

BGS Institut Paris

2001 - 2003

Computer Science Technical Degree

Senlis St. Vincent's High School

AWARDS

2013

LVMH Creative Briefing Experience

Selected guest designer

HOBBIES

Hiking, traveling, cooking

Freelancer (Hong Kong)

Interactive Designer, Digital Marketing

June 2013 - February 2015

Project: Tip Top Stories

- Partnered with the founder of Tip Top Stories, an online book builder providing personalize books, to create book layouts and illustrations
- Created key visuals in partnership with key stakeholders to support new product launches, seasonal offers, and different visuals

Project: AL Flooring

- Design and developed a multilingual website (English and Chinese)
- Designed and developed responsive EDM using Mailchimp, providing flexibility through ESP optimized templates

Nurun (Shanghai)

Senior Art Director

August 2011 - June 2013

- Collaborated with UX design team, utilizing UX tools and research to gain market and user insights, delivering greater value and improving key metrics
- Responsible for design and flash animation across multiple digital online campaigns, websites, and mobile apps, for clients such as The Peninsula Hotel, Fiat, Danone, Pernod Ricard China, and FAW-Volkswagen

Freelancer (Shanghai)

Senior Graphic & Web Designer

June 2007 - July 2011

- Worked autonomously in keeping with project deadlines, requiring strong time management and communication skills
- Crafted brand identity, engaged in web design (HTML & CSS), handled flash animation, and managed print design for an array of top tier clients such as EMI, NBA France, Pernod, Pastacosy, la Roche Posay, and Virgin Music

Ligne Treize (Paris)

Graphic & Web Designer

September 2006 - July 2007

- Drove creation of client brand identity, including web design (HTML & CSS), graphic design (Digital & Print), flash animation for clients including EMI, Universal Music, and Larousse

BELOA (Paris)

Junior Graphic & Web Designer

September 2005 - August 2006

- Partnered with design and development teams to complete projects including, website creation, engaging commercials, and logos for clients.

Crayon Noir e-Medias (Paris)

Junior Web Designer

September 2004 - August 2005

- Collaborated with a development and design teams on diverse projects ranging from website to newsletter creation, using HTML & CSS, for world-class clients such as Lancome and French National Railways
- Improved the appearance and flow of multiple branded websites including updating content, product marketing campaigns and promotions