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**in** sofia olguin lausseau

**ig** sofiazaso

**globe** sofiaolguin.fr

**location pin** LYON, FRANCE

**Xd** Adobe XD ●●●●●

**Figma** ●●●●○

**Ps** Photoshop ●●●●○

**Id** InDesign ●●●●○

**Ai** Illustrator ●●●●●

**Dw** DreamWeaver ●●●●●

**HTML5** ●●●●○

**CSS3** ●●●●○

**WordPress** ●●●●○

**Bootstrap** ●●●●○

Spanish ●●●●●

French ●●●●○

*I am a versatile, multitask dynamic and multilingual designer (French, English, Spanish).*

*I've been working as a graphic and web designer since 2006. From UX research and surveys, graphic design, UI & technical SEO, I can assist you in the realization of your digital project.*

*I can join a team or work solo.*



## SKILLS

### Web UX

Audit, needs analysis and goal setting, personae, UX research and surveys customer journey, tree structure, content hierarchy, navigation. Prototype: zonning, wireframes, models & prototypes (web & mobile).

### Web UI

Web interfaces or mobile app. Ergonomics, mockups, zonning, models. Font Icons. Responsive design.

### Web integration

HTML5, CSS3, Bootstrap, WordPress. avaScript basic notions.

### Graphic design

Web & Print : Logos, Graphic charter, Design guidelines, Brand identity, Graphic design, Photos, Custom icons, Pictos, etc.

### Web Strategie / Web MKT

Audit, Planning, Specifications, Technical SEO: tags, keyWords, title, meta-description, ratio text / images, etc.



## EDUCATION

### CHEF DE PROJET WEB

DCPRO 2016/2017 DIGITAL CAMPUS LYON

### CERTIFICATION

GOOGLE ANALYTICS march 2017

### Mode et Création D.E.S.S (Master)

2003/2004

Université de la Mode (Lumière Lyon 2)

### Diploma Art Direction for cinema & t.v.

Dec. 1996- Jan. 1997 / Prof. Paola Marchesin  
Escuela Internacional de Cine y Television.  
San Antonio de los Baños, CUBA

### Textil Design Bachelor's degree

1990/1995

Universidad Iberoamericana (Mexico)



## PROFESSIONAL EXPERIENCES

### UI/UX Designer

Free Lance since 2017

Concept, UX research and surveys, mockups, sketch, mockups, ergonomics, persona, customer journey, prototypes...

### Graphic & Web Designer

AALTO CONSEIL (2005 - 2016 Lyon)

Creation, design & web integration.

Infographic: graphic chart, etc.

(Groupe TOTAL, ARKEMA, EDF...)

### Bureau de style

MARTINE LEHERPEUR CONSEIL

(may- july 2004 Paris - stage)

health / beauty sector with

Hélène Capgras.

### Costume designer

ARGOS COMUNICACION

(1998 - 2002 Mexico)

### Art director

Short films

(january 1997 Cuba)

### Costume designer assistant

ARGOS COMUNICACION

(1996 - 2000 Mexico)