CONSTANCE BARBIER

Kraainem – Belgium

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Portfolio: https://constancebarbier.be

PROFESSIONNAL EXPERIENCES

2021   Webdesigner & Webmaster at **S4IC** – L.-La-Neuve (20 months - current employee)

Creation of several websites: **project definition** (core business and functionalities). Design of the **wireframes** high fidelity**,** participation in the **redaction of the content** (articles). **Web development** with the CMS WordPress and implementation of the SEO. **Digital communication strategy:** establishment of the communication plan, production of static visuals, motion design and writing contents for the digital communication. Management of the communication on LinkedIn feed, Campaign Manager and mailing campaigns, with **analytics reports.** Contact with stakeholders for the setting of the SEA – **Graphic design**, **Motion design**, **UX/UI design, SEO, web development** and **web integration**.

2020-2021   Web designer at **Intermarché** – Louvain-La-Neuve (14 months)

Part of the digital marketing team: creation and development of **digital campaigns** (GDN, Rossel, IPM, Facebook), setting up **emailing automation** based on the segmentation of the database, **analytics reports**. Design of banners and management of the website (CMS). Web development of landing pages and mailing campaigns. Design of **wireframes** low and high fidelity, **content mapping** of the website – **UX/UI design** (Photoshop) and **web integration**.

2019-2020   Digital specialist at **Manutan** – Brussels (7 months)

Part of the digital marketing team: **brainstorming** and **digital communication strategy**. Design and web integration of   landing pages and mailing campaigns, website management (CMS). Design of **wireframes** low and high fidelity and **UX/UI**   **improvement** of the web shop – **UX/UI design** (Photoshop) and **web integration**.

2019   Freelance - UX/UI designer and web integrator at **Efluenz** – Brussels (2 months)

Creation of a visual website: **project definition** with the client (core business and functionalities). Definition of the **user type** and of the **user journey**. Creation of the **graphic charter.** Realization of the **wireframes** low and high fidelity with **dynamic prototyping. Guerilla user testing**. **Web development** with the CMS WordPress. Team training to the CMS and SEO – **UX/UI design** (Figma), **web integration** and **customer relationship management.**

2018   Graphic and web designer at **Cameleon** – Brussels (2 months)

Part of the marketing team: brainstorming and **communication strategy**. **Design of visuals** for the print and web. **Development of emailing template** for campaigns and creation of **landing page** (HTML5, CSS) – **Graphic design**, **Web design** (Photoshop, Illustrator, InDesign, After Effects) and **web integration.**

2018   **Freelance -** UX/UI design and web development at **EuMedA** – Brussels (2 months)

IT project - Website development: creation of the **graphic charter**, taking care of the hosting and domain name, design of **wireframes** for desktops and mobiles, **web integration** of a **static responsive website** with the **CMS WordPress** (HTML5, CSS3) – **Web design, UX/UI design** (Sketch, Illustrator), **web integration** and **customer relationship management**.

2018   **Freelance -** UX/UI design and web development at **Spleenwear** – Brussels (2 months)

IT project - Website development: design of **wireframes** for desktops and mobiles, **web integration** of a **responsive e-commerce website** with the **CMS Shopify** (HTML5, Bootstrap, CSS3, JavaScript) – **UX/UI design** (Photoshop), **web integration** and **customer relationship management.**

GRADUATIONS

2018   Graduation from **ULB** – *UX Design & Research* – Brussels
2017   Graduation from **CEFAID** – *Web design & Web integration* – Brussels
2011-2015   Graduation from **Saint-Luc School** – *Fashion design* – Brussels

OTHER SKILLS / HOBBIES

Languages*:*   French (native language), English (level B2)

IT specifics*:*   Microsoft Office (Word, Power Point, Sharepoint)
                  UI and prototyping programs (Sketch, Figma, Marvel)
                  Adobe programs (Photoshop, Illustrator, In Design, Animate, After Effects)
                  Web languages (HTML5/CSS3/Bootstrap/JavaScript) and CMS (WordPress, Shopify)

Hobbies: Art and History, Scenography, Web, Sport, Reading, Movies, Exhibitions