

# Guillaume Pons



✉ g.pons@live.com    📞 99 902 786

I've been working for more than 10 years with digital products and held various positions which lead me on a path to become the UX/UI designer I am today.

I build mobile and web interfaces with a no-nonsense approach. My prototypes are designed for users who scan content and browse with thumbs. I make sure to comply with business requirements while producing designs that are aesthetically pleasing, innovative and functional.

I rely on a set of methods and workflows that enable me to explore problems, generate ideas, and finally making it real!

## WORK EXPERIENCE

### ► Lead UX/UI Designer (July 18 - Present)

*WIS (Affiliation: casino / sportsbook / esports / finance)*

- User Experience Research based on Google Analytics, Hotjar data, user polls, competitors analysis, personas to deliver storyboards, user flows and site maps.
- User Interface Design using Adobe XD and After Effects to deliver high-fidelity prototypes and bring life to UX research.
- Collaborate with product management and developers to define and implement innovative solutions for the product direction, visuals and experience.
- Recruitment, onboarding, management of UX and UI designers.

### ► UX/UI Designer (Jan 18 - June 18)

*Keen.com.mt (Digital marketing agency)*

- Websites and mobile applications for various businesses.
- Establish and promote design guidelines, best practices and standards.
- Design of various online and social media promotions, banners, social campaigns.

### ► UX/UI Designer (Jan 16 - Dec 17)

*Incredible Web (Web Development Company)*

- Websites and mobile applications for various businesses.
- Create storyboards, user flows, and site maps.
- Define branding guidelines.

### ► UX/UI Designer (Jan 15 - Dec 16)

*Bumalift (The first carpooling mobile application in Malta)*

- UX and UI focus on carpooling mobile app and web portal.
- Organized multiple user testing sessions to support UX research.
- Active participation in marketing and business strategy.

### ► Project Manager (May 10 - Dec 14)

*Besedo.com (Content moderation for Online marketplaces)*

- Build new products and services and support their operational implementation.
- Work in collaboration with development teams to build different platforms to fit clients requirements.
- Deliver monthly quality reports and present those to clients.

### ► Product Specialist (Feb 09 - Apr 09)

*Salesforce.com (Cloud-based CRM platform)*

- Phone + Email support.
- Research and investigate every issue.
- Ensure customer satisfaction and solve challenges in a timely manner.

### ► Team Leader (Mar 07 - Jan 09)

*Post office UK (Home phone and broadband divisions)*

- Customer Service & Technical Support.
- Training & Coaching.
- Handle billing and technical case escalations.

### ► Product Specialist (Nov 05 - Feb 07)

*Microsoft Visio (Diagramming and vector graphics application)*

- Email + Phone support.
- Research and investigate every issue.
- Ensure customer satisfaction and solve challenges in a timely manner.

## EDUCATION

### ► Master in International Business (Oct 03 - Jun 05)

*ESICAD Business School - Montpellier*

### ► Bachelor of Information & Communication (Oct 99 - Jun 03)

*Paul Valery University - Montpellier*