

DESIGN CV & RESUME

Sébastien  
Derenoncourt

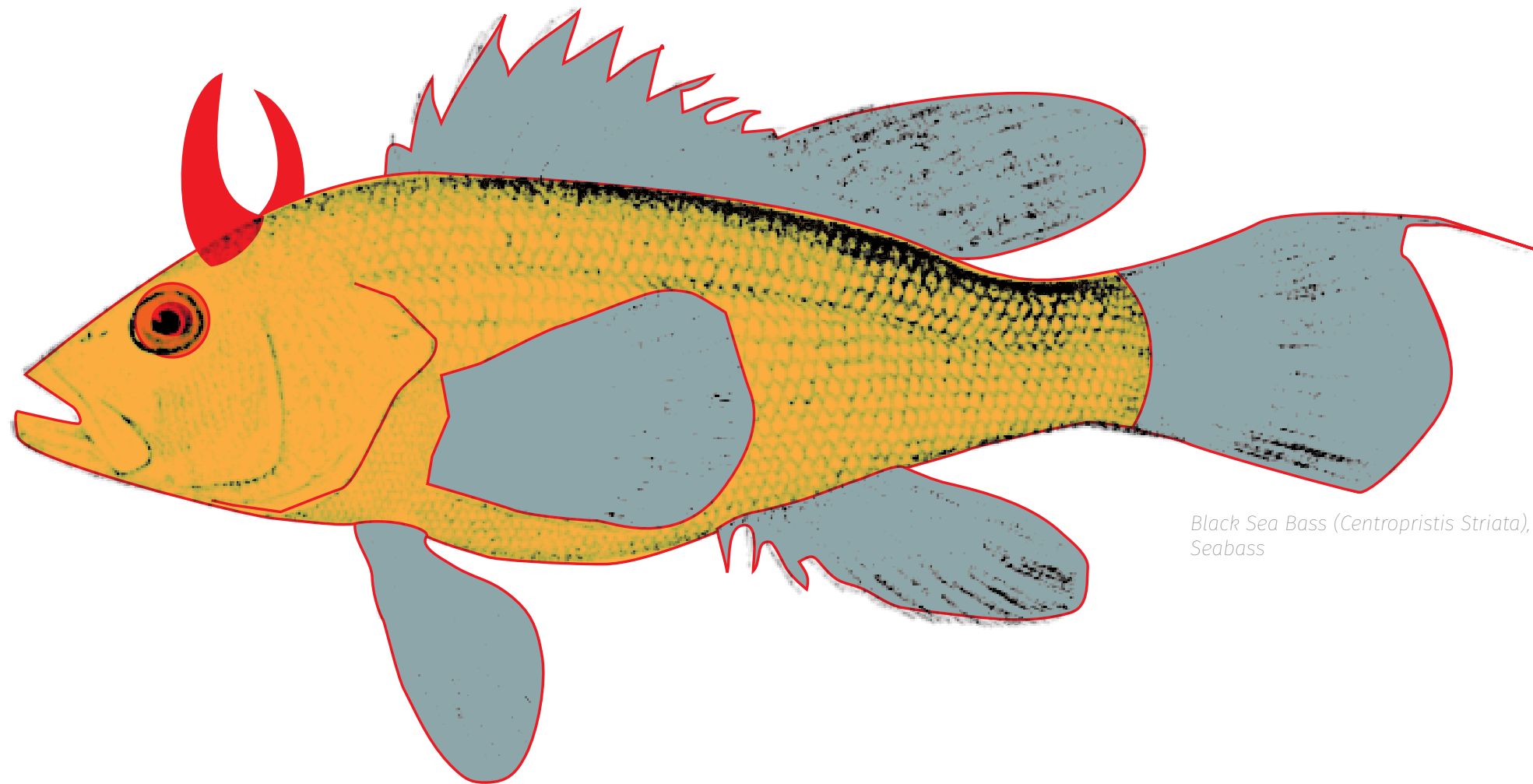
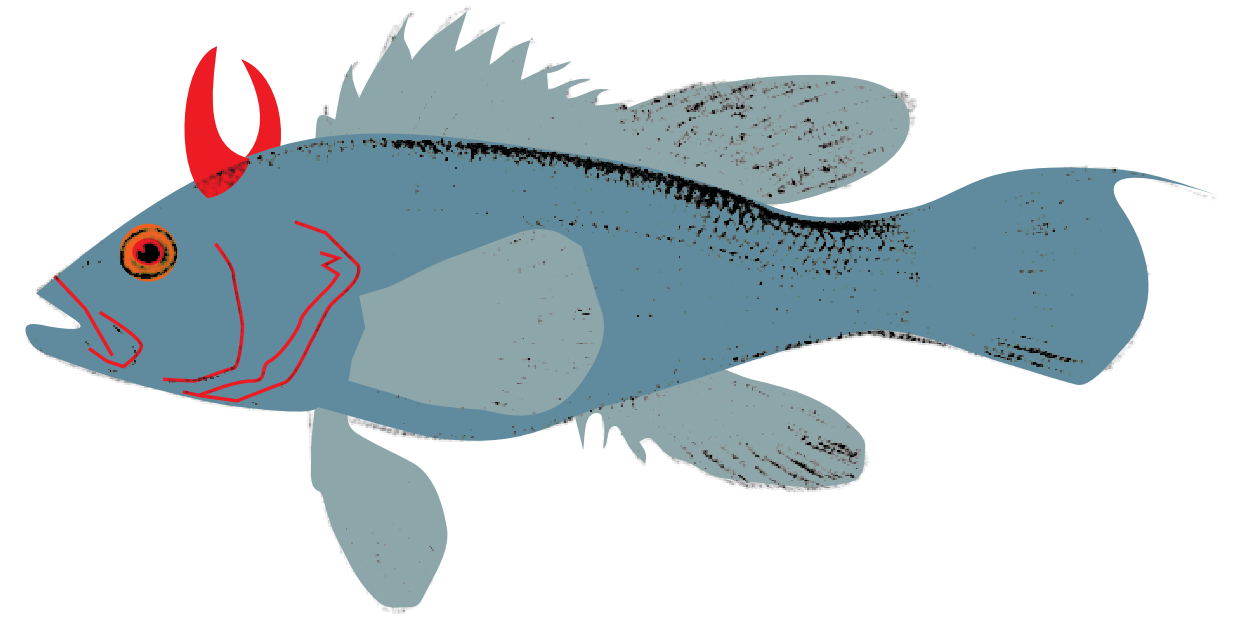
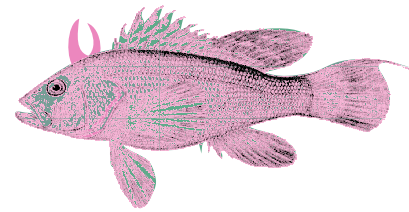
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*Black Sea Bass (Centropristis Striata), in this case the Devil Seabass*

## CONTENT

### About

- [Introduction](#)
- [Timeline](#)
- [Experience](#)
- [Detailed](#)
- [Core Competencies](#)



Sébastien Derenoncourt is a creator who currently lives in the greater Philadelphia metropolitan area.

**A versatile background**

Sébastien’s commercial art & consulting career has been divided into two paths: visual/interaction design and User Experience/consulting practices. He has been practicing within these disciplines for a range of business areas including but not limited to advertising & corporate marketing, publishing, entertainment, logistics, financial/ insurance and pharmaceutical industries.

His flexible approaches to visual creation have enabled him to enhance and fortify sales; clarify internal corporate communications systems; challenge, study and improve business processes; establish successful marketing strategies; and reveal, quantify and initiate valuable business opportunities.

His deep background in visual arts and new media has enabled him to, createrich visual and interactive experiences.

As a user experience expert he has leveraged “Design Thinking” evidence-based research practices within a number of consulting teams to work out intractable business process and service design problems, as well as lead and direct teams creating or redesigning digital products and services for both consumer-facing and B2B concerns.

He has also spent the past decade teaching these concepts as a visiting lecturer and adjunct professor at a number of higher education institutions including University of Pennsylvania, Rutgers, University of Delaware, Moore College of Art and Design and University of the Arts in Philadelphia.

**Well-rounded subject matter expertise**

He is a recognized expert in empathy and evidence-based creative methodologies; specifically, using and teaching

the design thinking practice for solving difficult human and social problems through empathy research, iterative prototyping and cyclical development steps.

He brings extensive knowledge in industry practices, tools and methods of work, as well as practical skills managing and leading creatives, directing engineers and technologists, and collaborating with business, sales, marketing and content leadership, through planning, execution and delivery of business goals and products.

He continues to adopt new and emerging technologies, with a fluency at mastering and teaching bleeding-edge tools, including AI.

He looks forward to collaborating with creative teams looking for a singular vision for their product development or to being “hands on” under the direction of a creative or art director.

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**EDUCATION**

Undergraduate Studies, Art & Design  
**The School of the Art Institute of Chicago**  
Chicago, IL  
Painting, Photography, Art and Technology  
(New Media/Video/Sound/Performance)

Masters Of Fine Arts  
**University of Delaware**  
Newark, DE  
Web; Interactive; Video & Sound Installation

**LANGUAGES**

English 90%  
French 80%  
Spanish 40%

Associate Creative Director

Boombox Nyc  
New York, Ny

Advertising & Marketing Creative  
Direction



2010

Art Director

Rosetta  
Princeton, NJ

Pharmaceutical Advertising  
& Marketing



2012-13

Independent Creative  
Consultant

Various Clients  
Philadelphia, Pa

User Experience/Usability Consulting/  
Art Direction/Interactive Design/  
Graphic Design



2015-2019

Independent Creative  
Consultant

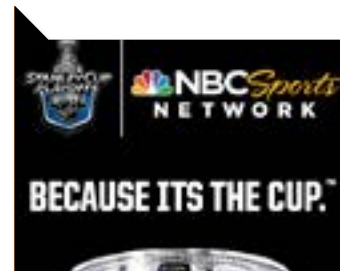
Various Clients  
Wilmington, De

User Experience/Usability Consulting/  
Art Direction/Interactive Design/  
Graphic Design



2022-Ongoing

2011



Art Director

NBCSports  
Philadelphia, Pa

Art Direction/IxD/UI

2013-15



Senior Creative Consultant

Electronic INC  
Philadelphia, Pa

UX/Service Design/UI/Usability  
Testing/Business Process  
Engineering/Information Design/  
Data Visualization/Art Direction/  
Graphic Design

2019-2022



Masters Studies

University of Delaware  
Newark, De

New Media Technology

## Professional Experience

### 2015-Ongoing *Independent Creative Consultant*

Various Clients, Philadelphia, PA

UX/UI/IxD, Art Direction, Interactive Design, Graphic Design, for a Variety of clients

### 2013-2015 *Senior Creative Consultant*

Electronic Ink, Philadelphia, Pa

User Experience: Creating wireframes, system flows, SiteMaps, and other UX documents for projects such as corporate intranets, mobile apps, web sites and desktop applications

Usability: User research and testing and Site/Application usability surveys

Business Process Engineering: Analysis and surveys of corporate workflows and processes using the

design thinking methodologies to create detailed data visualizations of organisational/team/project/logistics and industrial processes, creating Past/Current/Future state diagrams and models

Art Direction: Creation of detailed mood boards, mock-ups, prototypes and style guides for Web/Mobile/desktop and environmental projects. Leading team meetings and presentations to client stakeholders.

### 2012 *Art Director*

Rosetta, Princeton, Nj

Art Direction: Creation of detailed, visual mock-ups, visual prototypes and style guides for Pharmaceutical Marketing/Advertising agency for clients such as Allergan and Bristol-Myers Squibb. Projects were iPad sales/marketing apps; web sites and mobile web sites.

### 2011 *Art Director*

NbcSports, Philadelphia, Pa

Art Direction: Creation of detailed, visual mock-ups, and visual prototypes for TVNetworks online presence. Created Flash banners for news and entertainment web sites. Created branding campaign for NHL Stanley Cup 2012, including banner ads and other visual material.

### 2010 *Associate Creative Director*

Boombox Nyc, New York, Ny

Managed and directed project team in creating an integrated ad campaign for a joint American Express/Delta Airlines campaign. Served as Art Director while establishing look and feel and oversaw interactive strategy efforts. Served as creative focal point for multidisciplinary teams to create cohesive and complete coverage of all of campaign elements including:

## Higher Education Experience

2019-2022

*Masters Of Fine Arts,  
New Media Technology*

University of Delaware. Newark, DE

### 2022-Ongoing *Adjunct Professor*

University of Pennsylvania: School of Design, Philadelphia, PA

- Foundations for Art, Design, and Digital Culture
- Design21: Design After the Digital

### 2022-23 *Adjunct Professor, Socially-Engaged & Studio Art Graduate Studies*

Moore College of Art and Design Philadelphia, PA

- Art, Life, Work: Professional Practice Practical Foundations

### 2019-2022 *Lecturer & TA*

University of Delaware, Newark, DE

- Core Moving Images
- Core Painting

### 2014-2019 *Lecturer*

University of Pennsylvania: School of Design, Philadelphia, PA

- Interfacing Culture: Designing for Mobile, Web and Public Media
- Art of the Web: Interactive Concepts for Art & Design
- Foundations for Art, Design, and Digital Culture
- Intro to film/Video production & post

### 2015-2016 *Instructor*

University of The Arts Continuing Studies, Philadelphia, PA

- Foundations for Web Design & Development
- Designing Effective Web Pages

## Detailed

### 2015-Ongoing Independent Creative Consultant

Various Clients, Philadelphia, PA

UX/UI/IxD, Art Direction, Interactive Design, Graphic Design, Print design and production, Digital Illustration, Corporate ID & Brand Direction, for a Variety of clients.

Established strong relationships with clients across various industries to gain solid understanding of bottom-line business objectives and strategic needs. Applied new knowledge to the full-scale design and development of innovative technology solutions focused on a variety of audience groups.

### 2022-Ongoing Adjunct Professor

University Of Pennsylvania: School Of Design, Philadelphia, Pa

Foundations for Art, Design, and Digital Culture

This course is an introduction to the fundamentals of visual perception, representation, and design that are shaped by today's digital culture. It addresses the ways contemporary artists and designers create images; design with digital tools; communicate, exchange, and express over a broad range of digital media. Emphasis will be placed on building an extended form of visual literacy by studying and producing images using a variety of analog and digital representation techniques; learning to organize and structure both two- dimensional and three-dimensional space; and developing an individual style of idea-generation, design, presentation, and critique in support of students' creative responses to digital culture.

Design21: Design After the Digital

This Senior Seminar interrogates the role of design in this new century. It surveys the conceptual and technical developments in the past decade to develop an interdisciplinary understanding of design, science and technology. We study how new design and fabrication methods shape what we eat, what we wear, how we form opinions and express ourselves. This seminar examines the conceptual and technical developments in the past decade to develop an interdisciplinary understanding of art, design, science and technology to understand how they shape our society, culture and everyday.

### 2022- 2023 Adjunct Professor

Moore College of Art and Design, Philadelphia, Pa

Art, Work, Life: Practice

This course is a graduate level liberal arts finishing course for MA and MFA students giving them practical art business, practice productivity skills as well as introducing them to a range of opportunities and inspirational tactics to sustain and succeed as an art professional.

### 2019-23 TA & Lecturer

University Of Delaware: School Of Art & Design, Newark, DE

Core Moving Images

This course introduces first year students to video and video art concepts, and practices. it is part of the fine arts BFA Program..

### 2018-2019 Ux/IxD Consultant

Penn Medicine Center For Digital Health, Philadelphia, Pa

MOHS Department of Dermatology, skin cancer monitoring project

Art Direction , UI & IxD: Design, Direction and Creation of detailed mock-ups, prototypes and style guides for Android and IOS, Skin Cancer Tracking Mobile Application.

### 2014-2019 Lecturer

University Of Pennsylvania: School Of Design, Philadelphia, Pa

Interfacing Culture: Designing for Mobile, Web & Public Media

This course introduces advanced topics related to contemporary media technologies, ranging from social media applications to phone apps and urban interfaces. The course covers new methods from interaction design, service design, and social media.

Art Of The Web: Interactive Concepts For Art & Design

This course introduces, interactive design, theory and techniques. It is a first step in learning how to create, analyse and discuss interactive content, as a visual creator. It is an exploration of the culture of the internet, the ideas behind its quirks, the dreams and freedoms it encapsulates, and the creative power it gives us.

## Detailed Experience

Video 1: Intro To Film/Video Production

This class will provide a strong understanding of the concepts underpinning the art of video making, as well as a clear understanding of the technologies involved in the process. Students will come out of the class with the conceptual and technical skills to tackle more advanced techniques in the future.

### 2015-2016 Instructor

University Of The Arts, Continuing Education Philadelphia, Pa

Foundations For Web Design & Development

This class offers a high-level overview of the infinite possibilities available to creatives who seek to use the web as their medium of choice. Discussions, readings, and a real-world hands-on approach to the subject matter allow students to explore the web as a creative outlet for both designers and developers. This course culminates with a simple website design project, wireframes and schematics, individual presentations, and a formal critique.

Designing Effective Web Pages

The emphasis of this course is on giving the student a solid conceptual and practical toolset that will enable them to keep growing as Interactive designers. Addressing a range of design principles, layout and composition concepts, and touching some of the current standards of web communication.

### 2013-2015 Senior Creative Consultant

Electronic Ink, Philadelphia, Pa

User Experience

Creating wireframes, system flows, SiteMaps, and other UX documents for projects such as corporate intranets, mobile apps, web sites and desktop applications.

Usability

User research and testing and Site/Application usability surveys

Business Process Engineering & Service Design

Analysis and surveys of corporate workflows and processes using the design thinking methodologies to create detailed data visualizations of organisational/team/project/logistics and industrial processes, creating Past/Current/Future state diagrams and models

Art Direction

Creation of detailed mood boards, mock-ups, prototypes and style guides for Web/Mobile/desktop and environmental projects. Leading team meetings and presentations to client stakeholders.

### 2012-2013 Art Director

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## Core Competencies

### CREATIVE CONSULTING & COMMERCIAL ART PRACTICES

- UX,UXr,IxD,UI,SD (User Experience, UX Research, Interaction Design, User Interface Design, Service Design)
- Print & Desktop Publishing, planing, production, preflighting, and delivery
- Art Direction (Visual Direction) For print, interactive, advertising, photography and video shoots.
- Intermediate to Advanced, Video pre, production & post
- Intermediate Audio production & post
- Participatory Design Workshops
- Product & Service Usability & Heuristic Reviews
- Corporate Identity Development
- Viral & Social Media Advertising strategy

### CREATIVE ABILITIES

- Interactive & Installation Art
- Video, Animation & Motion Graphics
- Digital & Film Photography
- Digital Compositing & Illustration
- Graphic Design & Typography
- Painting, Printmaking & Drawing

### TECHNICAL SKILLSET

- Platforms: MacOS, Windows, Linux, Unix
- Video: Premiere, After Effects, Final Cut Pro, Davinci Resolve, Various Analogue post production systems
- Audio: Logic Pro, Audition, Ableton Live, Various Analogue systems
- Photography: Photoshop, Lightroom, Capture one pro, 35mm, 120mm and 4x5 medium analogue formats
- Animation: After Effects, Cinema 4D, Maya, Adobe Animate (Flash), Painter, ToonBoom, Moho
- Dev: Web stack (HTML/CSS/Javascript/php), Processing, Python, Arduino, Isadora, Vuo, MaxMSP, Pure Data
- Ux/Ixd/UI/Graphic Design: Figma, Sketch App, Invision, Justinmind, Omnigraffle, Visio, Axure, Adobe Creative Suite, Affinity Suite
- Professional Video and Audio Production equipment
- Lighting support/assistant gaffer



## BUSINESS STRATEGY

- Product Development Strategy
- Brand Research & Development
- Creative Management
- Business Process Modelling & Engineering
- Marketing Strategy & Development
- E-Commerce web and social media Strategy & Direction
- B2B & B2C mobile product, strategy, Planning & Design
- Online Publishing Strategy, Planning & Deployment

## HIGHER EDUCATION & TEACHING

- Graphic Design methods, techniques, process & theory
- User Experience methods, ideas, process & theory
- Time & New Media Arts ideas, concepts & theory
- Video & Audio Production & Post methods, processes, techniques
- Intro to Photography methods and techniques



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**Thank you!**