

Visual
Communications &
Experience
Design

Sébastien Derenoncourt

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About

Sébastien Derenoncourt

As a seasoned UX, IxD, Visual, Brand, and Product Director with over 20 years of experience, I have led the creative and strategic direction of award-winning global interactive properties, eCommerce businesses, online publishing concerns, Mobile and Social products, and advertising strategies, delivering evidence-driven and creative solutions.

- ▶ I bring an astute and critical mind to creative leadership, with respected team leadership skills and an award-winning design sensibility.
- ▶ I possess progressive expertise in multidisciplinary interactive roles, including large-scale web and user experience design initiatives, branding, marketing, ecommerce, print design and production, animation, video, and photography.
- ▶ I successfully marry business goals, marketing benchmarks, and real-world user needs to create effective project designs.
- ▶ I lead all stages of product development, systems implementation, and integration initiatives, from defining requirements and gathering needs to overseeing ideation, prototyping, design, development, implementation, and support.
- ▶ I possess a solid understanding of multiple business and development areas, allowing me to coordinate directly and precisely with cross-functional departments and executive management.
- ▶ I have experience in various environments, from start-ups to global agencies, and tend to thrive and innovate in dynamic, fast-paced settings.
- ▶ As a proven educator and strategic thinker, I have successfully maximized the creative potential of design and user experience teams by utilizing industry-leading design methodologies.

QUALIFICATIONS PROFILE

SKILLS & KNOWLEDGE

- ▶ UX, IxD, UI (User Experience, Interaction Design, User Interface Design)
- ▶ Art Direction (Visual Direction)
- ▶ Corporate & Brand Identity Development
- ▶ Video pre, post & production
- ▶ Audio production and post
- ▶ UX & IxD Research & Analysis
- ▶ Participatory Design Workshops
- ▶ Product & Service Usability & Heuristic Reviews
- ▶ Viral & Social Media Advertising strategy

CREATIVE CRAFTS & METHODS

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

TECHNICAL EXPERIENCE

- ▶ Platforms: MacOS, Windows, Linux, Unix
- ▶ Video: Premiere, After Effects, Final Cut Pro, DaVinci Resolve, Various Analogue systems & super 8 and 16mm film
- ▶ Audio: Logic Pro, Audition, Ableton Live, Various Analogue systems
- ▶ Photography: Photoshop, Lightroom, Capture one pro, 35 and medium format analogue
- ▶ Animation: Cinema 4D, Maya, Adobe Animate
- ▶ Dev: Web stack (HTML/CSS/Javascript/php), Hardware (Processing, Python, Arduino, Pie)

- ▶ Ux/IxD/UI/Graphic Design: Sketch App, Visio, Axure, Adobe Creative Suite, Figma
- ▶ Cameras: DSLR, Mirrorless & Cine cameras by Canon, Nikon, Sony & Panasonic
- ▶ Audio Production: Zoom & Tascam SSRs, Sennheizer, Rode, Shure equipment

EDUCATION & TEACHING

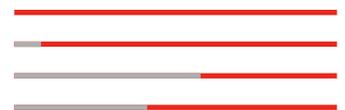
- ▶ Video Education & Theory
- ▶ Design Education & Theory
- ▶ Web, Internet and interactive Education & Theory

BUSINESS METHODOLOGIES

- ▶ B2B & B2C product, strategy, Planning & Design
- ▶ Brand Research & Development
- ▶ Creative Management
- ▶ Business Process & Service design
- ▶ Marketing Strategy & Development
- ▶ E-Commerce Site Strategy & Design
- ▶ Online Publishing Strategy, Planning & Deployment

LANGUAGES

English
French
Spanish
Creole



Resume

Professional Experience

2015-ongoing **Independent Creative Consultant**
Various Clients, Greater Philadelphia Area

2012-2014 **Senior Creative Consultant**
Electronic Ink, Philadelphia, PA

2011-2012 **Art Director**
Rosetta, Princeton, NJ

2011 **Art Director**
NBCSports, Philadelphia, Pa

2010-2011 **Senior Designer**
GreeneTweed, Landsdale, Pa

Associate Creative Director
Boombox Nyc, New York, Ny

Art Director
Barnes & Noble Online, New York, Ny

Art Director
Nition, New York, Ny

Creative Director/Principal
SD/SMALLD, New York, NY

Independent Creative Consultant
Various Clients, New York, Ny

Art Director / Senior Designer
Community Connect Inc, New York, Ny

Senior Designer
FUNNY GARBAGE, New York, NY

Senior Designer
HOMEARTS/WOMEN.COM NETWORKS, New York, NY

Senior Designer
HEARST PUBLISHING, New York, NY

Senior Designer
MCCANN ERICKSON INTERACTIVE,
New York, NY

Higher Education Experience

2022 - 2024 **Adjunct Professor**
University of Pennsylvania: School of Design,
Philadelphia, PA

2023 **Adjunct Professor**
Rutgers University, Camden: Department of Art &
Design, Camden, NJ

2021- 2023 **Adjunct Professor**
Moore College of Art and Design
Philadelphia, PA

2019-2022 **Lecturer & TA**
University of Delaware, Department of Art & Design
Newark, DE

2014-2019 **Lecturer**
University of Pennsylvania: School of Design,
Philadelphia, PA

2015-2016 **Instructor**
University of The Arts, Philadelphia, PA

Education

Undergraduate Fine Arts
The School of the Art Institute of Chicago
Chicago, IL
Painting, Photography, Art and Technology
(New Media/Video/Sound/Performance)

2019-2022 Masters Fine Arts
University of Delaware
Newark, DE
New Media/Video/Sound Installation

Recognitions:

2019-2020 & 2020-2021 UD School of Art & Sciences
Dean's Graduate Scholar Awards

2021-2022 UD School of Art & Sciences,
UD Centre for Material Culture Studies
Think Thank EcoMaterialism Graduate Fellow

2021 UD College of Arts & Sciences
Research Travel Grant: Project "Finding Clotilda"

Certifications & Accreditations:

2020-2022 University of Delaware Cooperative
Extension,
Delaware Master Naturalist Certification

Detailed Experience

2015-ongoing Independent Creative Consultant

Various Clients, The Greater Philadelphia Area

Provide full-service UX/UI/IxD, Art Direction, Interactive Design, and Graphic Design for a variety of clients in demanding, audience-facing arts, Pharma, Medical and publishing environments.

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.

2016-2022 Brand Consultant

WhiskeyTit Publishing, Hancock VT

Creating, designing and systematizing independent publishers corporate identity system, and branding direction; establishing future product direction, creating marketing material guidelines, and systematizing tone and visual language of the company

2019-2024 Art Director

WhiskeyTit Publishing, Hancock VT

Creating, designing and producing a number of book covers for this independent publisher

2023 Brand Consultant

DVMS Veterinary Mobile Surgery,

Creating, designing and producing a corporate identity for this small mobile veterinary startup

2013-2014 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 organizational/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

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.

2011-2012 Art Director

NbcSports, Philadelphia, PA

Art Direction: Creation of detailed, visual mock-ups, and visual prototypes for the online presence of the national television network. Created Flash banners for news and entertainment web sites.

Created campaign for NHL Stanley Cup 2012, including banner ads and other visual material.

Detailed Experience

Senior Designer

Greenetweed, Landsdale, PA

Creation of detailed visual mock-ups, print & interactive prototypes; designing and building product micro-sites; updating consumer facing website; producing interactive and print style guides; creating print/online and direct marketing material for B2B marketing of this aerospace industry company.

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:

Art Director / Senior Designer

Barnes & Noble Online, New York, NY

Art direction, conceptual direction and visual design for a variety of high-profile communication pieces for bn.com, including redesigning the product review system, product cart and payment box, various special sweepstakes, daily and weekly site promotions materials, and product blogs.

Art Director / Senior Designer

Nition, New York, NY

Art Direction and Design for a variety of communication pieces for the pharmaceutical industry for industry leaders including Novartis, Amylin, Citranatal, Boehringer Ingelheim, NOVONORDISK, SANOFI, Allergan, Verenum. Managed and conducted all design phases for deliverables including:

- ▶ Print collateral material
- ▶ Online micro-sites
- ▶ Online banner campaigns
- ▶ Social media campaigns
- ▶ Event kiosks
- ▶ Event collaterals

Creative Director/Principal/Co-Founder

Sd/Smallld, New York, NY

Strategized, conceptualized, designed, directed and oversaw interactive online marketing, publishing, and social network projects of all sizes.

Served as independent creative director and art director for diverse clients including prudential advertising, newsweek.Com, publicis modem, culturecafe, and godiva chocolates.

Created strategy for banner campaign and mini site for prudential advertising, holding accountability for conceptual as well as visual direction.

Worked on online strategy and design of election08 campaign for newsweek. Designed and produced after effects webcast show opens and flash infographics. Created high-level and detailed information architecture for multilingual, multi-national social network. Spearheaded design direction as well as identity/marketing strategy and direction.

art direction for new LG Electronics website

Detailed Experience

Independent Creative Consultant

Various Clients, New York, NY

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

Notable clients:

- ▶ Accoona Corporation
- ▶ Ddb Tribal – Neutrogena
- ▶ Arc Worldwide – Roche Pharmaceuticals
- ▶ Pragda International
- ▶ Van Meter Table Company
- ▶ Detail Jewellery
- ▶ Everyday Office
- ▶ Bailey Photography
- ▶ Airtech Ltd

Satisfied numerous roles based on unique client needs, including:

- ▶ Art direction
- ▶ User experience development
- ▶ User interface design
- ▶ Information architecture
- ▶ Marketing strategy
- ▶ Corporate identity design
- ▶ Created all online and print marketing materials for Shortmetraje, the only series of award-winning spanish sport films sponsored by lincoln center, as well as creating wide-reaching branding campaign for the spanish films at the new york film festival series. Produced four years of web site updates in support of new event promotions, including concept, design, development, and testing of multilingual, multi-cultural creative events.

Art Director / Senior Designer

Community Connect Inc, New York, NY

- ▶ Managed team of designers in creating award-winning community sites (blackplanet.Com, migente.Com, and asianavenue.Com) with strong focus on usability and social networking.
- ▶ Recruited and directed consultants and freelancers, while managing photo shoots and other branding initiatives.
- ▶ Led design and development of dating properties, managing cross-functional teams while personally completing all planning and ia, art direction, and branding of three new profit-generating brands.
- ▶ Promoted from senior designer in recognition of success in launching new high-profile sites; tasked with developing brand identity and strategic direction of blackplanet.Com, the leading community portal for the african american community. Established new ia department from the ground up to support increase in brand awareness and rapid site expansion; later participated in creation of new front-end development group.
- ▶ Served key role in firm's first migration of all sites to css-based templated design, significantly streamlining subsequent site updates.
- ▶ Managed development of new process to integrate business strategic direction with creative development workflow, improving productivity among design and development teams. Provided full event management over regular photo shoots, recruiting and managing talent and crew, scouting locations, scheduling, and managing all day-of-shoot activities.

Related Experience

Other Experiences

Film & Video:

Sangam, (Short)

Associate Producer

Prashant Bhargava Director

Ruthie & Connie, Documentary

Sound production Assist & Production Assistant

Donald Goldmacher Productions

Industrials, Training & Corporate Videos

Video Editor & After Effects Motion Graphics,

Sound production & Production Assistant

LnT training videos, KPMG Annual report presentations

TimeFrame Productions

Steve Zahler Productions

Sound/Camera Assist & Production Assistant

PWC Training Videos

Farmingville, Documentary

Sound/Camera Assist & Production Assistant

Camino Bluffs Productions

Mixed Media Post

Avid Editor, Effects Specialist, CD Rom Creation

Zebra inc, Anderson Consulting, Aderson Accounting,

Zurich Pharma

Every Silver Lining has a Cloud (Feature)

Director Photography, Producer

Paul Shefferly Director

Non Profit, Volunteer, Pro Bono:

Delware Wildlands Master Naturalist

Tree plantings, community outreach, beach & park cleanups, community education

Volunteer Master Naturalist, with the Delaware Wildlands Organization

Towndsend, DE

Haiti Reforestation Workgroup

Design Thinking based, strategic planing, Project Modeling, Feasibility Testing.

create and plan a community based sustainable reforestation, erosion prevention project in Haiti

Louisville ky, New York ny, Miami fl

Street Level Youth Media

Media & Computer Literacy Instructor,

Chicago School district Headstart program

Chicago, IL

Eugene Pine Native Arts Collective @ The Uptown Hullhouse

Community Drama teacher, Art workshop

coordinator, Media Production Teacher

community center for urban Native American

youth, within the historic Uptown HullHouse in

Uptown Chicago

Chicago, IL

Presbyterian Community Center Smoketown

Community art& drama teacher, Youth Mentor

community center for urban youth, within a Low

Income Housing Community

Louisville, KY

References

PROFESSIONAL

Andrea Ngan

Community Co-Design Practices Lead for the City of Philadelphia Service Design Studio

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Functional manager at UPenn Center for Medical Innovation

Matthew Bartholomew

Senior Manager, User Experience, Compute Akamai Technologies

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Functional manager & mentor at Electronic Inc

Kent Eisenhuth

Staff UX Design Manager at Google

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Co-Professor of the class "Interfacing Culture" at UPenn &

Colleague at Electronic Inc

HIGHER EDUCATION

Matthew Neff

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ART

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PERSONAL

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