

# ANAIS GAUTRON

Art Director

*Current Art Director and Head of Marketing at Genymobile. Over 7 years experience in art direction, creative team management, corporate culture management, mobile design and user experience. Interested about creating meaningful experiences and nurturing talents for every projects.*

*Looking for new challenges as an Art Director or Creative director position.*

## EXPERIENCES

**Senior Product Designer** Aug 2016 - Present  
**Freelance, Remote**

Worked with various VCs on identity and design strategy. My role is to help bring startups' ideas to market by creating cohesive products and experiences.

**Art Director / Head of Marketing** Aug 2016 - Present  
**Genymobile, San Francisco**

Building and leading a multidisciplinary design and marketing team to define long-term product strategy to engage innovative experiences for the next generation of Genymobile's Android cloud services and products. Supervising and mentoring design staff.

**Art Director / Head of Culture** Apr 2014 - Aug 2016  
**Genymobile, Paris, France**

Managed Design and Culture department. Built a team of designers and marketing associates.

Collaborated with multidisciplinary teams including mobile and web development as well as QA and support teams to provide innovative solutions and user-centric experiences.

Coordinated communication within the Press Relation agencies for both Europe and United States.

Responsible for trade shows, conferences and events planning.

Managed Devrel team and Android community events.

**UX/UI Designer** Jan 2012 - Apr 2014  
**Genymobile, Paris, France**

Designed and implemented brand guidelines.

Conducted market analysis to develop Genymobile's services. Managed print projects from concept to completion, including budgets and staffing.

Designed print, keynotes, press kits, packaging and promotional goodies.

Designed the company websites and web services. Built experiences across Android and web platforms for various customers.

**Interactive Designer** Jun 2011 - Dec 2012  
**Lab Orange, Paris, France**

Designed innovative interfaces for iOS, Android & Web. Research and development: ergonomic, interactive design and neo-uses.

**Lecturer** Jan 2010 - Jun 2011  
**Strasbourg University, France**

Taught course on graphic design and user experience.

[www.anaisgautron.com](http://www.anaisgautron.com)

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## EDUCATION

2009 - 2011

**Strasbourg University of Arts, France**  
**Master of Design, Interactive design**

First-class honors

2006 - 2009

**Rennes University of Arts, France**  
**Bachelor of Arts (B.A.), Graphic Design**

Upper second-class honors

## SKILLS

Design & Art Direction  
Cross-functional Team Leadership  
Design Strategy  
User Experience Design and User Interface Design  
Expert Android Design  
Branding & Identity  
Design Leadership

## TOOLS

Adobe Creative Suite, Sketch, InVision, Jira.

## INTERESTS

Traveler and outdoors lover  
Hiker  
Olympic Lifter  
Crossfiter  
Food blogger, passionate about nutrition and sport programming

## AWARDS & RECOGNITION

Nov 2012  
Exhibition ST-Art Biennial of contemporary Arts.

Sep 2012  
Second laureate of domotic UI and UX, Energy Management Contest, Legrand.

Jun 2011  
Exhibition "Parcours du design", Strasbourg, France.

May 2011  
Contest Eunique, Design Rhin Supérieur, Germany.