Hello!

I AM JULIEN AUBERT

This is my Product Designer Portfolio

Email: aubertj2@gmail.com

Product Designer Book

Download my resume ➔ here

SUMMARY

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Few Words about me

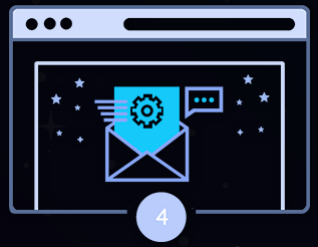
Digital Lover and self-educated on product designing, I spend my time learning new ways of thinking and desining innovative digital products.

How do I work ?

Planning & UX Research

Design & Development

Testing & Bug Fixing



Project Launch & Support

Airgas
an Air Liquide company

BIC

Club Med

ICI PARIS XL

INT

JELLYSMACK

NATIXIS

pimkie

Worked on

20+

Clients Projects

UNITED

MONKL

orange™

DIGITALinkers

SOPHIE PARIS

Virgin

Superdrug

SPEACH

TokyWoky

1.
Product Test Feature

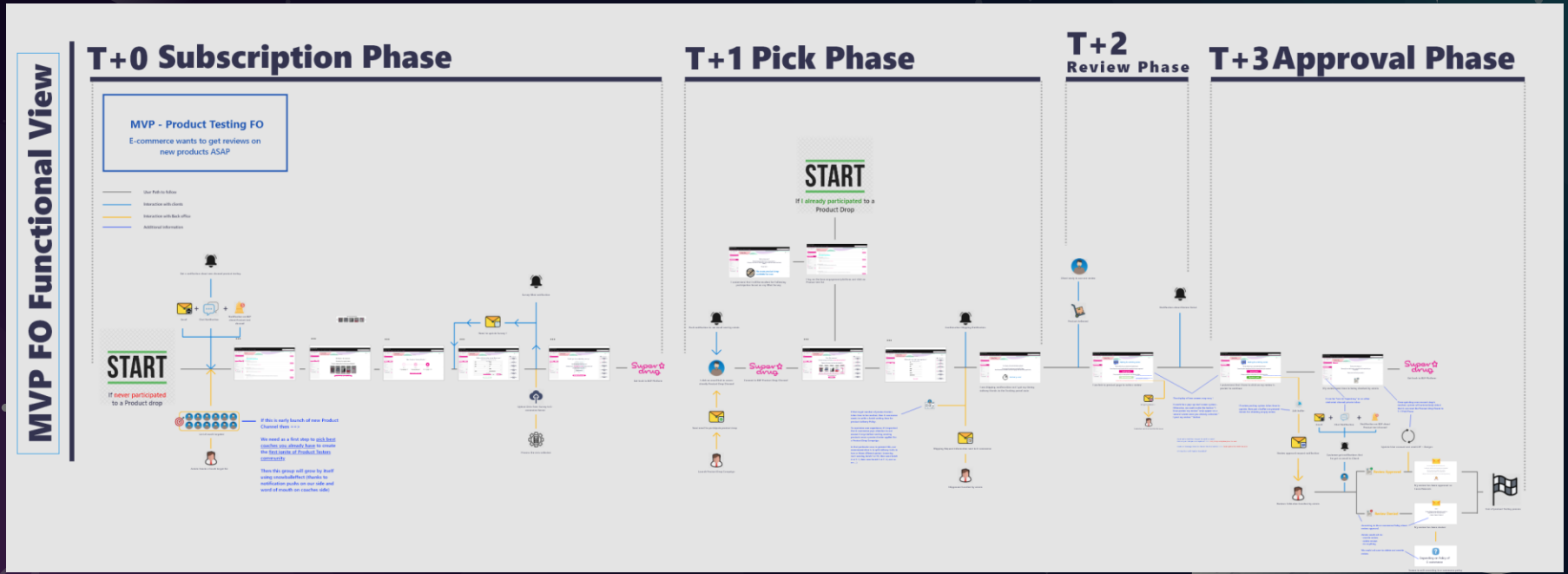
SuperDrug

-

Saas / White-Label / Gamification

SUPERDRUG – PRODUCT TESTING FEATURE

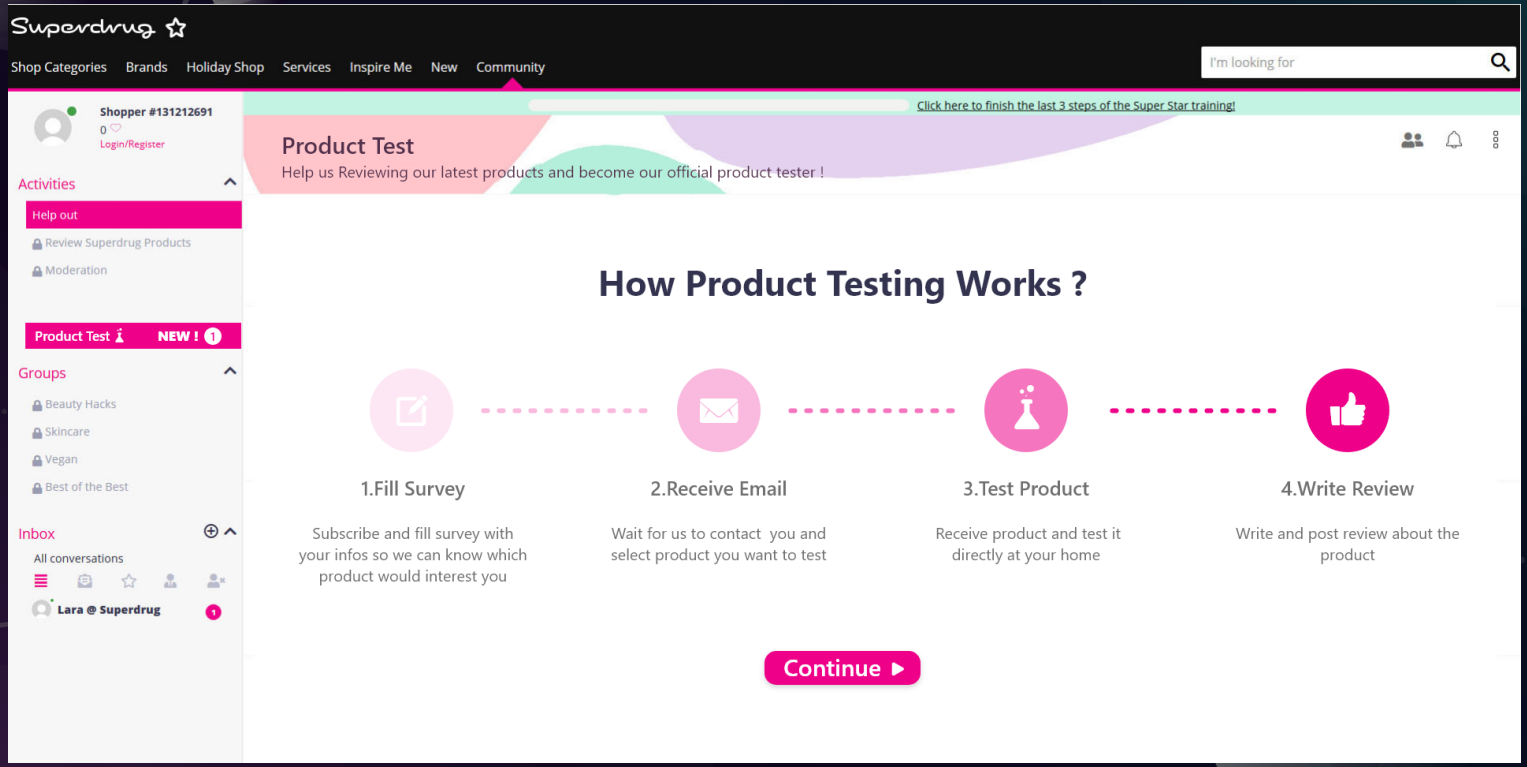
This workflow explains to dev team how to think the interactions with Product Drop Frontend



Adobe XD – Overview Workflow WireFrame

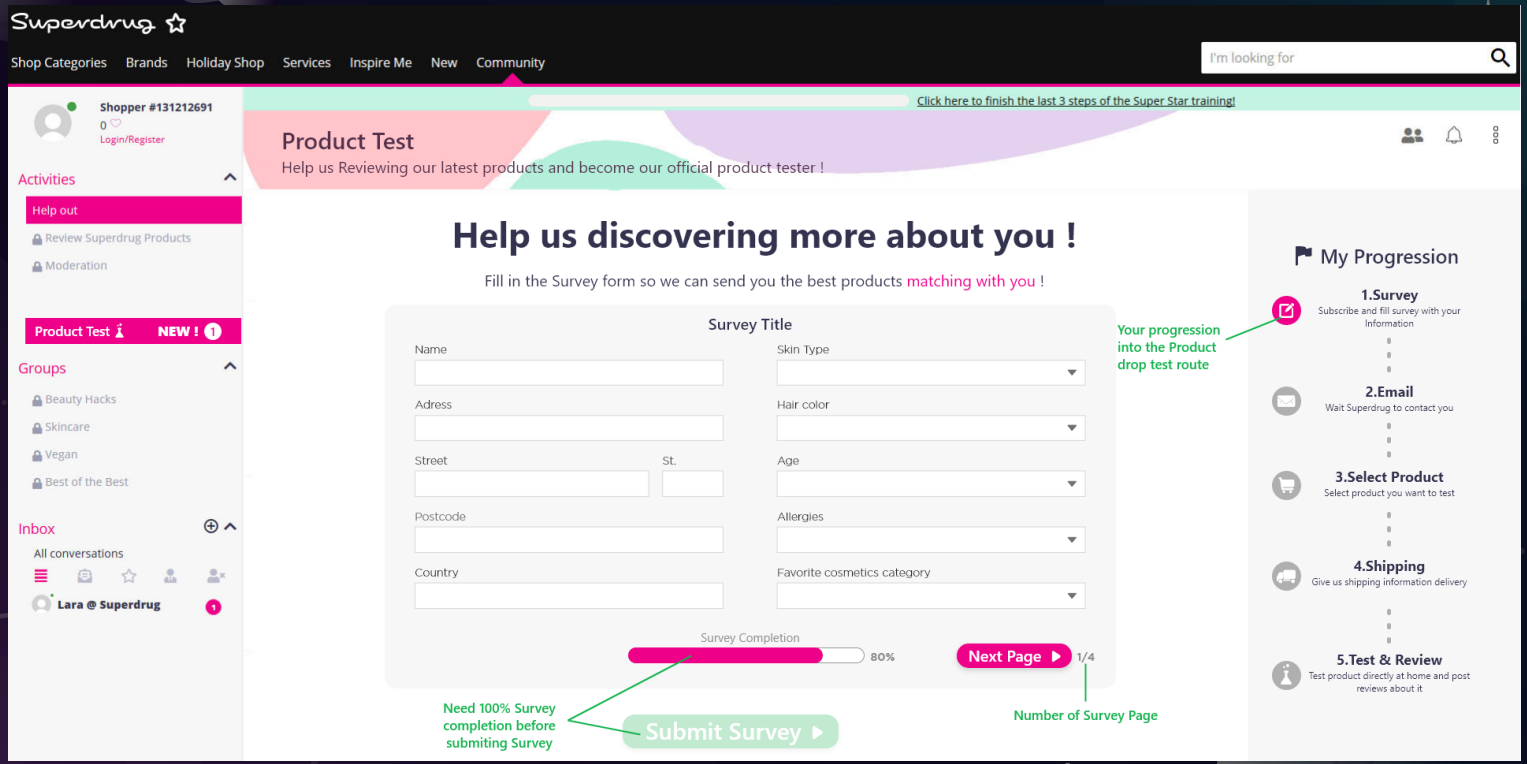
SUPERDRUG – PRODUCT TESTING FEATURE

Superdrug wants to manage free product testing to their best customers in order to collect reviews on last product appeared on the online shop (and maximize sales).



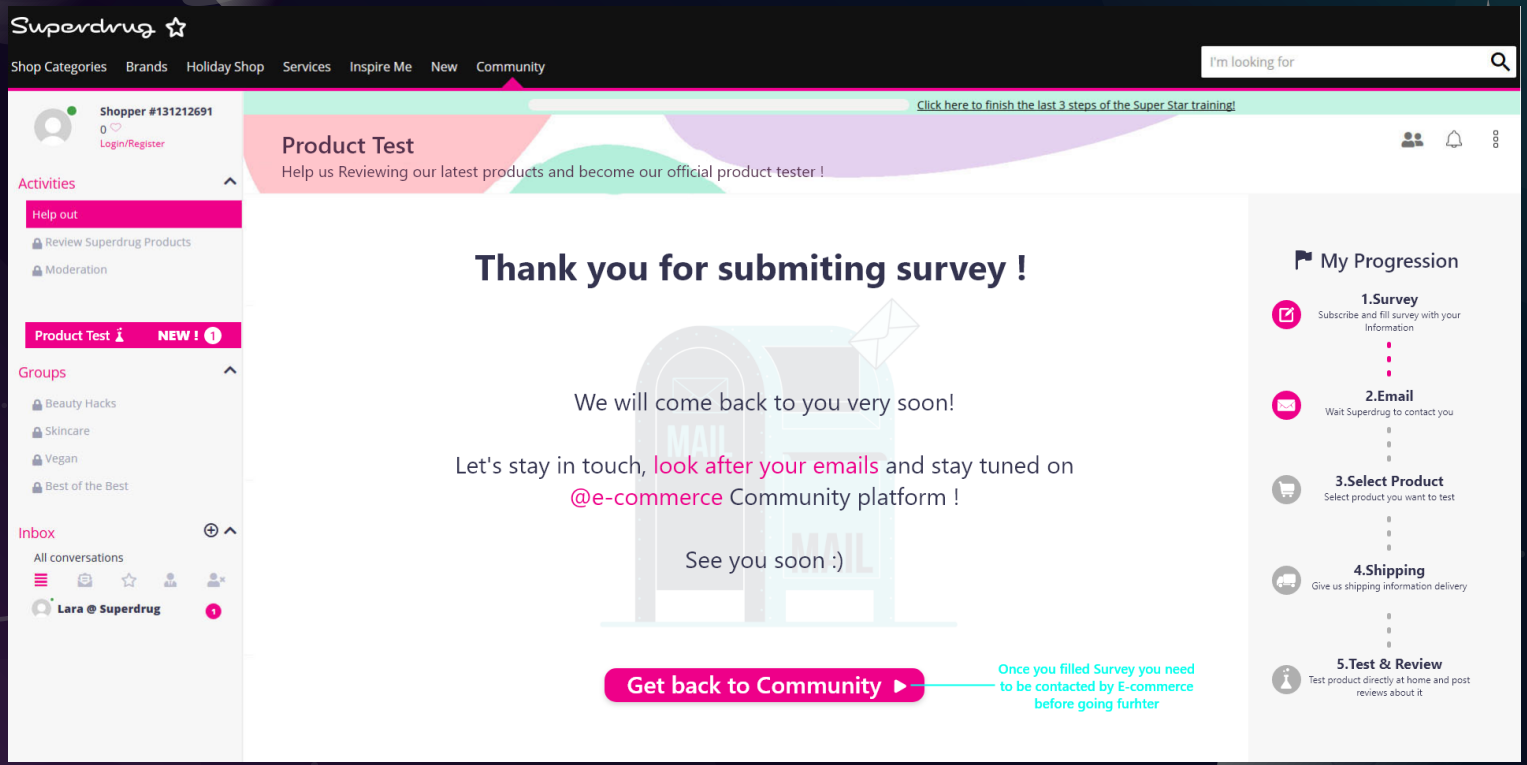
SUPERDRUG – PRODUCT TESTING FEATURE

In order to use product testing, you need to fill survey so SuperDrug knows better which product they can send to the most appropriate customer.



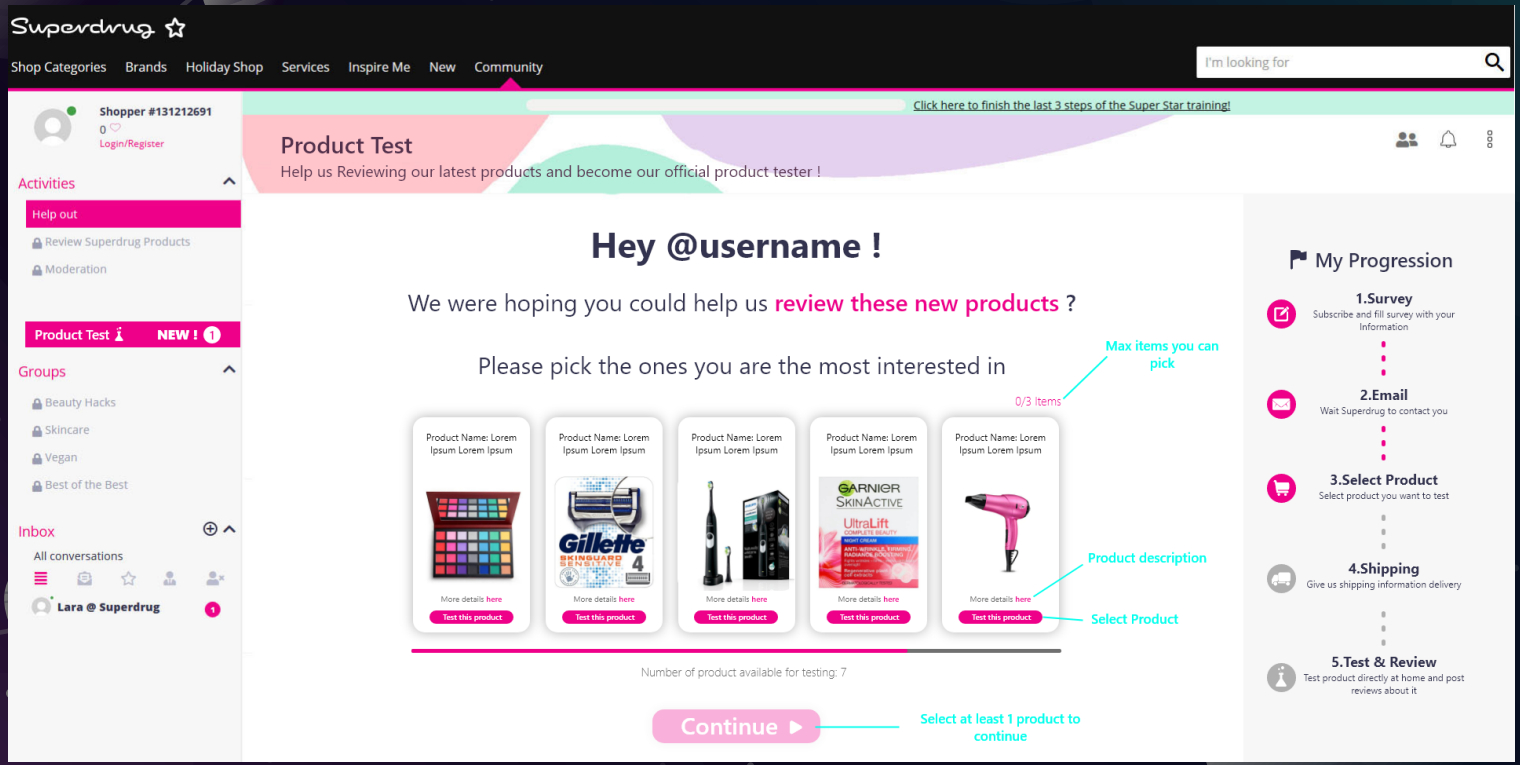
SUPERDRUG – PRODUCT TESTING FEATURE

Once Superdrug received customer's informations, they adress future product test to best profiles.



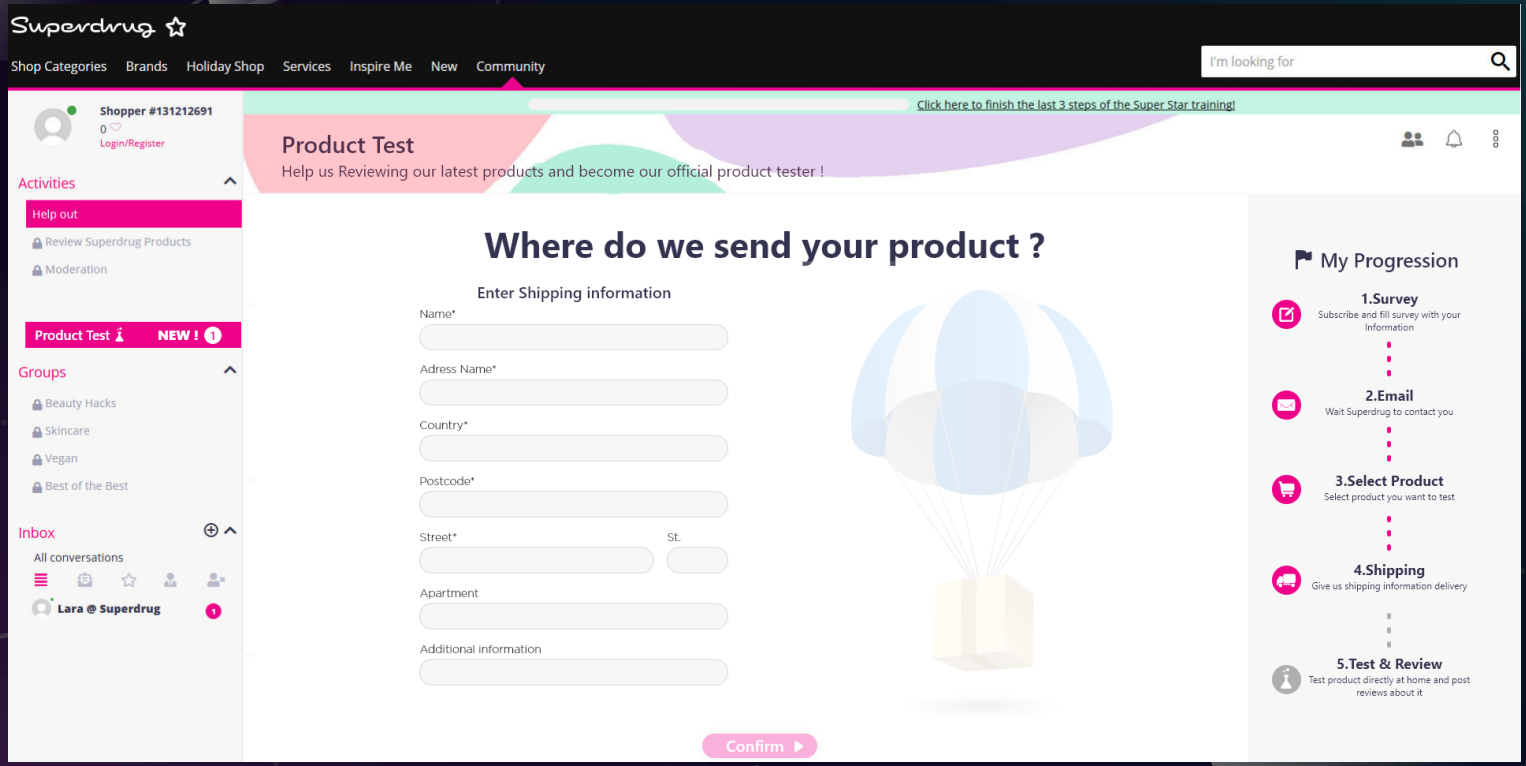
SUPERDRUG – PRODUCT TESTING FEATURE

Customer receives Superdrug notification, they can test products for free in the list below.



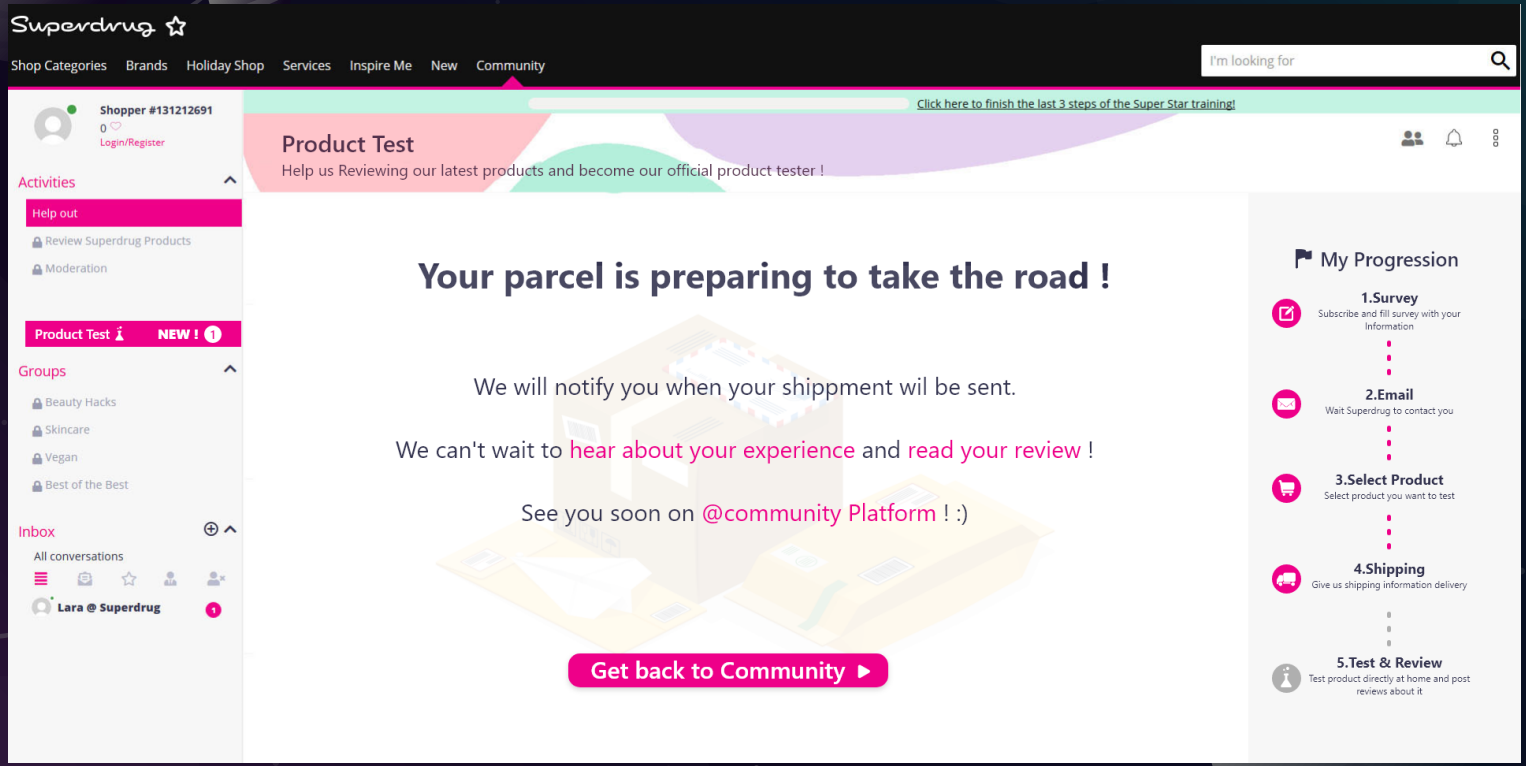
SUPERDRUG – PRODUCT TESTING FEATURE

SuperDrug needs to ship product to the customer Address



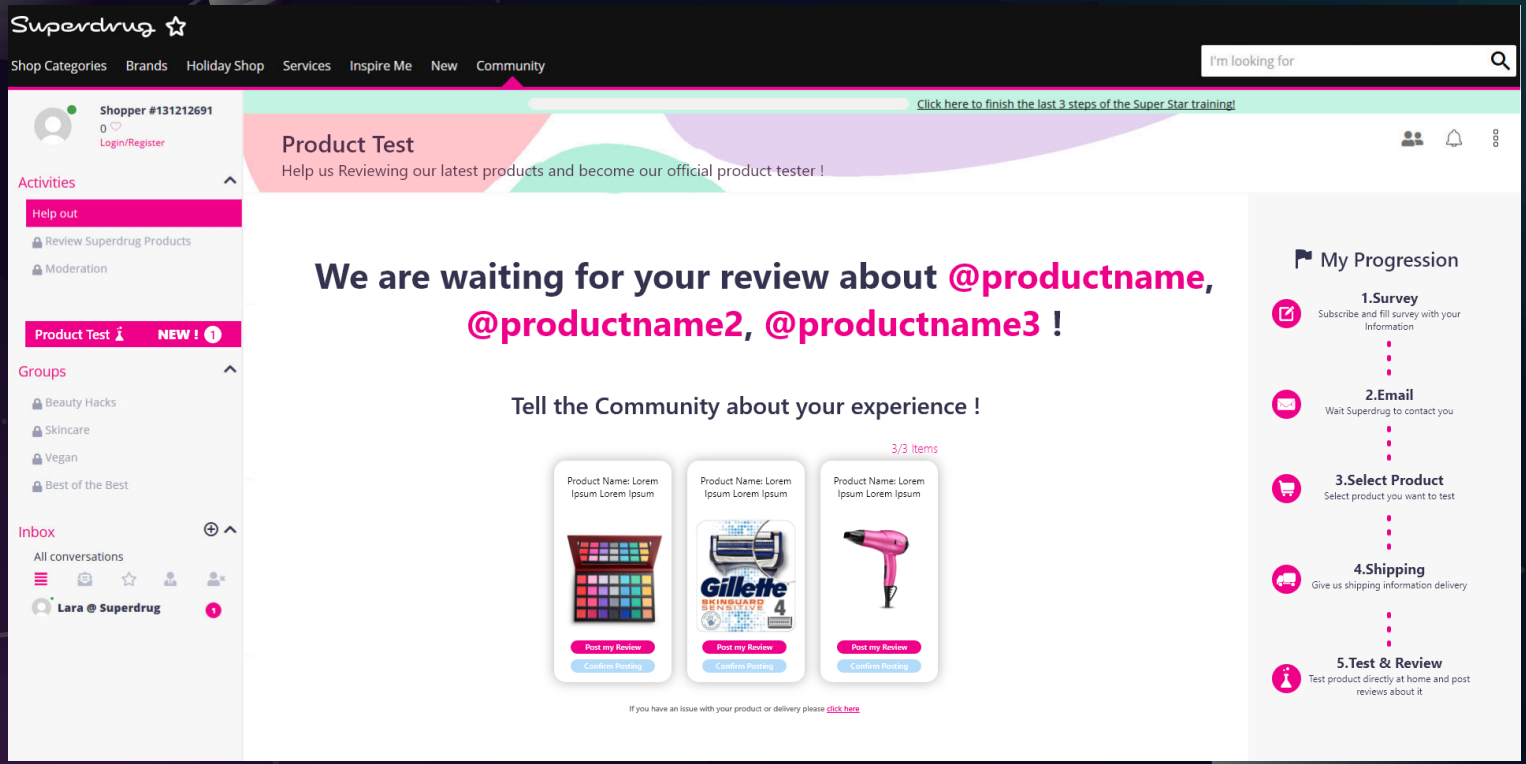
SUPERDRUG – PRODUCT TESTING FEATURE

Customer receives a notification that he will shortly receives his parcel.



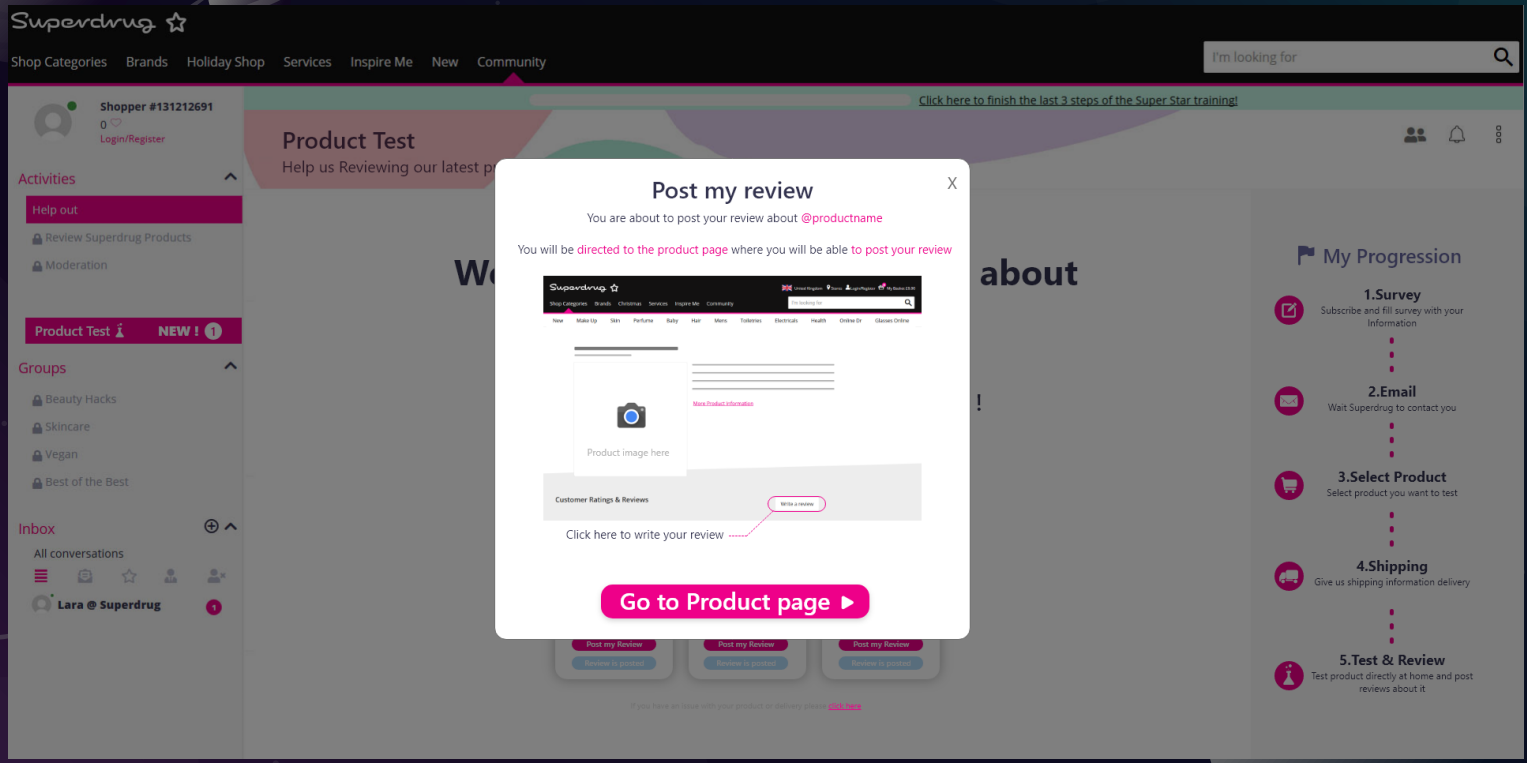
SUPERDRUG – PRODUCT TESTING FEATURE

Once Customer receives his parcel, he has to test and post a review about products.



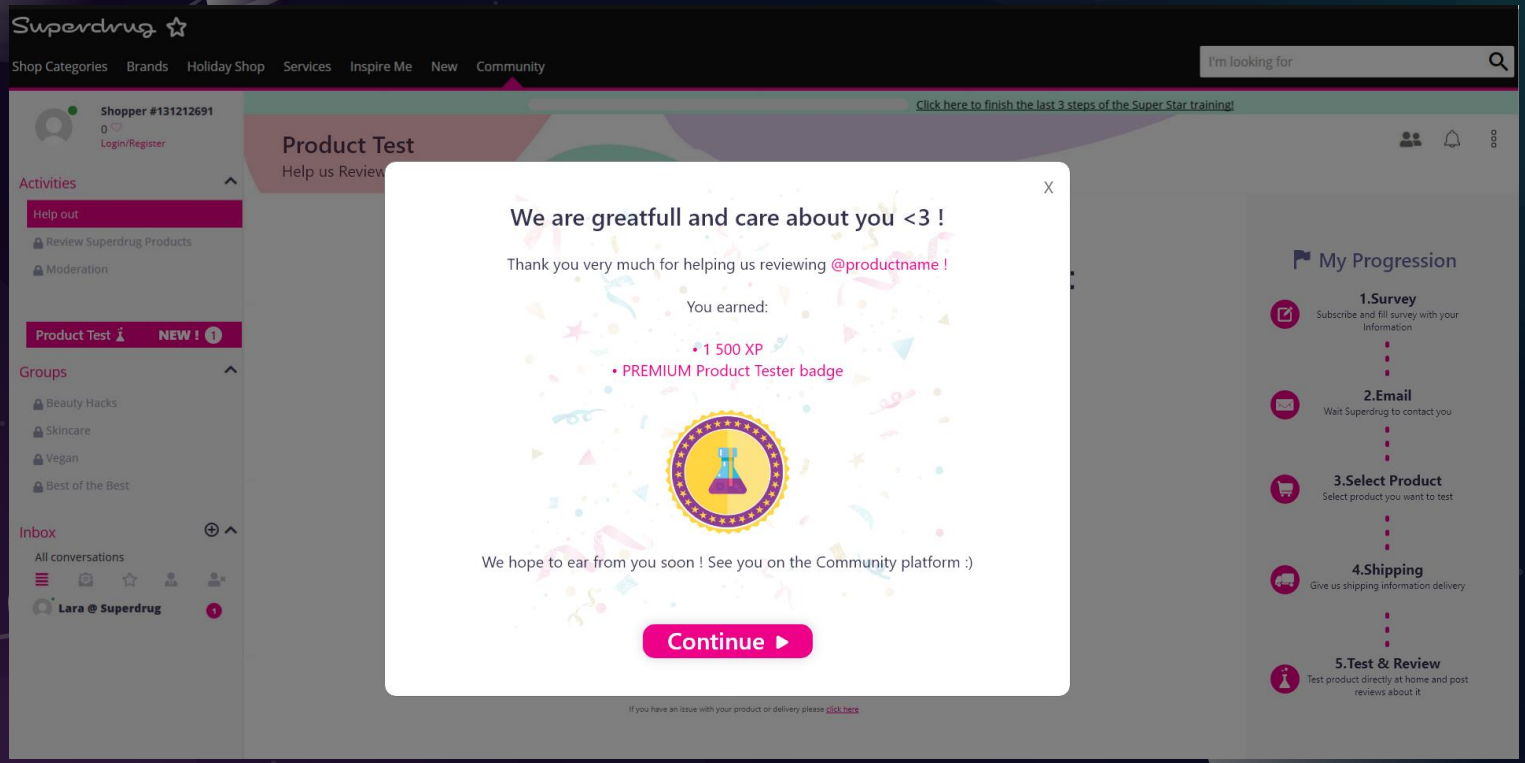
SUPERDRUG – PRODUCT TESTING FEATURE

Reviews has to be posted directly on the product page in the online shop



SUPERDRUG – PRODUCT TESTING FEATURE

The review has been posted and validated by Superdrug Admin. Customer earns XP and Badge (gamification)



2.
Community Platform
BIC WORLD
-
User generated content / White-Label / Saas / Gamification / SEO

BIC WORLD – Community Platform

ISSUE:

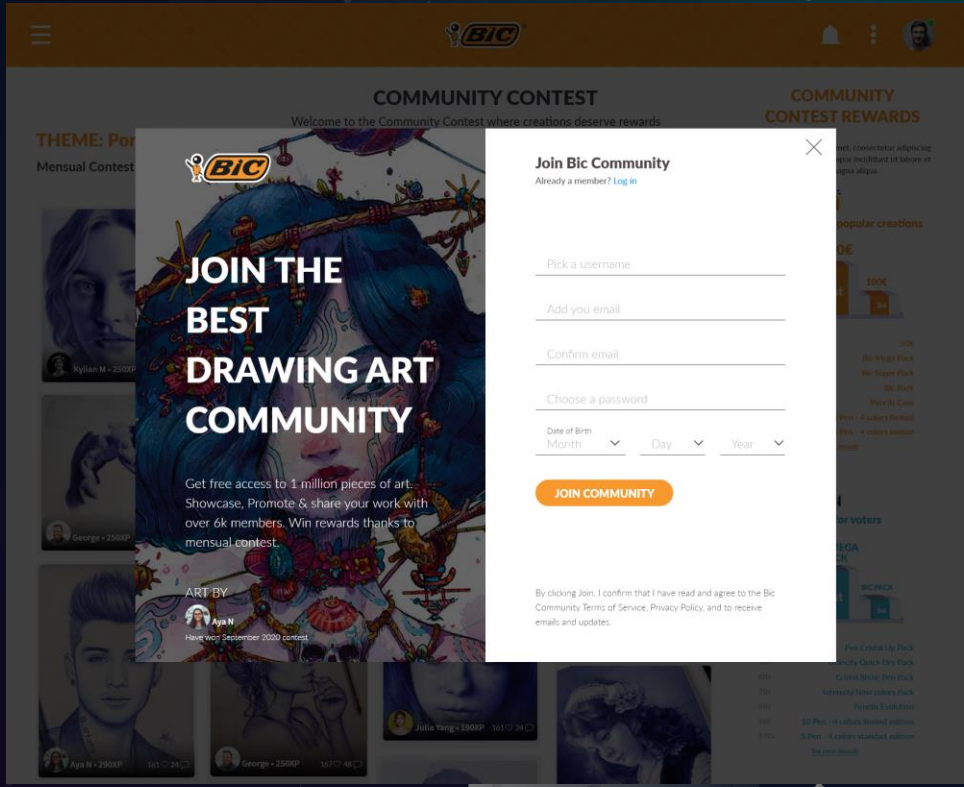
Bic World website buy SEA traffic and want to optimize its SEO

IDEA:

Focus on User Generated Content to improve SEO (Google ranking algorithm)

SOLUTION:

Build an entire community platform to maximize User Generated Content



BIC WORLD – Attract Users to build Community

ISSUE:

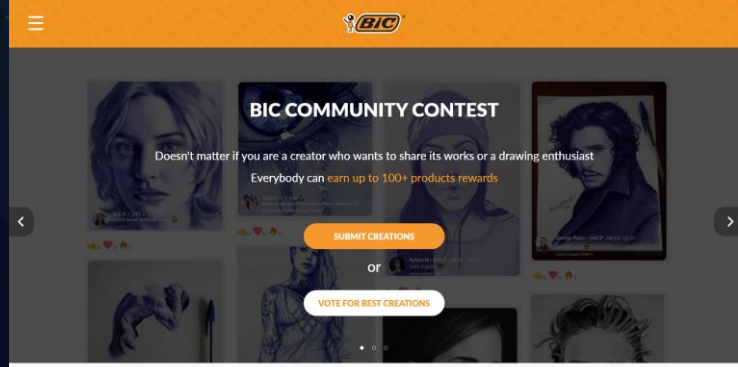
How to attract Users and manage retention ?

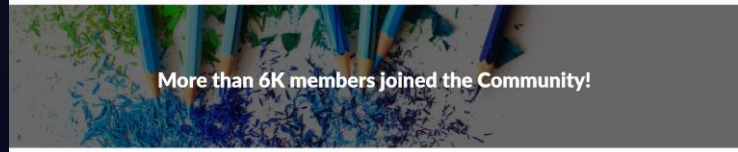
IDEA:

Create a community challenge contest (monthly) with incentives & Rewards (Gamification)

SOLUTION:

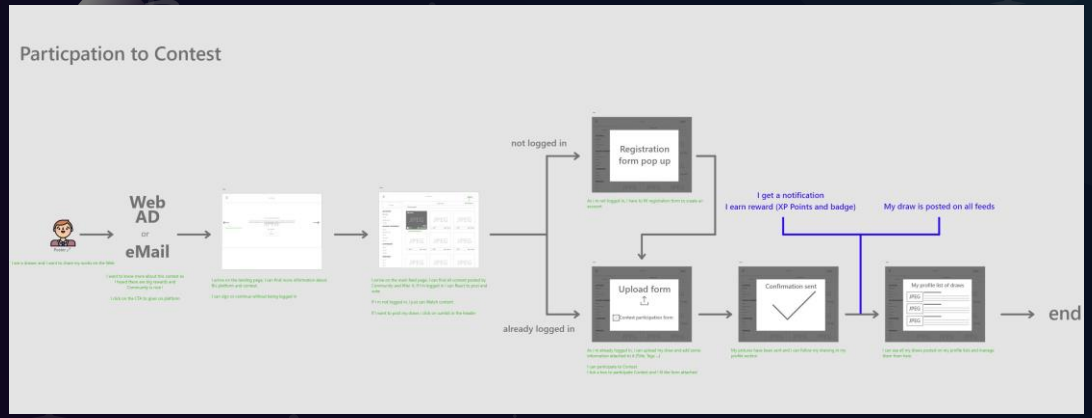
Build a Landing Page to welcome drawers and drawings fans (two paths)



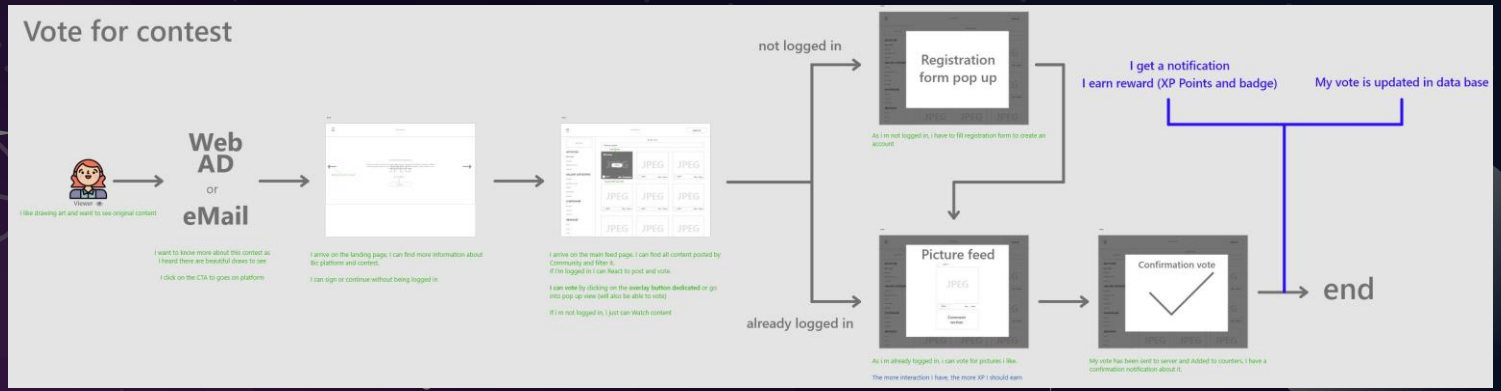


BIC WORLD – DOUBLE USER PATH

Path 1 ➔ Drawer wants to post and participate contest



Path 2 ➔ Drawing enthusiast wants to vote for best draws



BIC WORLD – Contest Page

ISSUE:

How draws can be ranked in the contest page ?

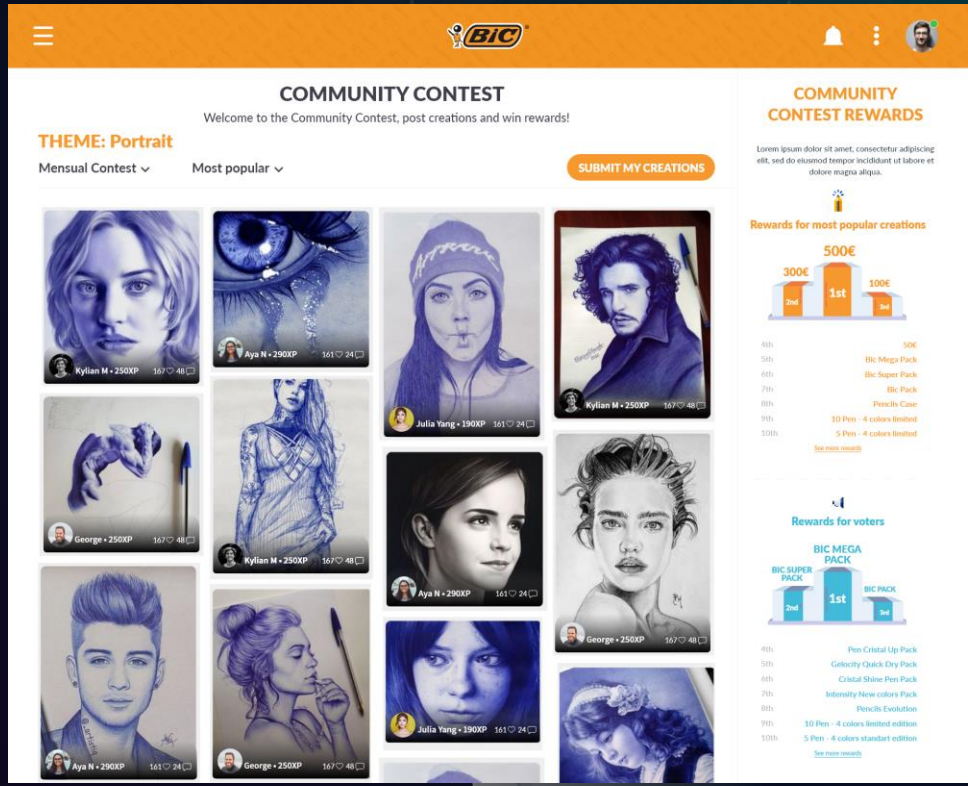
How to make understand users they can win rewards ?

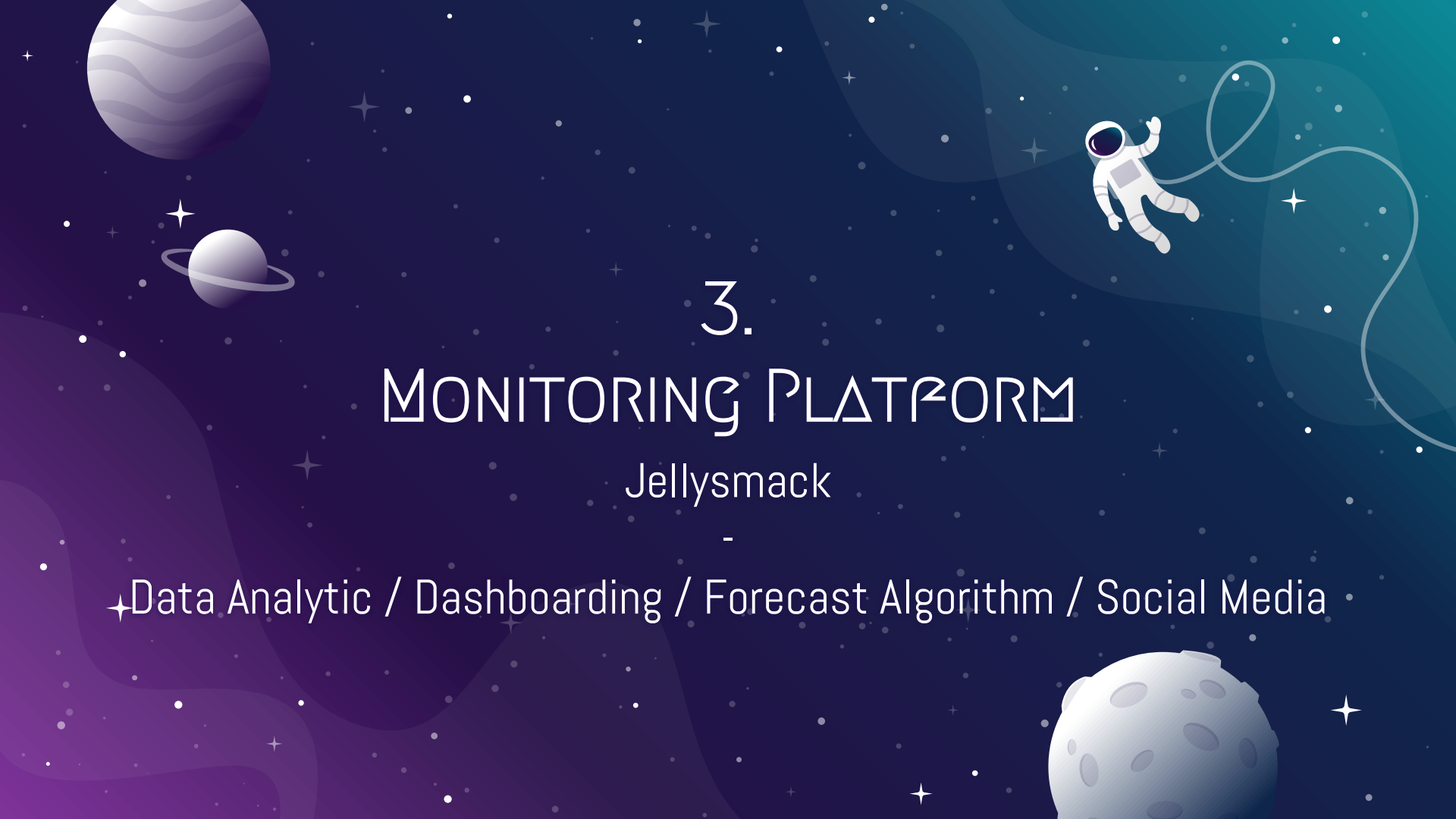
IDEA:

Build a feed with filters to highlight community draws

SOLUTION:

Build ¾ page feed for contents and ¼ page side panel with currents rewards





3.
Monitoring Platform

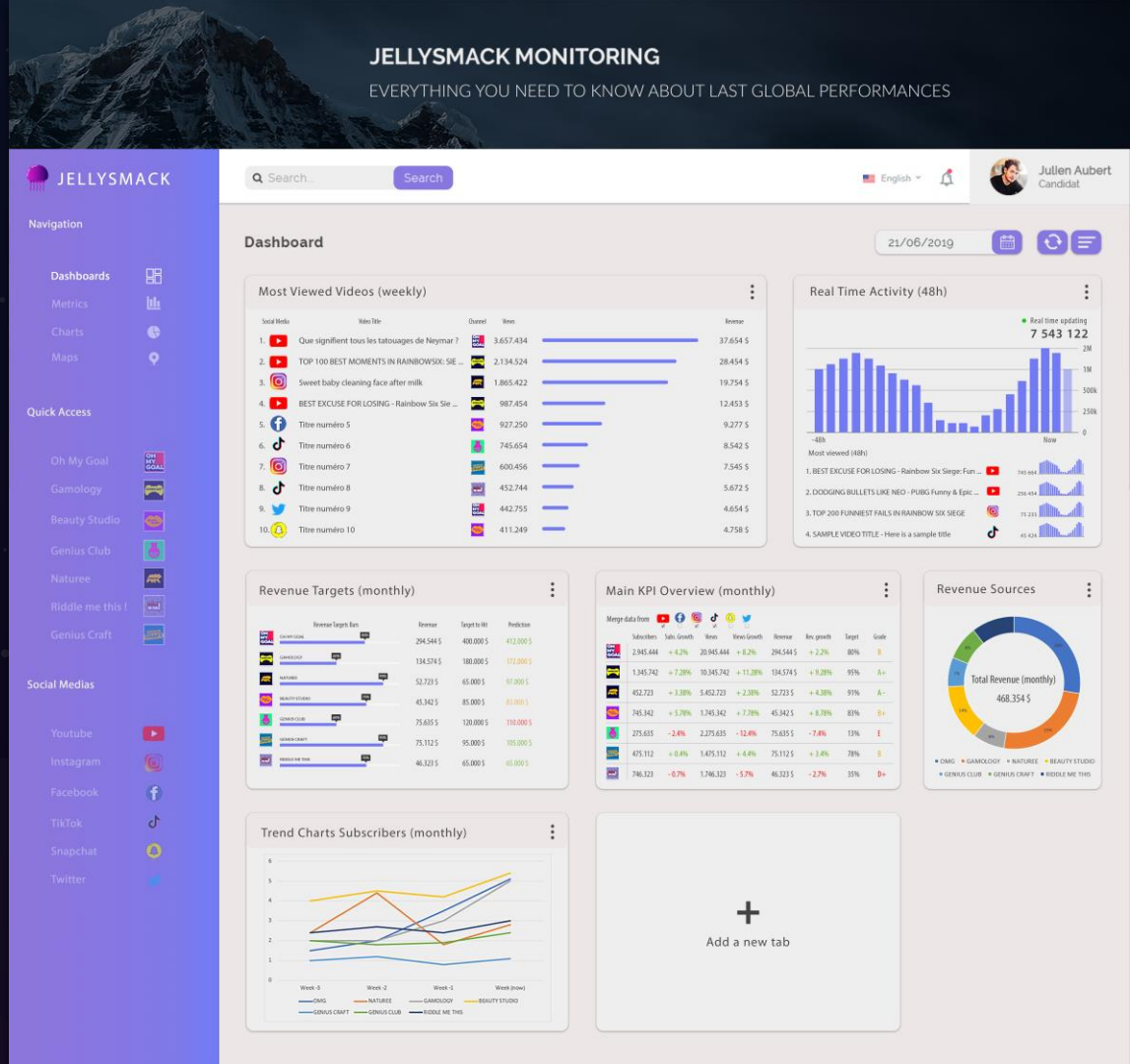
Jellysmack

-

Data Analytic / Dashboarding / Forecast Algorithm / Social Media

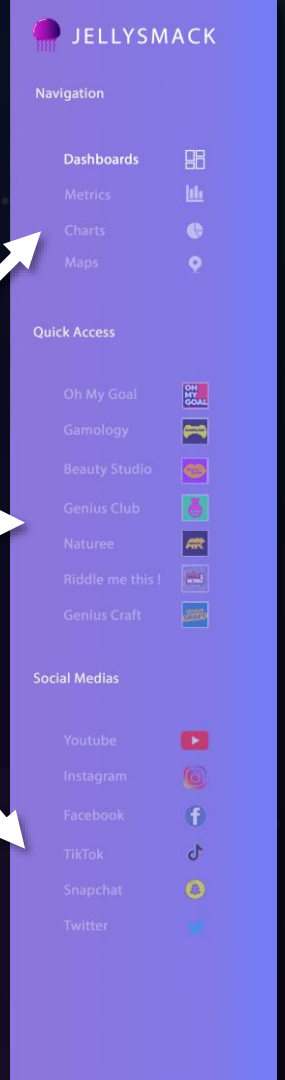
JELLYSMACK - Monitoring Interface

Monitoring performances on every social medias, merging data and compute forecast with machine learning algorithm



JELLYSMACK - Monitoring Interface

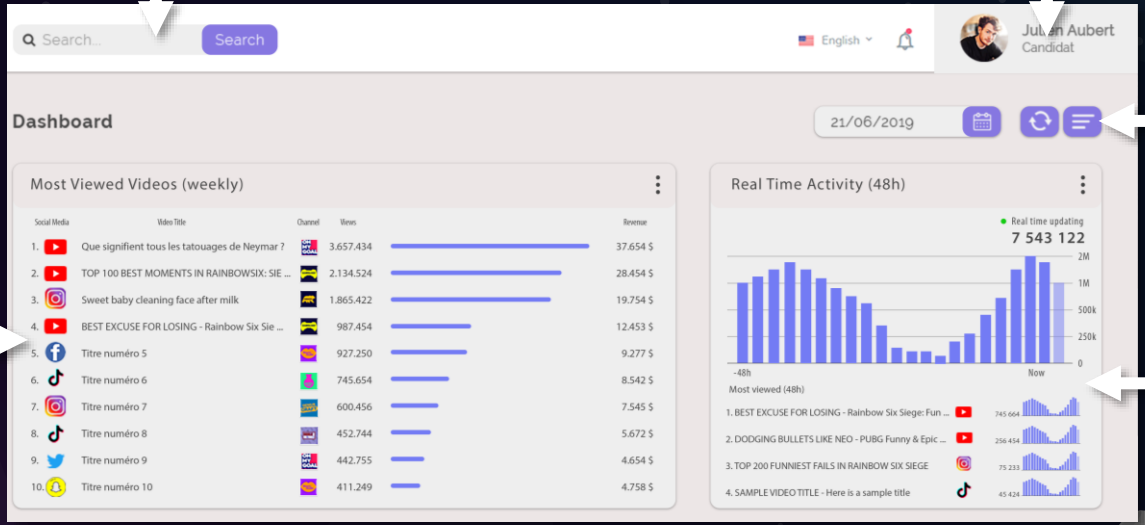
Side Panel gives access to main features you need



JELLYSMACK - Monitoring Interface

Direct search bar

Admin Profile



Organize your layering

Overview Top 10 Performances

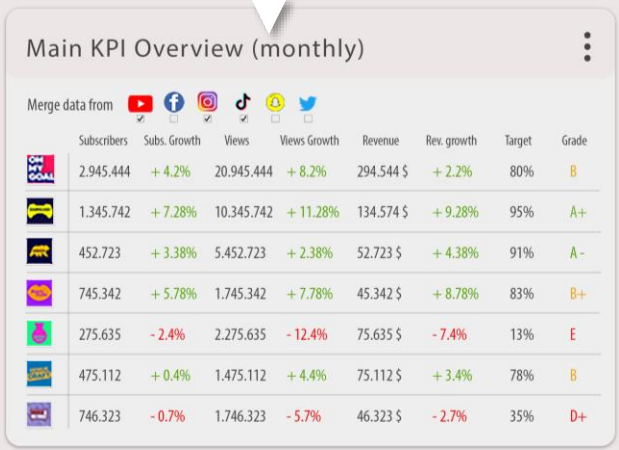
Monitor views trafic in real time

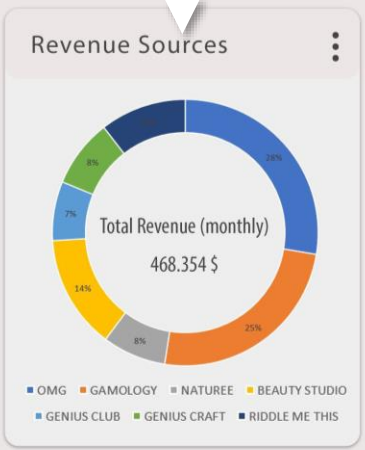
JELLYSMACK - Monitoring Interface

Monitor revenue targets of each channel & compare with predictions

Compile and compare data from all the vertical
+
Performances highlighted

Monitor sources of revenue on global business

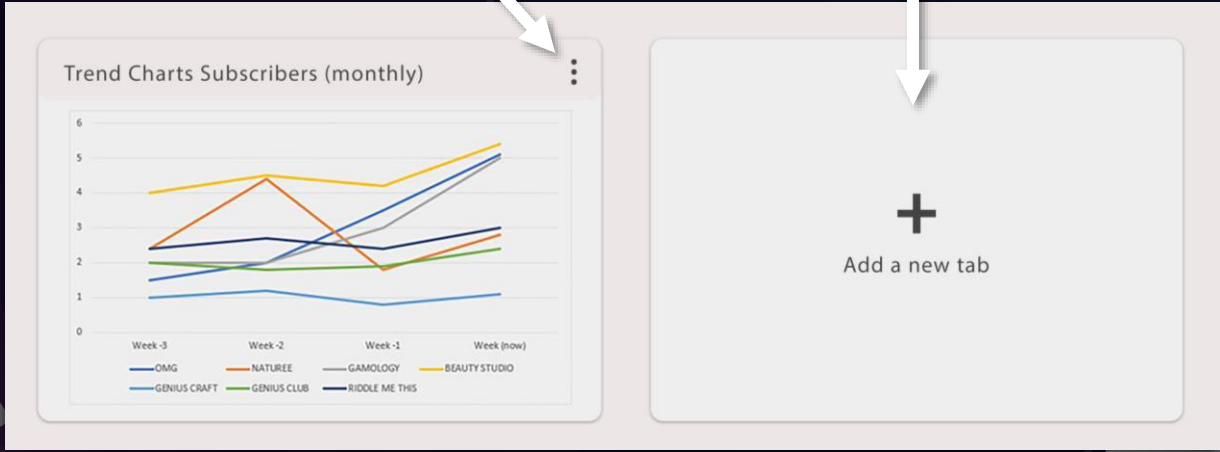




JELLYSMACK - Monitoring Interface

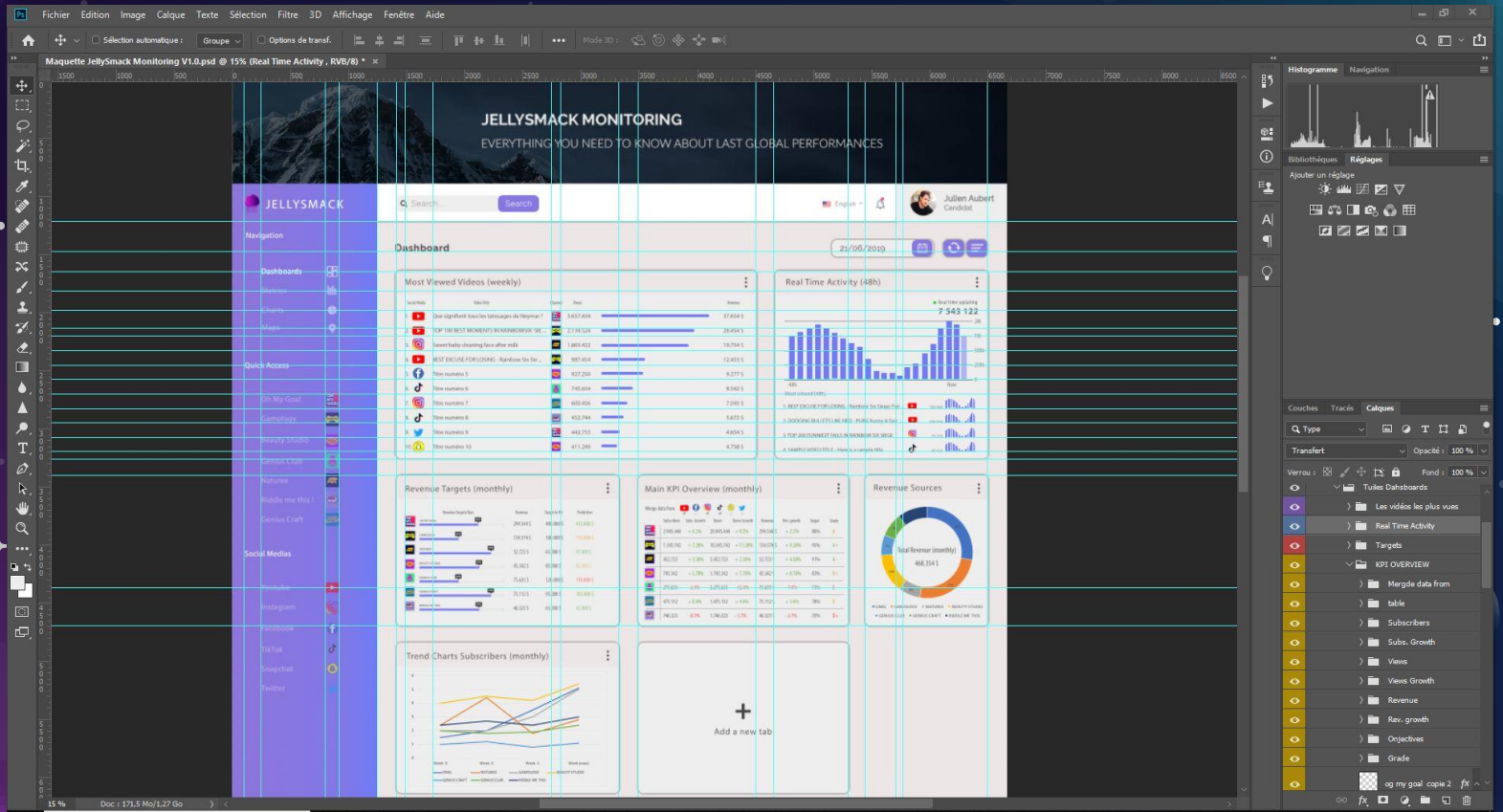
Configure tab according to your needs

Add whatever monitoring tab you need



How is it done ?

Adobe Photoshop



4.

Home Automation APP

HOMIFY (Personal Project)

-

Monitoring / Embedded Systems / Smart Devices

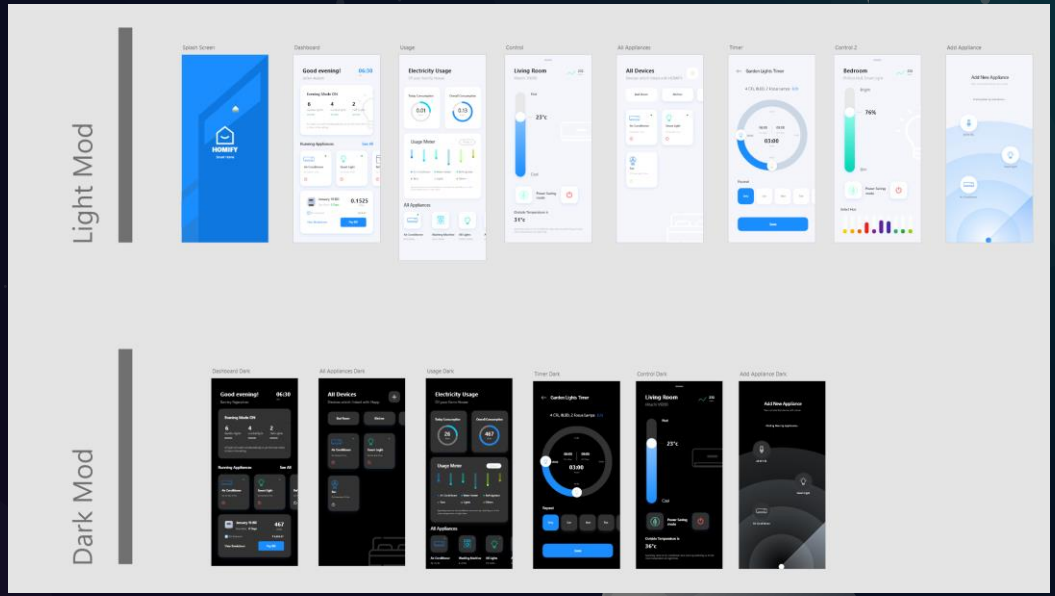
Homify – Home Automation Mobile App

Facts:

Home Automation is becoming a big deal in the domotics industry nowadays. Lots of companies started to create their own smart connected products with closed software environment.

IDEA:

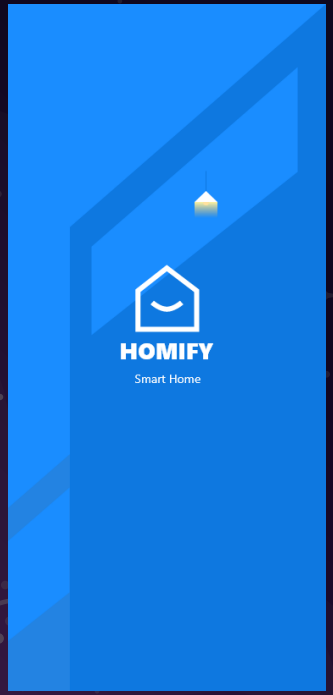
Create a cross brand monitoring app that can connect to every smart devices in the house. Enable full monitoring and controlling capacity.



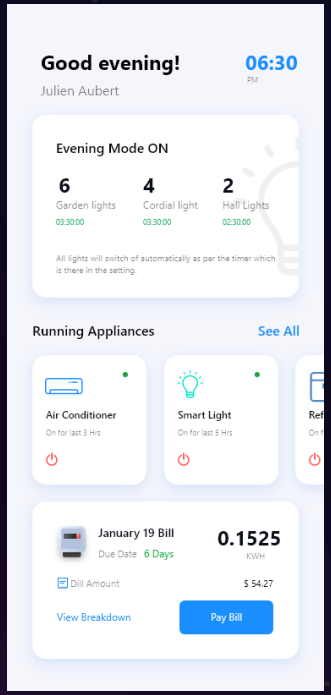
Adobe XD – Overview Wireframes

Homify – Home Automation Mobile App

Waiting screen

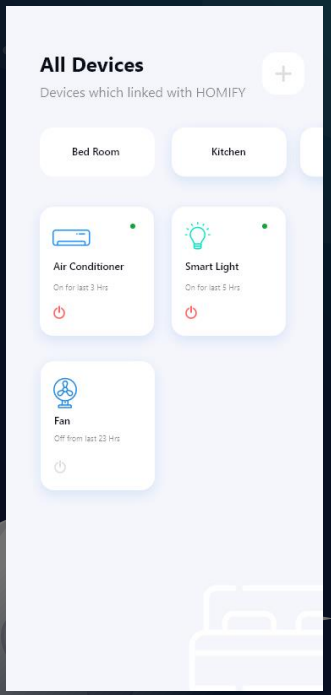


Overall Dashboard



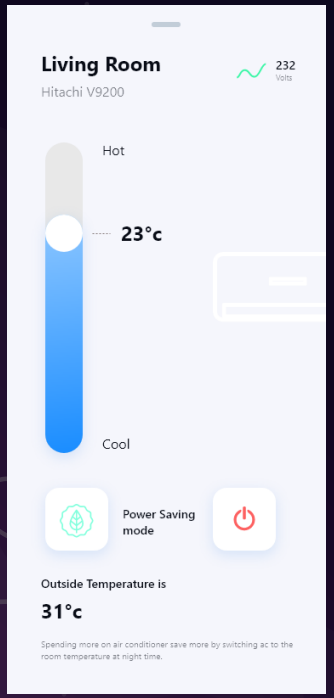
Electricity Monitoring screen

Paired Devices Screen

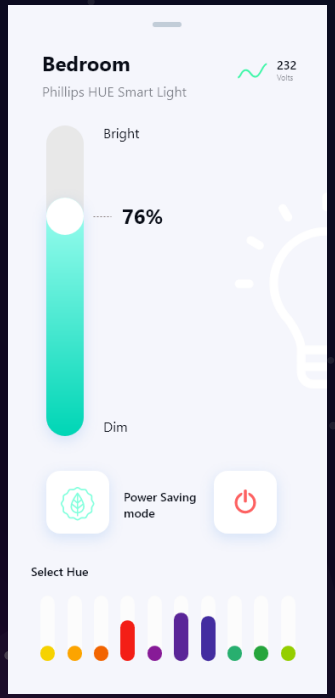


Homify – Home Automation Mobile App

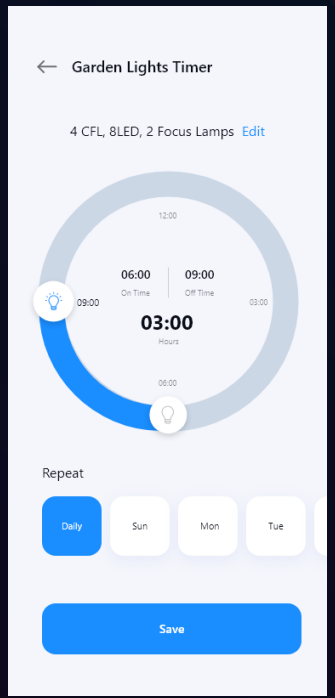
Warm Room Control



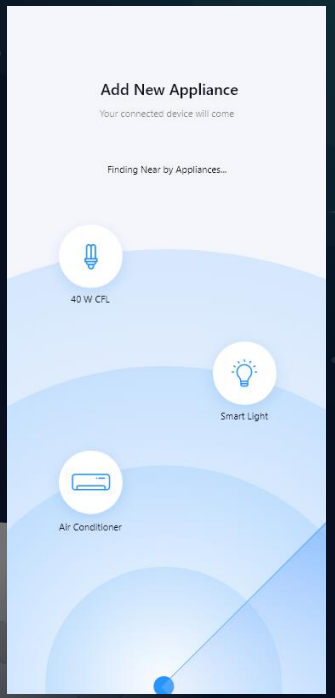
Light Room Controll

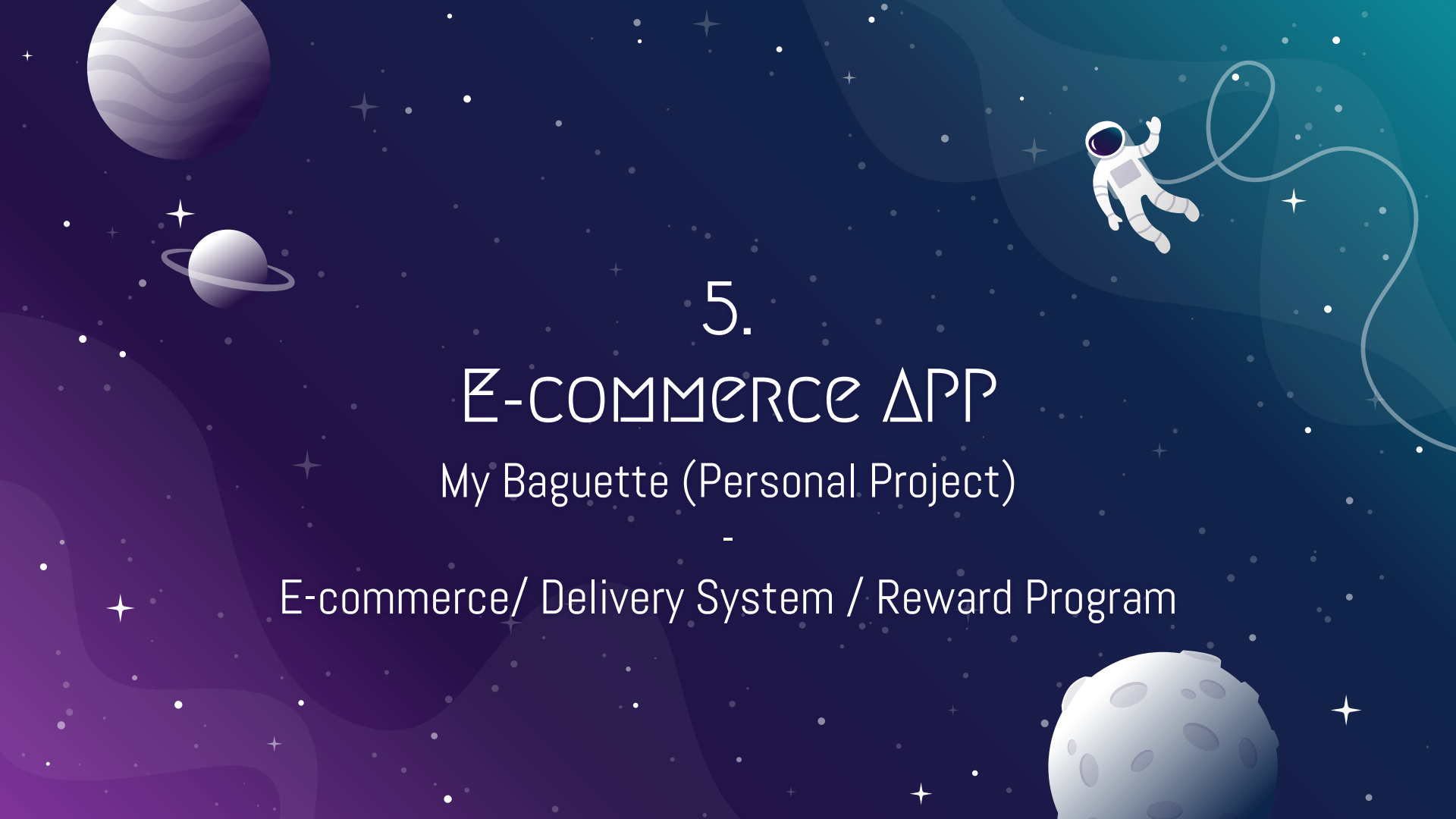


Scheduling Device Screen



Pairing Screen




5.
E-commerce APP
My Baguette (Personal Project)
-
E-commerce/ Delivery System / Reward Program

MY BAGUETTE – Personal Project (POC)

Dedicated shopping mobile app for bakery market in LOS ANGELES

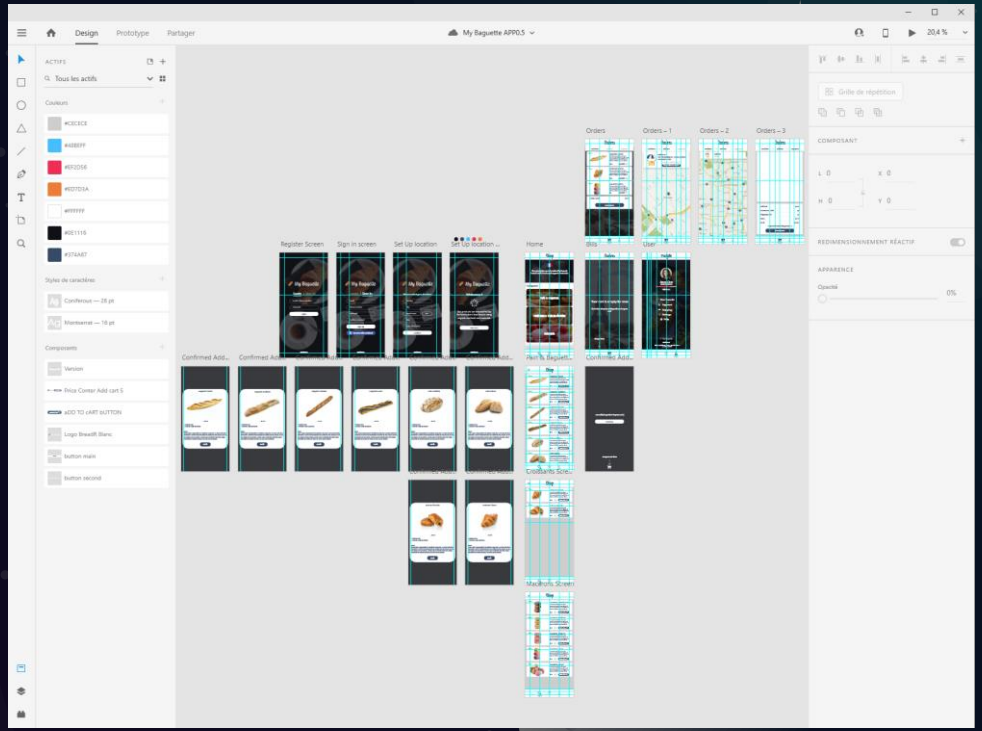
Facts:

Americans are fond of French bakery and see it as luxurious food.

There are too few bakery shops in Los Angeles to answer local need. Price are high ($5 /croissant) ➔ high gross margin.

IDEA:

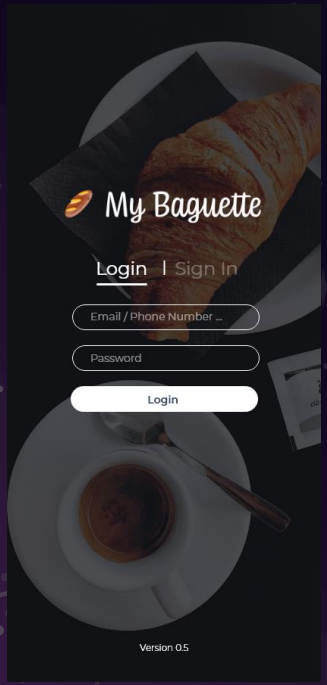
Create a food delivery app for high quality French bakers. Target Companies / Restaurants / Casual Consumers



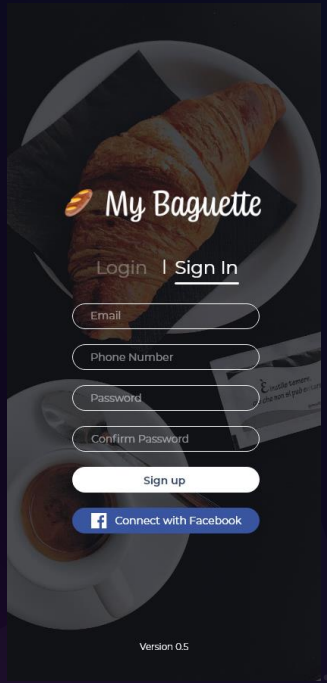
Adobe XD – Overview Wireframes

MY BAGUETTE – Personal Project (POC)

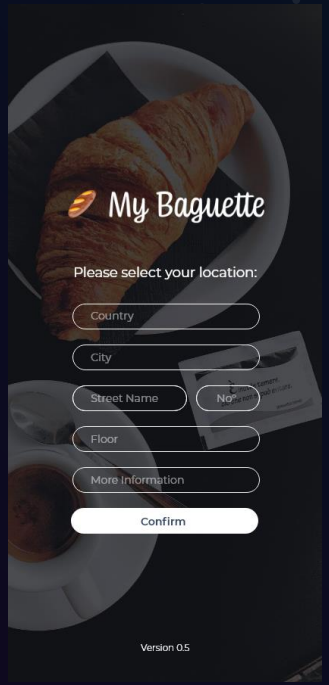
Login screen



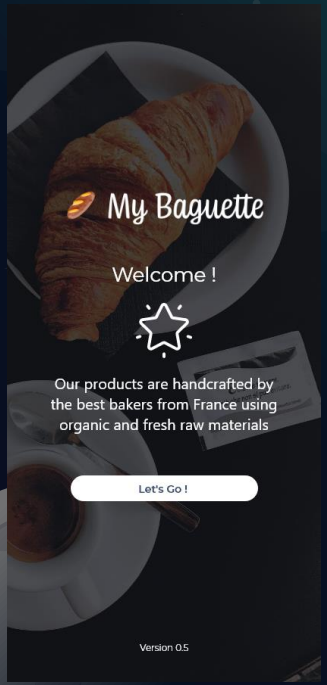
Sign in screen Step 1



Sign in screen Step 2

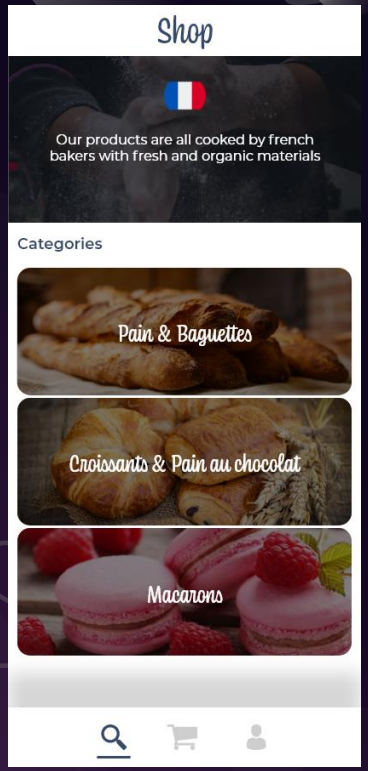


Sign in screen Step 3

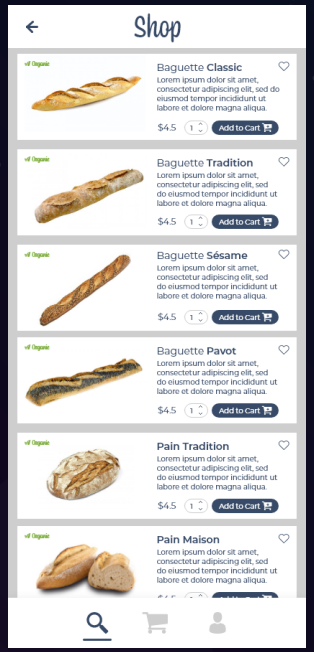


MY BAGUETTE – Personal Project

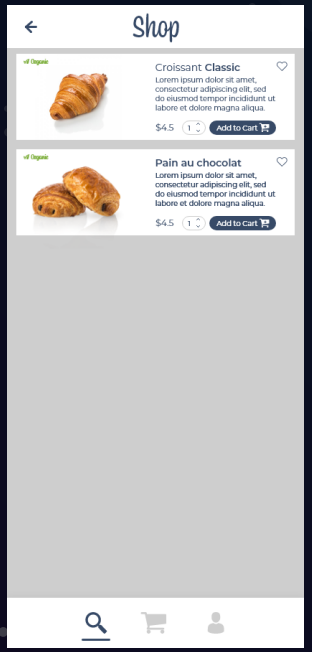
Main Shopping screen



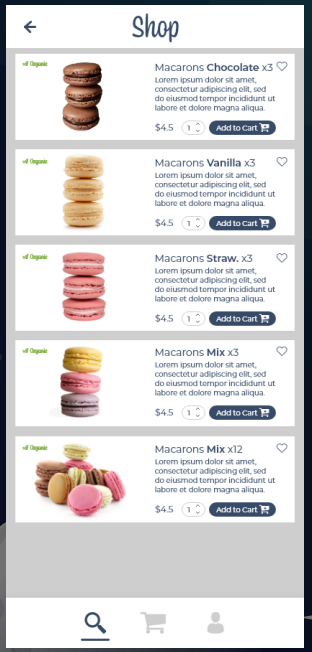
1.Baguette Shop



2.Croissant Shop

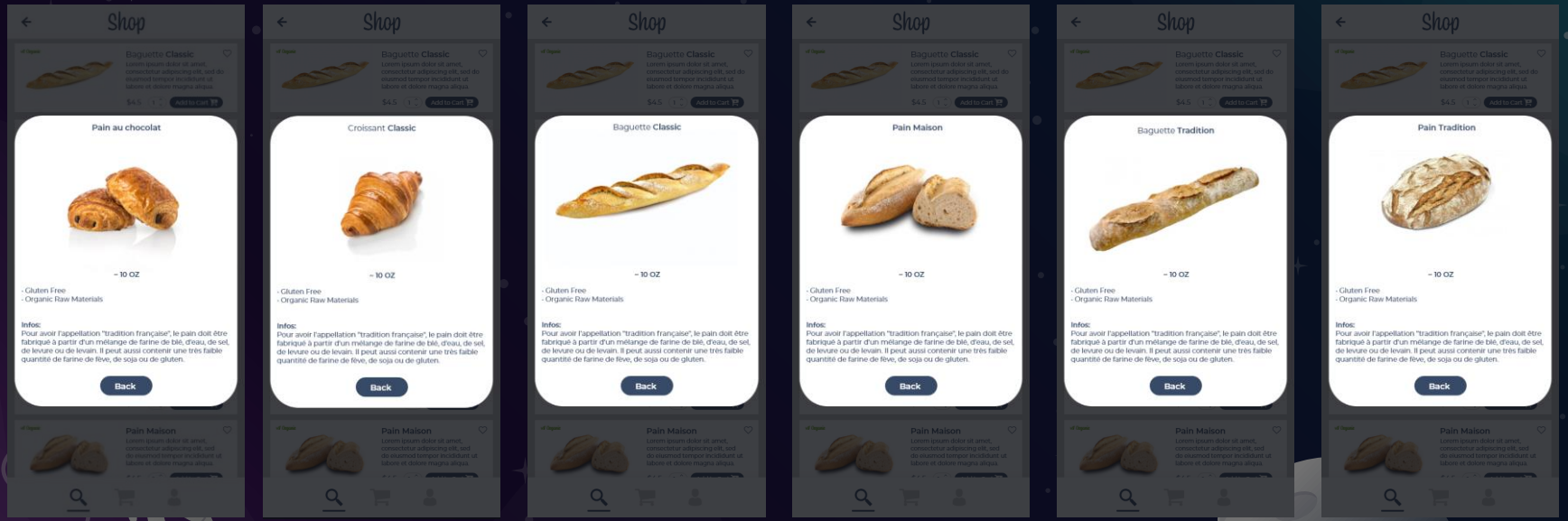


3.Macarons Shop



MY BAGUETTE – Personal Project (POC)

Product Description Pop-up



MY BAGUETTE – Personal Project (POC)

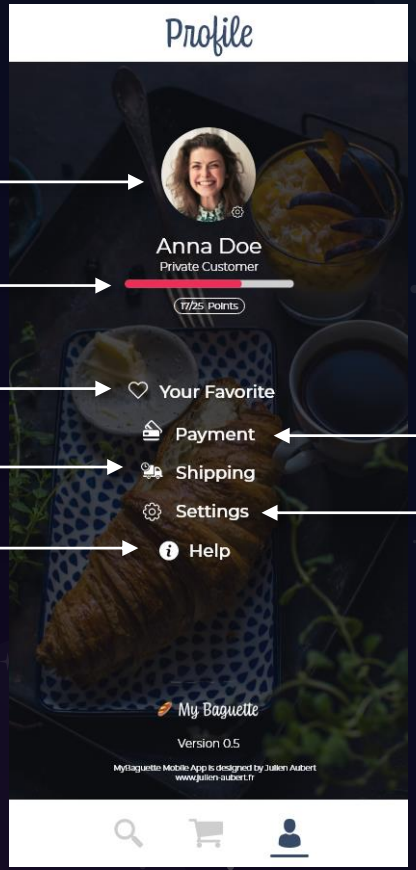
User Profile Picture

Fidelity Points Earned

Favorite Products

Shipping information

FAQ and Customer service Contact

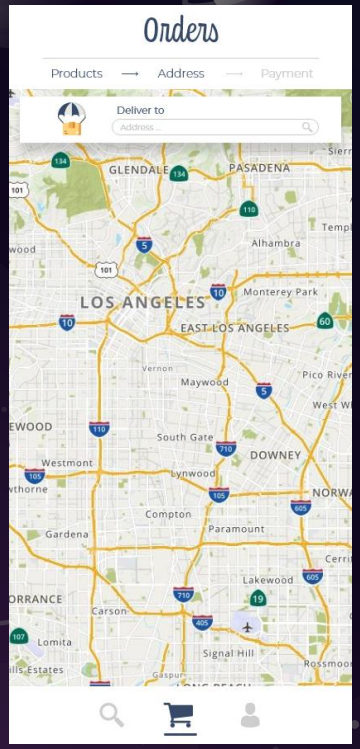


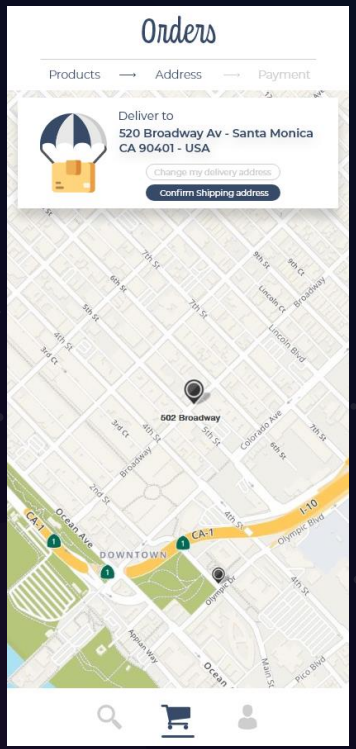
Payments informations

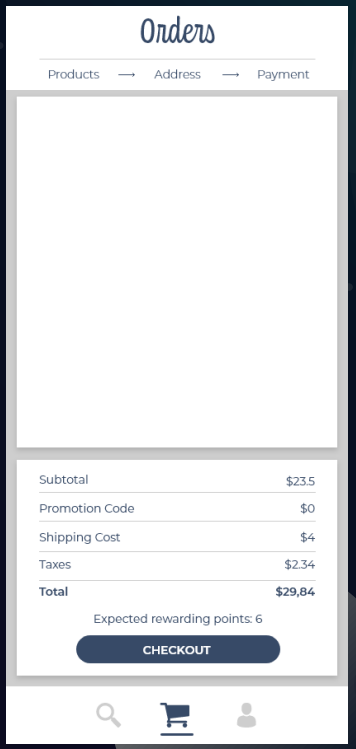
Settings board

MY BAGUETTE – Personal Project (POC)

Ordering Process Steps





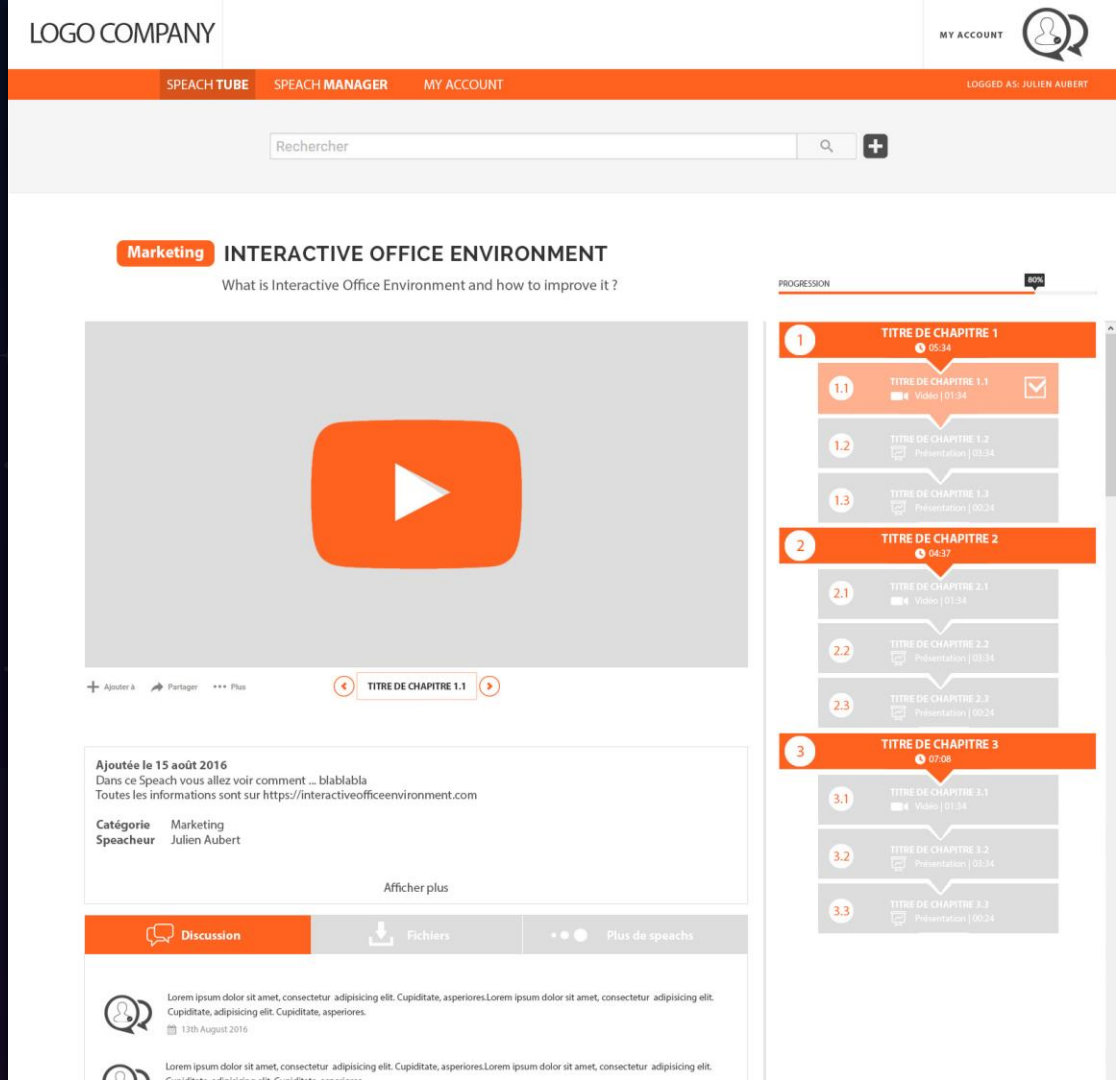


6.
E-Learning Platform
Speach
-
Saas / White-Label / UGC / Community / Media Interface

CASE 4: SPEACHME

Digital Learning SAS solutions

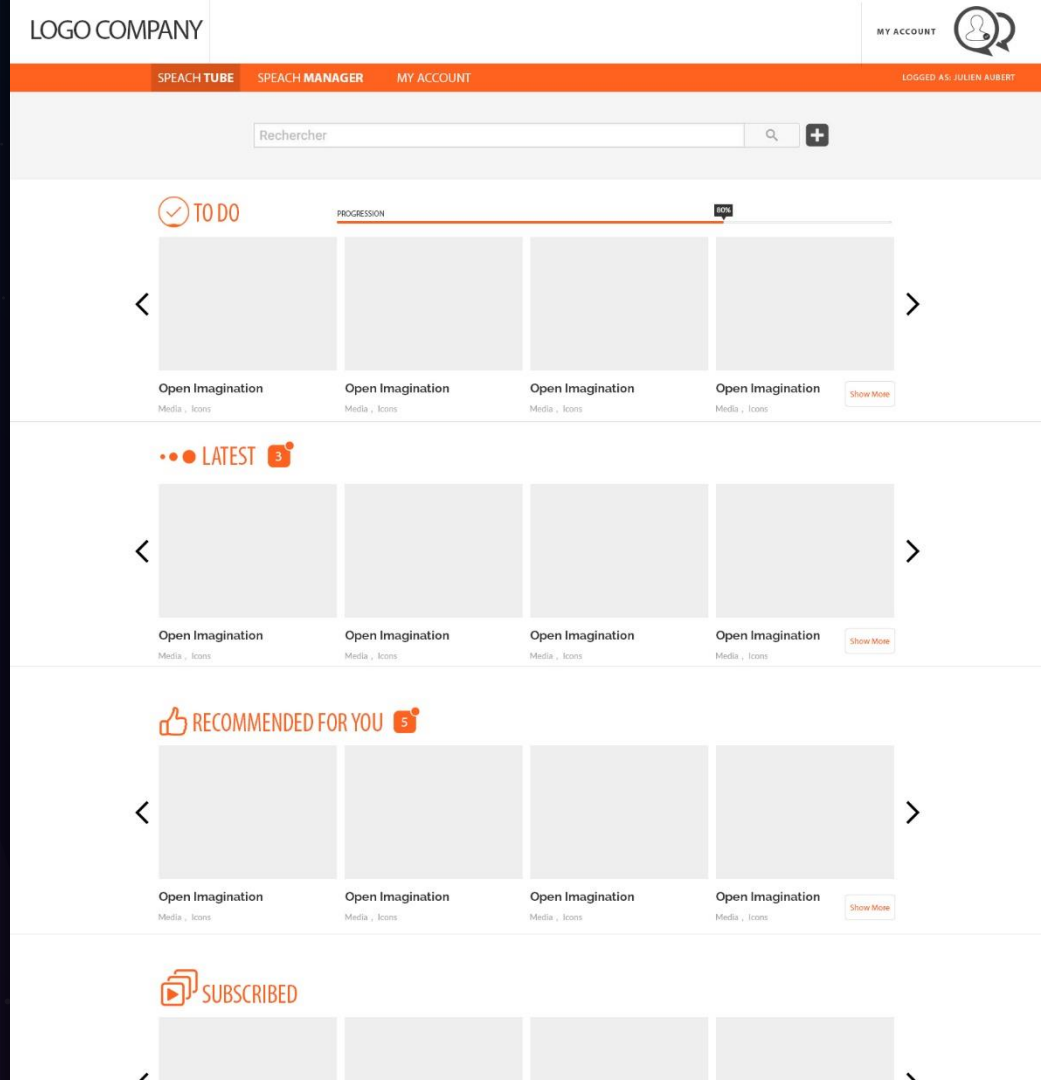
Main Interface for a digital learning SAS platform. Access to e-learning lesson and follow your progression



Access all the e-learnings content on the platform.

Follow your progression

Find new content easily and have suggestions



7.
Method: WireFrames Specs

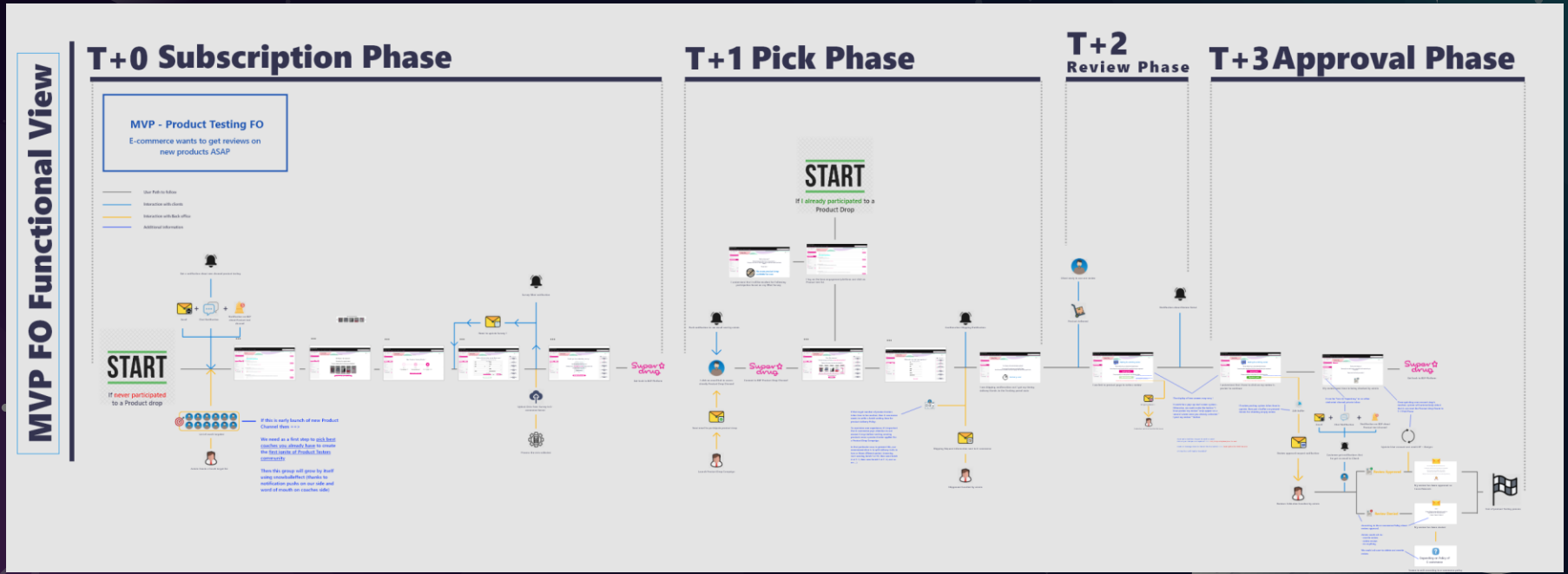
Project Samples

-

Workflow / User Journey / Tesing & Review

SUPERDRUG – Product Testing Feature

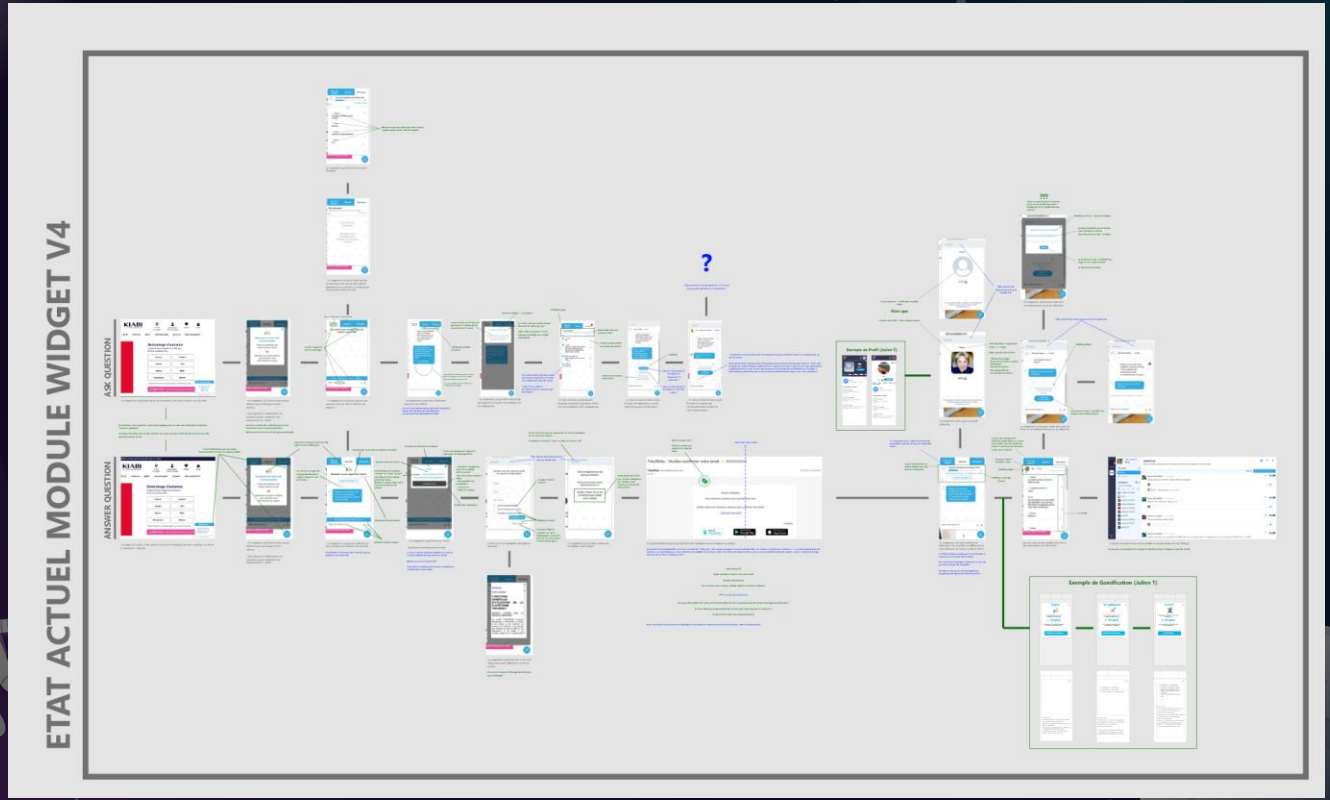
This workflow explains to dev team how to think the interactions with Product Drop Frontend



Adobe XD – Overview Workflow WireFrame

KIABI - Community Widget Workflow WF

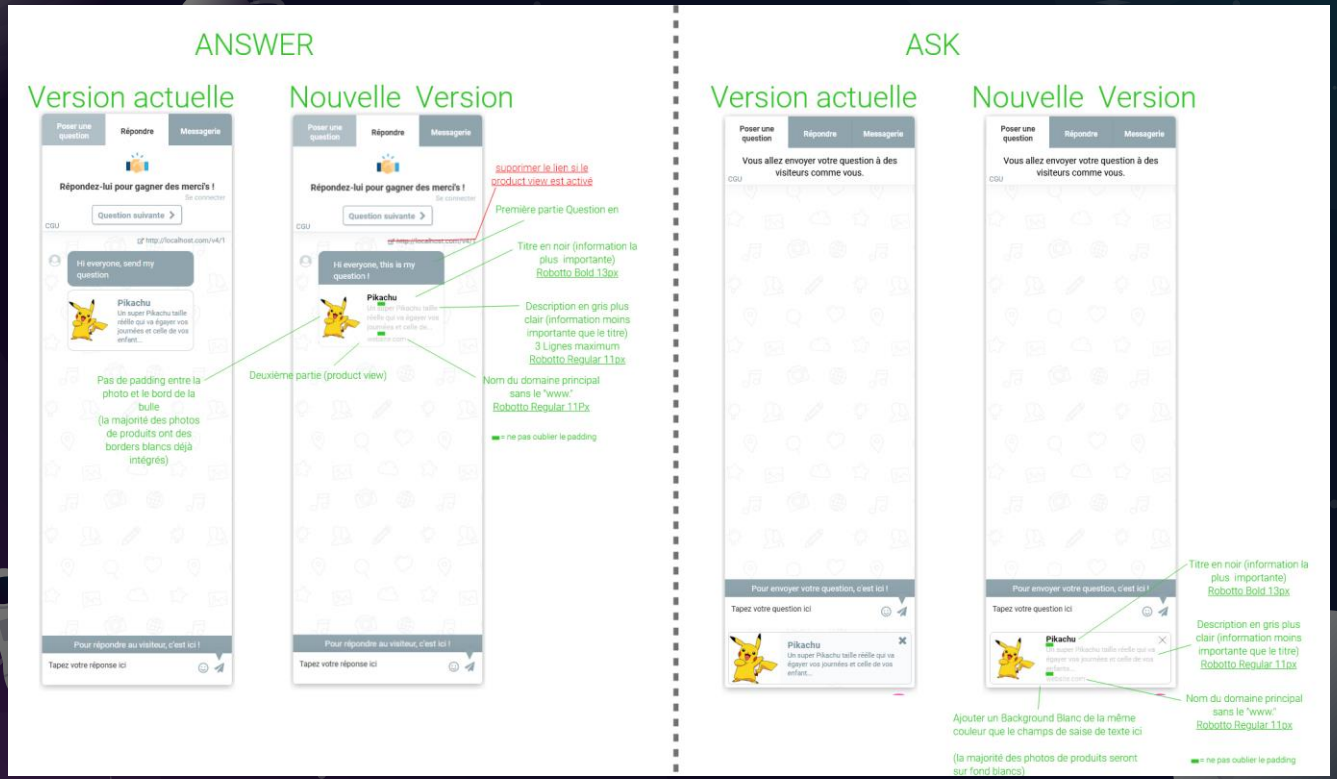
This doc is analyzing, reviewing and giving recommendations for an existing community widget running on Kiabi's Website



Adobe XD – Overview Wireframes

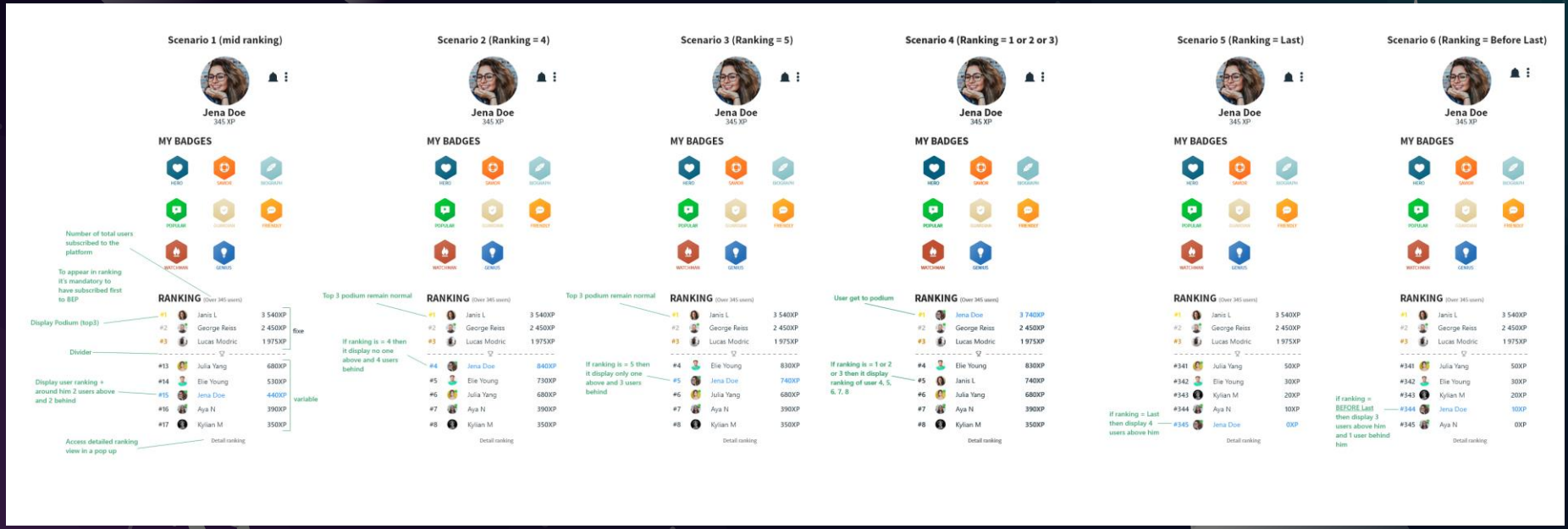
Automated Product Link Description when using Community widget

This WF explains to dev team how to code the product viewing feature (Front End) for the community Widget



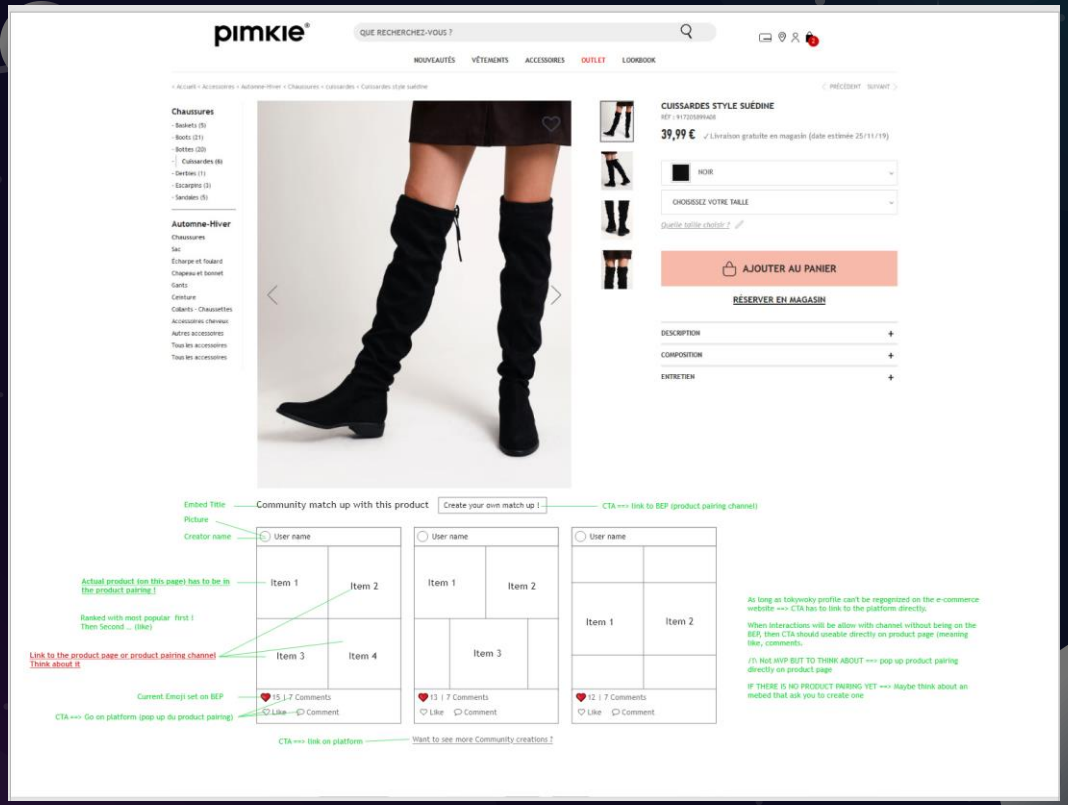
PIMKIE - Community Ranking System

This WF explains to dev team how to code the Ranking System display on user profile interface



PIMKIE - Community Product Pairing System

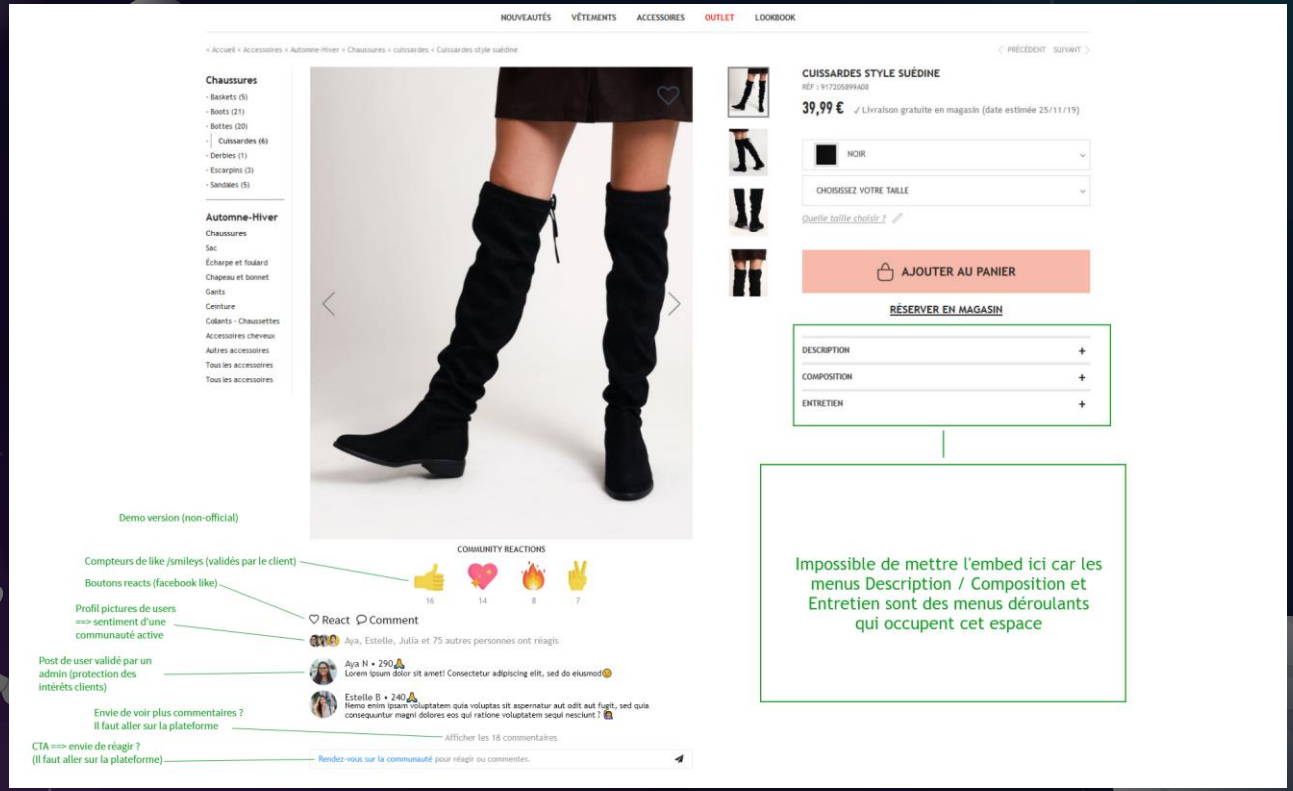
This WF explains to dev team how to code the Community Product Pairing Embed Widget



Adobe XD – Overview Wireframes

PIMKIE - Community Product Review System

This WF explains to dev team how to code the Community Product Review Embed Widget



Adobe XD – Overview Wireframes

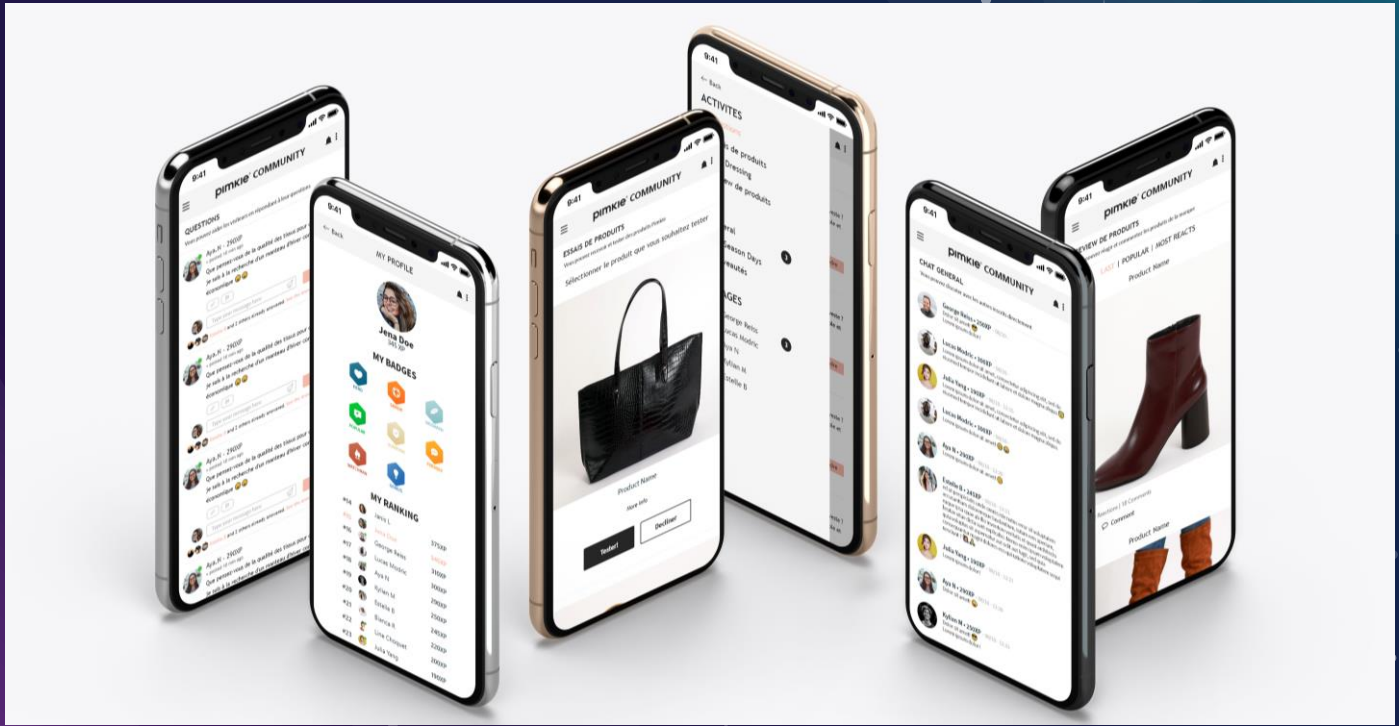
8.
Integrated Mock UP

Static and animated Mock Up

-

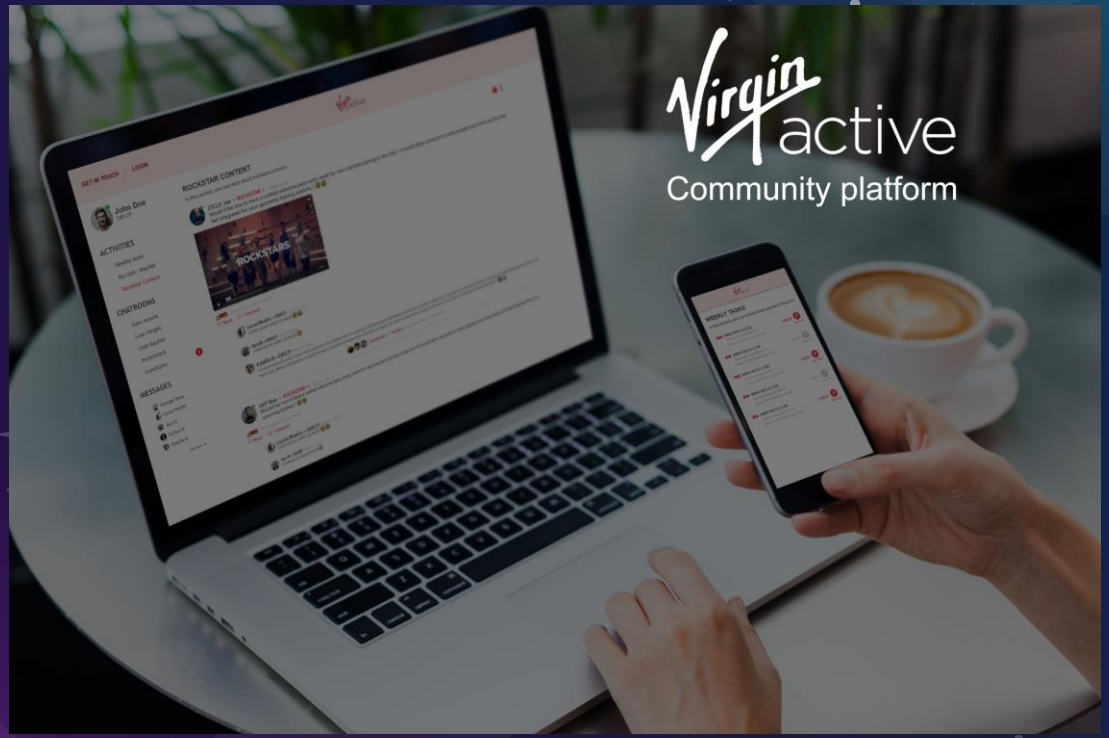
Photoshop & Adobe After Effect

Pimkie Mobile APP Community platform



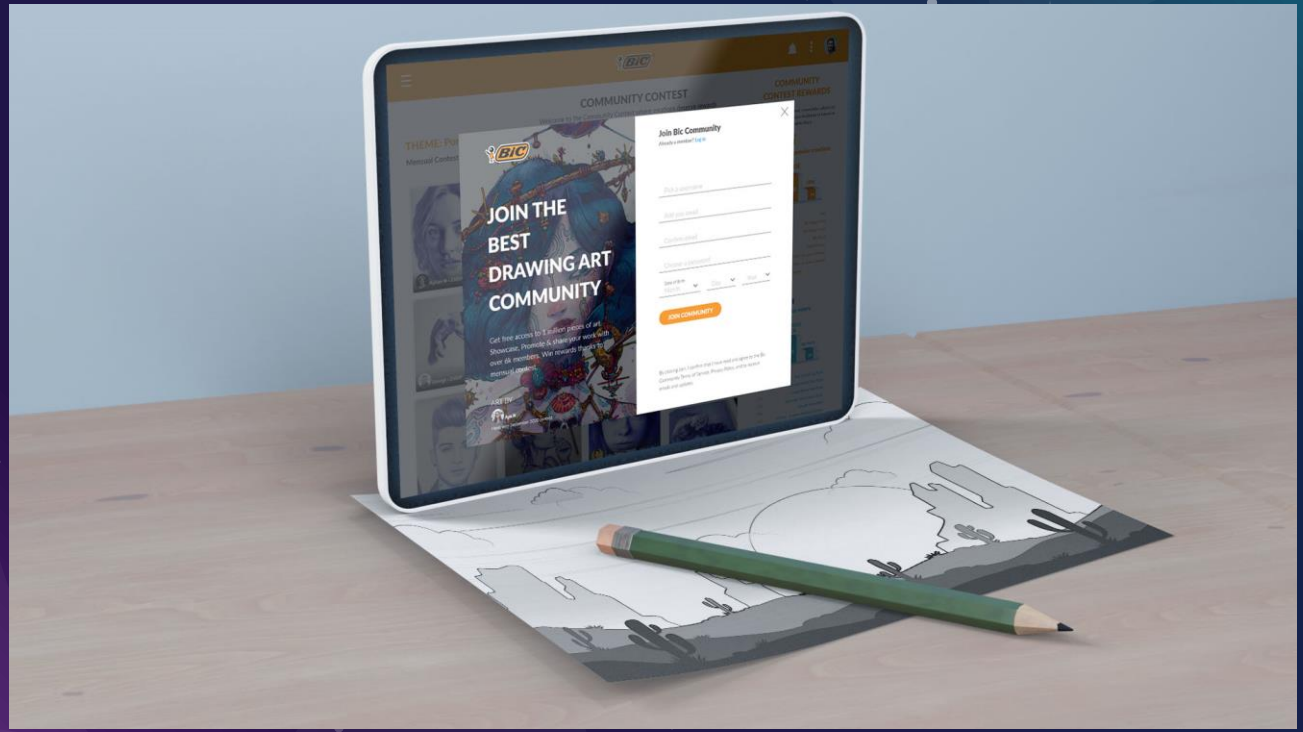
Made with Adobe XD wireframes

Virgin Active Community platform



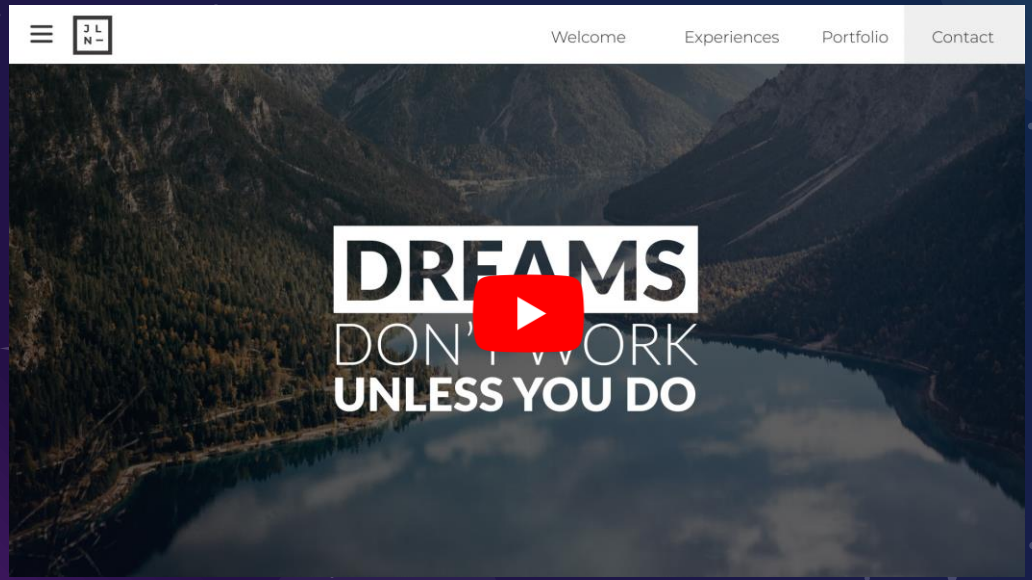
Made with Adobe XD wireframes

Bic World Community Platform



Made with Adobe XD wireframes

Want to experiment a new format ?

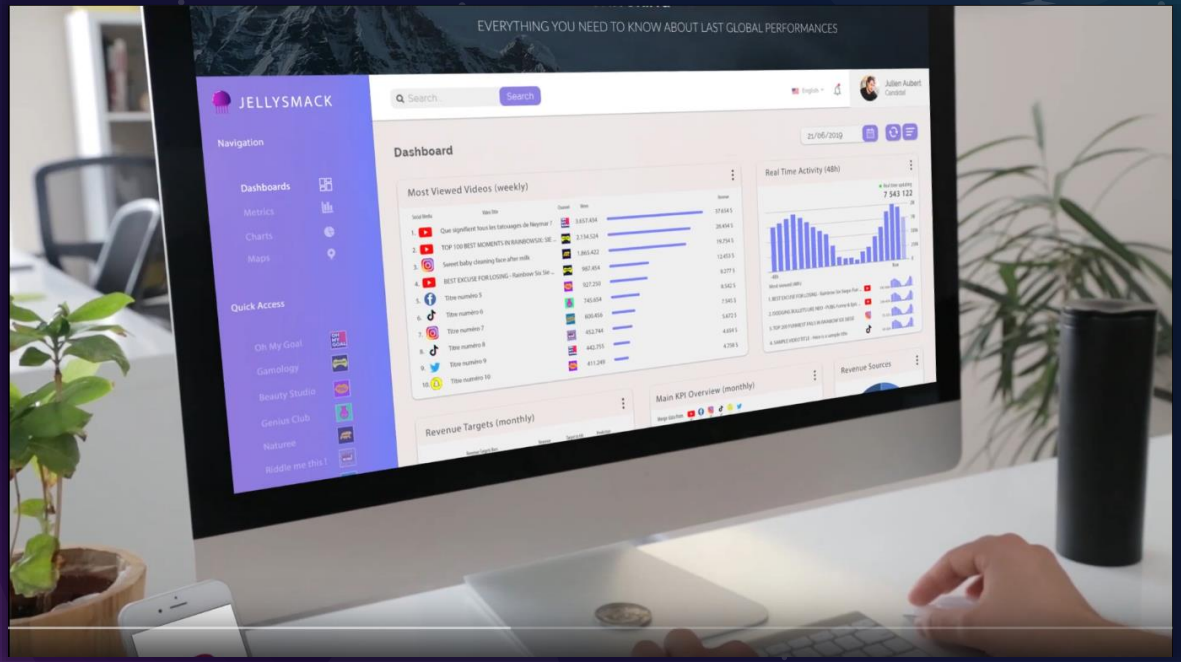


See this presentation in video by clicking here ➔ Video Portfolio

VIDEO SpeachMe Advertiser USA

- Link here ➔ https://www.youtube.com/watch?v=YWZmysGS01Y&feature=youtu.be

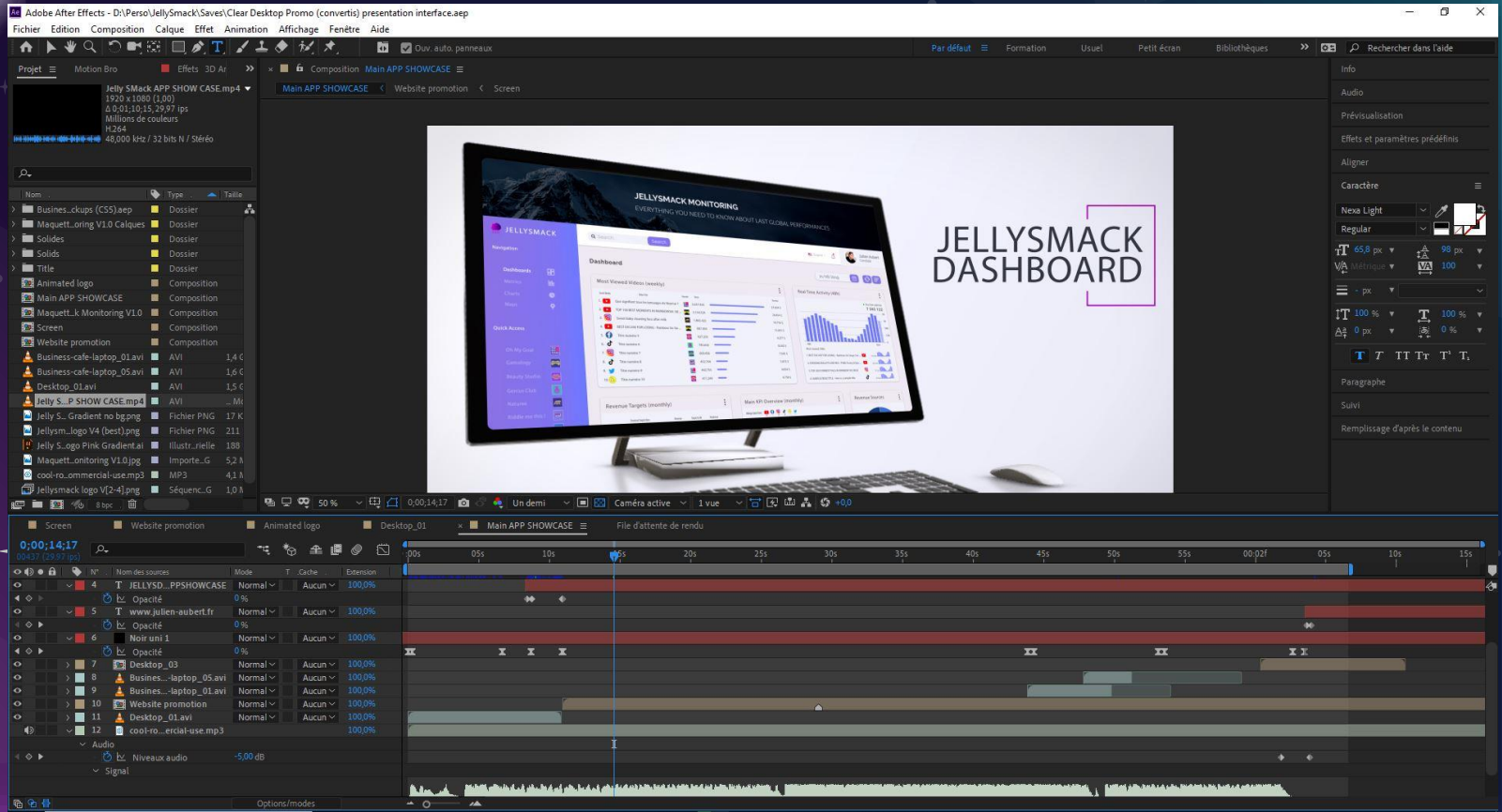
VIDEO Jellysmack App Showcase Demo



- Link here ➔ https://www.youtube.com/watch?v=FoWrqixjQXU&feature=youtu.be

How is it done ?

Adobe After Effect



9.
Illustration Design

Going on a more creative side !

Adobe Illustrator

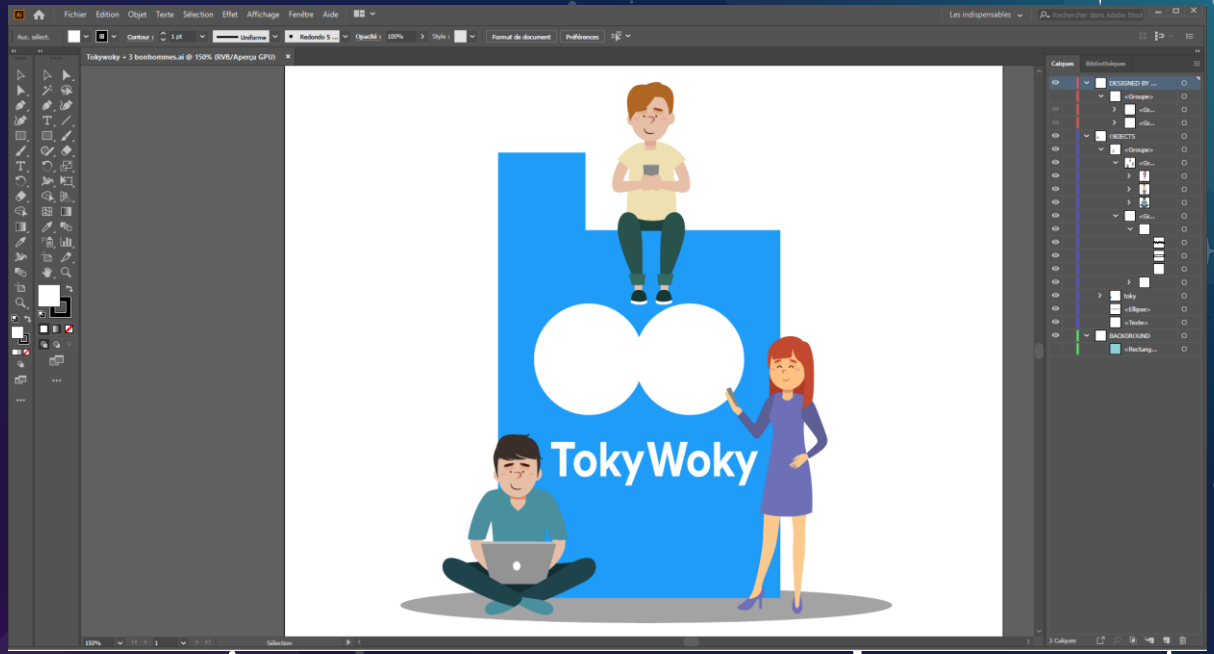


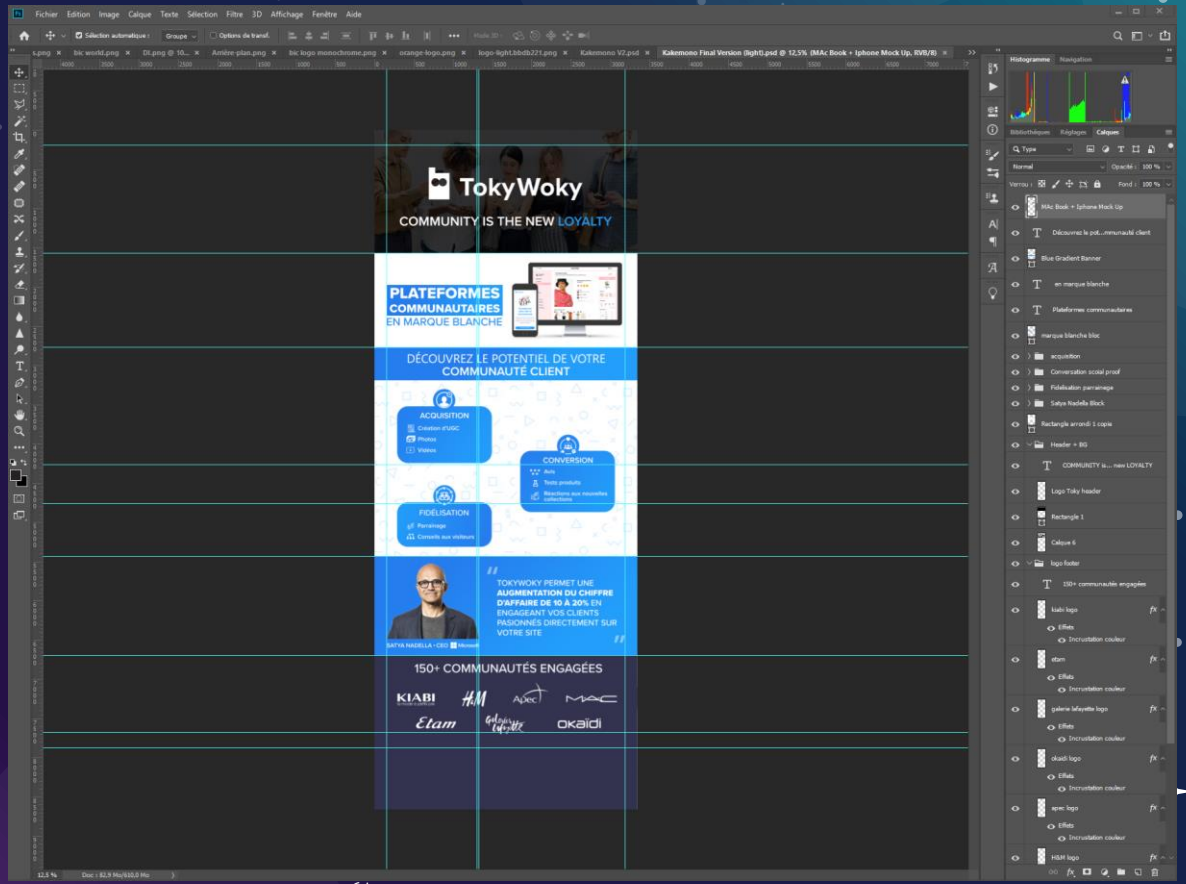
Illustration 1

3 Tokywoky users enjoying community platform

Adobe Photoshop

ILLUSTRATION 2

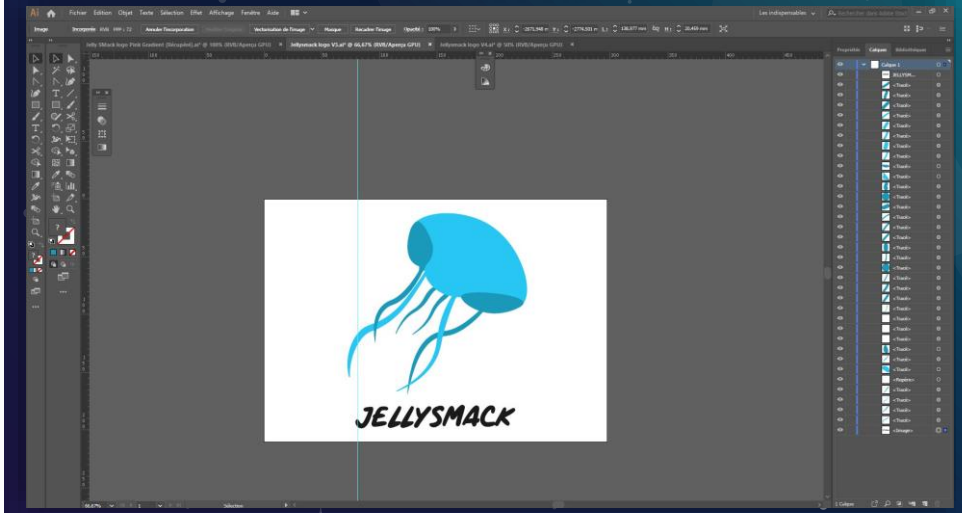
Tokywoky Kakemono



Logo number 1

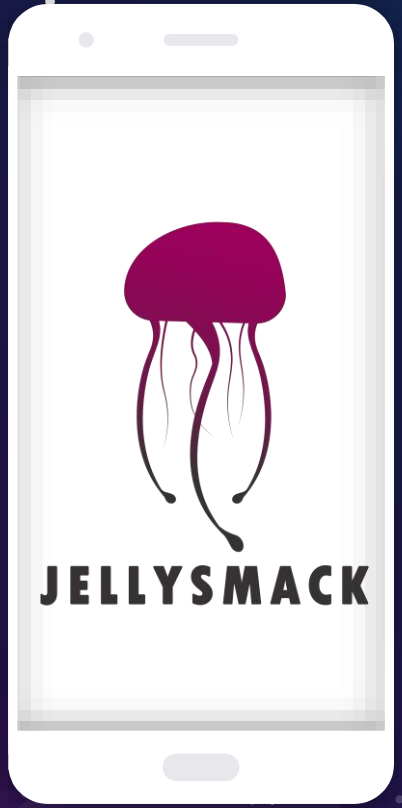
More Jellyfish ...

Adobe Illustrator

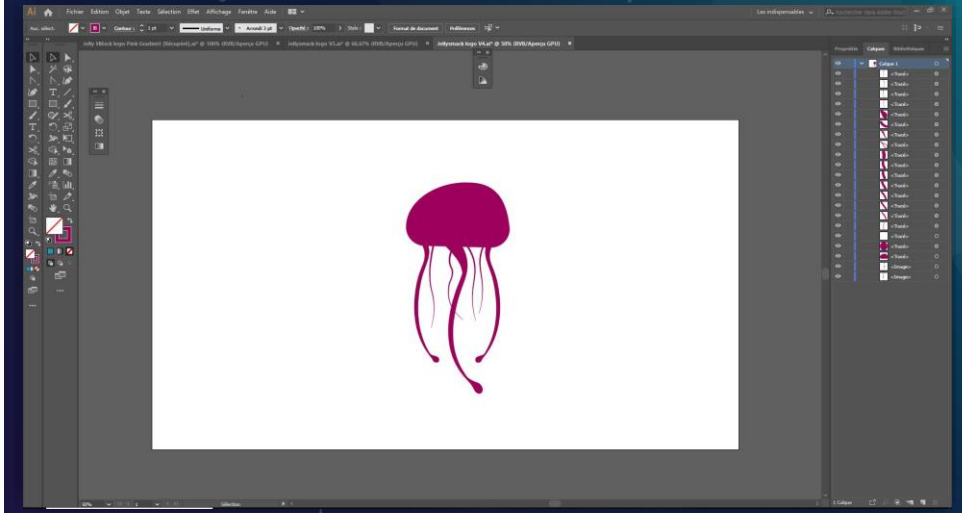


Logo number 2

Look like a Jellyfish & brain



Adobe Illustrator



THANKS!

ANY QUESTIONS?

You can find me at www.julien-aubert.fr & aubertj2@gmail.com

Download my resume➔ here