



**Marie Fiorucci** (she/her)

Design Director

marie.fiorucci@gmail.com

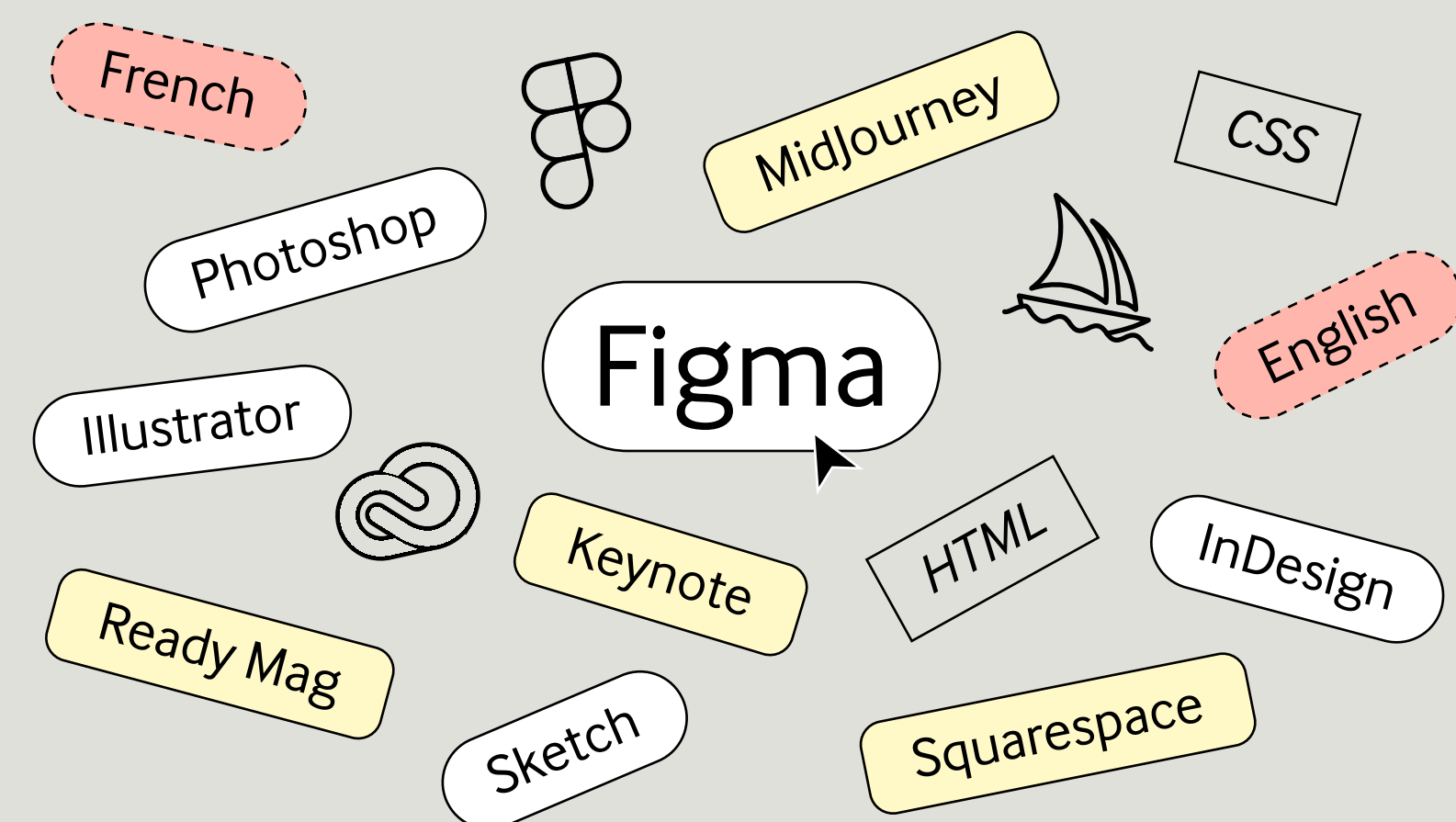
www.mariefiorucci.com

M: 0413 520 972

Melbourne



### Skill Set



### Education & Training

2017

UX Sprint Design training with Pauline Thomas, ex-Google Venture, at Le Laptop, Paris.

2015

Photography training at Objectif Lux, Paris.

2006

Bachelor in Multimedia at Gobelins School, Paris.

2002-2006

Master in Visual Communication at ENSAAMA and École Estienne, Paris.

### Stuff I like

- Chocolate • Nature documentary • Art • Hiking •
- Taskmaster • Yoga • Meditation • David Bowie •
- Gardening • Cats • This American Life • Illustration
- Haruki Murakami • Crafting • David Shrigley

SINCE 2022

### Design Director, Hardhat, Melbourne

Crafting, collaborating, concepting and leading experience and branding projects within an agile environment which includes stand-ups, Kanban, roadmaps, cycle planning, UX research, and design thinking.

#### Digital Experience Design:

- Design lead on large-scale websites including the creation of design systems with the most efficient and relevant set of modules, features, and templates to fit the budget.
- UX research on several projects, including the definition of UX challenges, user interviews, empathy maps, personas, experience maps, and wireframing, as well as collaborating on IA, tree testing, sitemaps, and user tests on websites or prototypes.
- Managing external development teams, preparing and presenting handover, and working with them on QA to deliver above and beyond client expectations.
- Collaborative website audits using usability heuristics, client workshops, content strategy, and content entry (structure, matrix, CMS platforms).

#### Branding & Campaigns:

- Design lead on the creation of logo identities and brand guidelines.
- Collaborate with the creative team on ideas and art direction for campaigns and pitches.
- Create campaign lockups and rollout assets for digital, print, and social media.

#### Leadership:

- Overseeing and guiding freelance contractors as well as a team of in-house designers.
- Client-facing presentations for visionary or ideation workshops and design cycles.
- Working closely with the client service team on roadmaps, timing, phasing, and budget.

#### Clients:

Superhero, TAC, Aussie Broadband, Bupa, Circles.Life, Godfreys, United Energy, Kogan, Carsales, Ventia, Peninsula Hot Springs, Applyflow, Kinetic, Yarra Valley Water.

2018-2021

### Senior Designer, Hardhat, Melbourne

2011-2018

### Freelance Senior Designer, Paris.

Placed in agencies and studios including (but not limited to) Havas, TBWA, DDB, BETC, Babel, Rapp and Backelite as well as select SMB clients.

Media: Web design, art direction, print and logos.

2007-2011

### Senior Designer, Duke Interactive, Paris.

Conception of online advertising campaigns, idea generation, creative concepts and production of print, digital and social media assets, including multilingual websites or campaigns for clients such as Roederer, Levi's, Guerlain, Van Cleef & Arpels, Nike, McDonald's.

2007

### Junior Designer, Leg Agency (Havas Group), Paris.

Creation of logotypes and assets production for campaigns and digital banners.

Main clients: SFR, Medici.tv, Eurostar.

2006-2007

### Intern, CHK Design, London.

6 months internship: logotypes and print assets for exhibitions and festivals