MARISA BARRIÈRE
BRAND & PRODUCT DESIGNER

HELLO@MARISABARRIERE.COM
+336 85 55 30 24

LINKEDIN : MARISA BARRIÈRE
BORN IN FRANCE IN1989

I'm a creative director and interactive designer with over 10 years of agency and in-house experience focused on crafting digital experiences and elevating brands.

Work experience

SINCE 2023

Creative designer - Founder of Murza Studio
Delivering user-engaging products and interfaces that drive growth.

2020-2022

Senior Product Designer at Finalcad — remote
Building scalable and consistent end-to-end experiences for our product eco-system (mobile and desktop apps) while switching from sales-led strategy to product-led growth. Conducting user research, building prototypes then hi-fi designs. Working closely with a small cross-functional team. Developing a vision and contribute to roadmaps with the team. Documenting and maintaining design standards and best practices such as our design system as a guiding framework. Shaping the design culture, particularly about visual design and importance to details. Maintaining brand consistency on all deliverables.

2018-2020

Ui-Ux Co-director at Exoskills — Lyon [FR]
Defined, crafted, and shipped digital solutions for early-stage start-ups or big brands. Specialized in healthcare and new mobilities. Worked on end-to-end design projects, from both brand and interface design.

2014-2018

Digital Art Director Groupe 361°— Lyon [FR]
Crafted and shipped digital advertising campaigns hand-to-hand on team with a copywriter. Built creative concepts, art direction, and visual identities for all digital media (social media, websites, video, or motion). I wrote storyboards or concepts, coordinated photoshoots ...). Mentored two junior visual designers to help them learn design principles (layout, typography ...)

2013-2014

Digital Art Director C2iS — Lyon [FR]
Designed digital experiences, both mobile and web for e-tourism, retail, and resorts. Clients : Courchevel, Val Thorens, ...

2012-2014

Freelance webdesigner
Designed websites, emailings, created banners or Flash animations in ActionScript 2 & 3

Education

| 2022 | Google UX Certificate |
| | Google |

| 2021 | Design Thinking : The Beginner's Guide |
| | The Interaction Design Foundation |

| 2017 | Professional photography fundamentals |
| | Gobelins, Ecole de l'image, Paris |

| 2012 | Master degree in Conception Multimédia [with honors] |
| | Université Lumière Lyon 2, France |

| 2009 | Two year technical degree : BTS Communication Visuelle - Graphisme, Edition, Publicité |
| | La Martinière, Ecole Supérieure de Design, Lyon [FR] |

| 2007 | High School degree in applied arts : Baccalauréat S.T.I Arts Appliqués [with honors] |
| | Lycée Descartes, Cournon - France |

Skills / Stack

■ Interface design, prototyping
Figma ↘ Sketch

■ Visual design, art direction
Adobe Illustrator ↘ Indesign ↘ Photoshop ↘ Lightroom

■
Motion and interaction
Adobe Premiere ↘ After Effects ↘ and Figma

■
Various
Daily use of Slack ↘ Notion ↘ Google Suite ↘ Zoom ↘ Jira & Confluence ↘ Productboard ↘ Loom ...