



## Malcolm Arlaud-Lory

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Visual designer at heart, I made my passion my job.  
I crave clean lines, well-kerned type, and creating harmony  
through intuitive experience and sensible design.

### Experience

#### UI/UX Art Director

**Lunatech**, Chessy Paris Area (2017 – Present)

UI/UX design for customers, across digital platforms, aligned with brand design system and accessibility standards.  
Contributed to content (newsletters, social, video) and internal PoCs.  
Supported pre-sales efforts, RFPs, and custom slides for speakers.  
Collaborated in agile teams and led UX workshops.

#### Digital Art Director

**Freelance**, Chessy Paris Area (2016 – Present)

Branding, UI/UX design, and communication consulting.  
CMS setup, newsletters, social media content.  
Print design and production follow-up of print.  
Visual mapping and street art for cultural events.  
Ongoing training via design and product MOOCs.

#### Web Designer / Art Director

**Delasource** & Captive Studio, Boulogne-Billancourt (2009 – 2016)

UI/UX design and 360 art direction. Developed design systems, interfaces, wireframes, prototypes, and guidelines.  
Managed overall quality and technical integration in agile team.  
Conducted user research (personas, A/B tests, workshops).  
3D modeling for video, Unity games, and event stands.  
Mentored junior designers/interns; sourced freelance talent.

#### Flash Designer

**iMotionTV**, Paris (2008 – 2009)

Designed and maintained Flash WebTVs and motion assets.

### Education

#### Cinema 4D Formation

**Ziggourat** Paris | 2013

#### Multimedia Designer Sup. Diploma

**Efficom** Montrouge | 2009 - 2010

#### University degree Arts & Technology

Université **Panthéon-Sorbonne**  
Paris | 2007 - 2009

#### Literature & Fine Arts Baccalaureate

**Lycée Van Dongen**  
Lagny-Sur-Marne (Paris) | 2007

### Skills & Software

Visual Design  
User Interface Design  
User Experience Design  
Mobile Design (iOS, Android)  
Interaction Design  
Typography  
Prototyping  
User Testing  
Adobe Creative Suite / Figma  
Whimsical / Miro  
Video Editing / Motion / Jitter  
Microsoft Office / Gdocs  
ActionScript 2 & 3.0  
HTML & CSS Basics  
English & German fluent

**All along those experiences I have had the privilege to work with the following brands:**

Orange, Sony, Xerox, Huawei, PSG, HTC, Nokia, Samsung, Pernod, Arte BBC, BNP Arval, Schneider, French Ministry of Foreign Affairs, Le Nouveau Casino, Coca-Cola, Porsche, Audi, Netherlands CCI, as well as small associations, schools and companies...