

MAYSSA BIANCIOTTO

HEAD OF DESIGN



CONTACT

- ☎ + 33 6 12 40 41 19
- 📍 4 Rue Française
75001 Paris - France
- ✉ abmayssa@gmail.com
- 🌐 Mayssa Abinader
- 🌐 www.mayssaabinader.com UPDATING ...

EXPERIENCE

- Present ● **Head of Design - Groupe La Centrale**
Paris, FRANCE
- Oct 2021 ● **Lead Product Designer - Groupe La Centrale**
Paris, FRANCE
La Centrale, Promoneuve, Caradisiac, Mavoiturecash
Strategy, Management, Product Design Web & App ...
- 2021 ● **Lead UX-UI Designer - Unify (Groupe TF1)**
Paris, FRANCE
Marmiton, Aufeminin (DE, ES, FR, IT), Doctissimo &
Beauté Test UX Evangelization, Web & App,
Management & International Design Coordination
Workshops, Web & App full Redesigns...
- 2019 ● **Senior UX-UI Designer - Château de Pommard**
Paris, FRANCE
Strategic Thinking, Design Thinking, User Research,
UX, UI, Branding, Packaging, Communication
Art Direction
- 2018 ● **Digital Art Director - Sqwirl Lab Incubator**
Beirut, LEBANON
UX-UI, Web, App, Design Thinking, Branding,
Community Management, UX Copywriting
Content Creation, Art Direction
- 2017 ● **Art Director - PUBLICIS**
Beirut, LEBANON
360 Campaigns Web & Print
Brand Content, Branding, Web + App Design
Nestlé, Garnier, Jeep, Absolut Vodka [...]
- 2015 ● **Art Director - YOUNG & RUBICAM**
Paris, FRANCE
Art Direction, Communication, Social Media,
Web Rebranding + Catalogues Satellite
Danette, Activia, Babybel, Opel, Satellite [...]
- 2014 ● **Art Director - 38 Management**
Beirut, LEBANON (Freelance)
Art Director and Communication Manager
of *Gaston* (Bar & Restaurant).
- 2013 ● **Copywriter - GREY GROUP MENA**
Doha, QATAR (Freelance)
Copywriting and Art Direction

EDUCATION

- 2015 ● **Sup de Pub, Paris**
Paris, FRANCE
MBA in Creative Business
With Honours
- 2014 ● **Sup de Pub, Paris**
Paris, FRANCE
Masters in Art Direction
- 2013 ● **Académie Libanaise des Beaux-Arts,**
Publicité. Beyrouth, LIBAN
Bachelor in Graphic Design & Advertising
With Honours
- 2010 ● **Lycée Français de Doha, QATAR**
Lycée Bonaparte
Baccalauréat Français- Mention AB
(Sciences Économiques et Sociales)
- 2008 ● **Mission Laïque Française. Lycée Voltaire**
Doha, QATAR
- 2007 ● **Mission Laïque Française.**
Lycée Franco-Libanais, Beyrouth

COMPETITIONS

- 2016 ● **Young Lions Competition**
PUBLICIS Groupe
- 2013 ● **Packaging Contest - UNIDO**
2nd Prize Winner
Best Innovation & Packaging Structure

TOOLS
MY SKILLS
TOOLS

- Sketch
- Zeplin
- InVision
- Photoshop
- Keynote
- G Suite
- Monday
- Figma
- Adobe XD
- Illustrator
- InDesign
- Microsoft Office Suite
- Miro
- Trello

I'll always leave room for more
> > >

DIGITAL
MY SKILLS
DIGITAL

- . Personas
- . User Testing
- . User Research
- . User Journeys
- . Workshops & Brainstormings
- . User Experience
- . User Interface
- . Web & App
- . Prototypes
- . Design Sprints
- . Design Systems
- . Design Thinking
- . Digital Activations & Branded Content
- . Community Management

I will work your "emergency" out so it becomes an opportunity

USEFUL
MY SKILLS
USEFUL

- . Inclusive Design
- . Privacy by Design
- . SEO, Data, Monetization
- . Management
- . Coordination
- . Roadmaps
- . (UX) Copywriting
- . Branding
- . Art Direction
- . 360 Campaigns (Web & Print)

OTHER
MY SKILLS
OTHER

- . Guerilla Marketing
- . OOH Advertising
- . Packaging
- . Typography
- . Print
- . Edition

*I'm a born multi-tasker, I organise chaos and I promise, I will take you there**

*Wherever you want to be

LANGUAGES

- French - Mother Tongue
- English - Fluent
- Arabic - Fluent

OBSESSIONS

- Cats
- Cooking & Baking
- All Plants (except cactuses)

So why don't we meet :)