Louma MASSASSATI
Art director - UI/UX Graphic designer

Experience

2013 to 2018

Co-founder and web & print art director
@Baludik - www.baludik.fr
⦿ *Nantes*

Baludik is an online platform for creating track games. Since its start, the company has ingrained itself on the market of digital and playful visits. My main creations were :

Webdesign :
- Design of the mobile application, with addition and redesign of features ;
- User path definition and design of a track game creation form ;

UI/UX and game interfaces :
- Illustration of simple and complex game interfaces: universe, characters, buttons ;
- Prototype design : web app for creating mobile routes, other game modes, white-label, digital products specific to a customer or an event ;

Management :
- In-house development of a tool allowing me to create game interfaces independently (designed in collaboration with the developer and the project manager) ;
- Drafting of a project's co-creation process with the client's input, from creating the storyline to delivering the game. A schedule and documents were provided at each stage of design ;

Art direction and graphic design :
- Launch the company and create the corporate identity of Baludik and its components ;
- Inside communication : business card, advertising campaigns and tenders, printed documents for tourism exhibition, pictures for social media ;
- Supply of communication kits to customers: flyers, posters, kakemonos, and communication tips for organizing events.

Some clients : Transdev, Gémo, Galerie Lafayette Nantes, Go&Live, 40+ tourism offices, ...

2013 to 2019

Graphic design & Illustrator
Freelance
⦿ *Nantes*

Realization of all types of graphic creations in web and print agencies, for start-ups, associations or directly with the customer.

Agencies (Intuiti, Ponctuation) :
La Mie Caline, Storistes de France, Armor, VM Matériaux, Vorwerk, SPIE, Vinci...

Directly to customers :
Chez tonton (bar), QUB, Allo Mitch, Terre de Sel, Nantes Derby Girls (association)…

Skills

WHAT I CAN DO :

Application design web and mobile	**UX design - Digital product conception**	**UI design - Illustration**
Zoning, tree view, layout	MVP, usertest, customer presentation	Narrative illustration, pictogram, infography

WHAT I USE :

- *For design and video*
Photoshop, Illustrator, InDesign, After Effect

- *To start a project*
A sheet of paper, a pen and a whiteboard.

- *For clickable wireframes and layouts*
Adobe XD, Figma, or anything else

- *Some basic HTML / CSS / JS*
and SVG animation

I CAN SPEAK :

French (native) - English (fluent) - German (learning)

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About me *ENFP*

Curious and dynamic attitude, I'm inspired by all the surrounding images and passionate about digital products.

MY STRENGTHS :
- **Proactive in customer relations**
- **Enthusiastic and creative**
- **Energetic in a team environment**
- **Software-savvy**
- **Always inspired**

Education

2010 - 2014
Art director Degree (RNCP Niveau 1)
AGR l'école de l'image - Nantes, France

Since 2010...
Regular and active participation in digital events
- Hackathon *(Nantes and Paris)*
- Game Dev Afterwork *(Concept, design and game design)*
- Meet up Flupa *(UX Design)*
- Conférences Cantine du Numérique *(Augmented reality, social media, tourism and digital...)*
- Pecha Kucha Night
- Web2day *(2015 and 2016)*
- Start-up week-end (Nantes)

Interests

Play roller derby
Draw, paint and sew
Read graphic novel
Create boards with Pinterest
Learn languages with Duolingo
Make playlists with Spotify
Go to concerts
Visit museums
Eat chocolate
Go to garage sales on sundays