Portfolio

Guillaume Lassiat

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.CREATIV' & MANAGER

With an experience of 14 years in the digital world, I am honored to support SMEs and LC companies in their communication across France and internationally. This is with many BUs and with major economic players, in the finance, legal, automotive, pharmacy, and Hi-Tech industry.

During the last 5 years, I accompanied many companies as a consultant in communication and marketing, or in technical project management support with the AGILE / SCRUM method from the beginning to the end of the communication campaign.

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.CONTENT

In this portfolio, you'll be able to discover the main projects I've been involved. Some of them have been rewarded with communication prizes.

I started my career as a graphic designer & project manager. With time new knowledge was acquired. I always try to keep my previous work experience updated and took care to put it in the DNA of this portfolio.

Please consider for the Production Part (.02) to meet me in order to let me present you further details on each project if you need more details.

.01
MARKETING & COMMUNICATION
06

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PRODUCTION & UX / UI DESIGN
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"If everyone is **moving forward together**, then success takes care of itself."

HENRY FORD

Marketing & Communication
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#GLOBALISATION #STEWARDSHIP

INNOVATION & DIGITALISATION (6)

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YEARBOOK
▸ 2018 ▸ 2017 ▸ 2016
ABOUT CREATING SHARED VALUE
ABOUT
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INNOVATION & DIGITA

CREATIVE & OPTIMISTIC

MARKETING & COMMUNICATION

PART 01

"Overcome extreme stresses and **find new ways to succeed** again and again"

MOTTO NUMBER 1

.KEY FACTS & FIGURES

Following different B2B industries, I master my knowledge by mixing technical expertise and management with different teams around the world, making me relevant for the team I work with.

In several positions and as a freelance, I had the opportunity to report the teamwork to C-Level and Associate. Thanks to a large range of knowledge in the digital industry, the analysis made for the companies

I work with, are precious help in the financial decision linked to the digital solutions provided, from creating a financial asset with the digital solution to the negotiation with communication agencies.

> “Perfection is achieved, not when there is **nothing more to add**, but when there is **nothing left to take away**.”
>
> **ANTOINE DE SAINT EXUPERY**

Team Managment

Report to C-level & Associate
Emotional inteligence behavior
Expertise in various B2B industries
Ability to inbound teams
Global vision of the digital industry

Software Knowledge

Adobe Indesign®
Adobe Photoshop®
Adobe Premier Pro®
Adobe Illustrator®
Adobe After Effect®
Unity®
Sketch®
Exel

Development Skills

Html5
CSS 3
Javascript
Php

14
YEARS OF EXPERIENCE

2
REWARDS FOR CORPORATE COMMUNICATION

360°
WORLDWIDE COMMUNICATION

FOR MAZARS IN

89
COUNTRIES

BIOMERIEUX TRAINING 3D LABORATORY

3D APP DESIGN

.A GENERATION OF TRAINING

Since the Covid-19 pandemic, the B2B industry has evolved, and remote working is nearly everywhere.

Biomerieux contacted me in 2021 in order to design a specific product for the training purposes of their customers.

The context, before the 3D lab, the company needed to send Hi qualified specialists to their customer lab all around the world, costing a lot of money and creating unnecessary CO2 production, due to travel.

In order to find the proper answer to these two specific needs, I suggest the creation of a virtual 3D lab, where trainees will follow a specific path to realize the workflow they must follow.

.AN ULTRA-REALISTIC 3D LAB

The 3D lab is the answer to a year of research and work with the Biologists, Customers, and Tech team in order to make the best solution for the customer's technician train on site. The 3D lab is available everywhere with an online portal, it's a serious game that helps trainees to get the knowledge needed to realize the proper workflow with a good interpretation.

From 10 customers using the solution, each use of the solution reduces the money spent by Biomerieux for the training and has a better ecological impact on the world. The trainees and customers have a positive adoption of the solution and feel it, is more modern and adapted to their schedule organization.

Last but not least, the 3D lab can be adapted for marketing needs and can even become an income for Biomerieux.

.TRAIN PEOPLE AROUND THE WORLD

Biomerieux Digital Training is an evolutive platform, made to train the customer's team around the world with all the needed specifies on site.

.LET'S HAVE FUN BY BEING GREENER

The 3D lab made is a serious game, it's an FPS (First person shooting), that increases adoption by including the player in the process of learning. Instead, of following a PowerPoint in a class, the trainees are now the actor, following instructions and being rewarded (virtually) by the game.

They also can use it next to the product in the lab to fix troubleshooting issues. Do it when they want during the week and even can have a better organization of their planning (without spending all day in class). Or even can come back later in case of need to refresh their knowledge or even in case of turnover to be trained faster to use Biomerieux's products.

MAZARS A WORLDWIDE COMMUNICATION

DESIGN MANAGER GROUP COMMUNICATION

.TRANSFORMATION

How can companies be good corporate citizens?

Mazars firmly believes that a company can only achieve sustainable growth by creating shared value. Using the annual report regulated by the European Commission to improve the international brand image, increased the traffic on the company's website made up of more than 20,000 pages and the adherence of external and internal stakeholders, while improving and facilitating the experience (UI / UX) and orient users to different media where the brand is present.

.CROSS-MEDIA FRAMEWORK

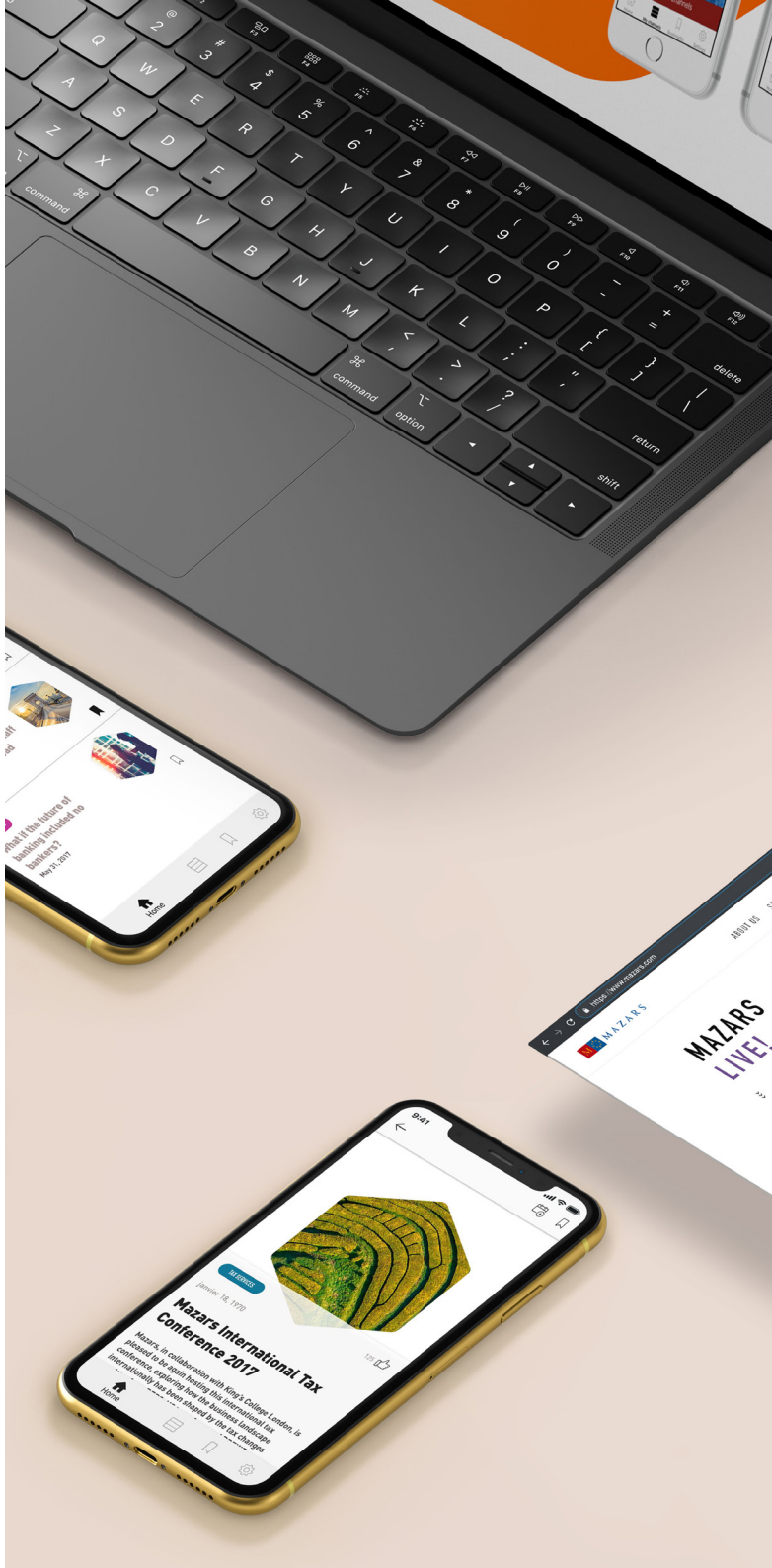
Defined a cross-media framework with ongoing dialogue with all stakeholders through interviews with internal and external experts, CEOs of start-ups of all cultures and generations. The goal was to increase targeted traffic, pointing to the ephemeral #CSV (Creating Shared Value) website.

Created a news mobile app that retrieved the contents of the corporate website, which allowed it to be organized in a more synthetic way- according to news facts.

.MAZARSLIVE!

MazarsLive! is an iOs & Android app available in different stores for free. It retrieves the information published on the corporate website of Mazars, synthesizes the article modules, and pushes it directly into the app according to the level of access.

Ergonomy has been redesigned to facilitate access to information. A dedicated Dashboard has been designed to know in detail the quality and the kind of traffic according to the habits of the users, via a system of charts and advanced data graphics.



.PRESS & AWARDS

Mazars, a leading company in the French audit, is the result of a special history that is based on strong and differentiating values. For the last three years, the firm has wanted to highlight its mission of scouting on the topic of shared value. To this end, the firm has launched the campaign «Creating Shared Value by Mazars» the magazine Strategies in Paris and a second the Digital Communication Award in Berlin.

The #CSV website was a satellite website created to host articles and redirect traffic to the corporate website of Mazars (at this time) by highlighting flagship articles. It has been designed to facilitate its use on both mobile and desktop, to know the progress of the reading level by becoming accustomed to new user practices. In 2019 the Design #CSV campaign has become the graphic reference for Mazars websites for 89 countries around the world.

Stratégies Magazine event in Paris, where #CSV campaign earned the silver award for external communication multi-canal

BLUE OCEAN SAILING

LUXURY BRANDING

.CREATE SCALABILITY

Blue Ocean Sailing is a team of enthusiasts, available to provide you with an unforgettable vacation on board a Sunreef 50 Catamaran. I created for Blue Ocean Sailing a complete brand image, an e-market website in order to book online and all the advertisements needed.

HIGH QUALITY BRANDING

Created the brand image of the company, with high-quality standards, from the mood board to the final advertisement. All details are counted from the beginning as the logo will be present everywhere as in a Palace. The customers will have to feel the presence of the brand discretely in order to link the brand to the experience they are living.

.STRATEGY

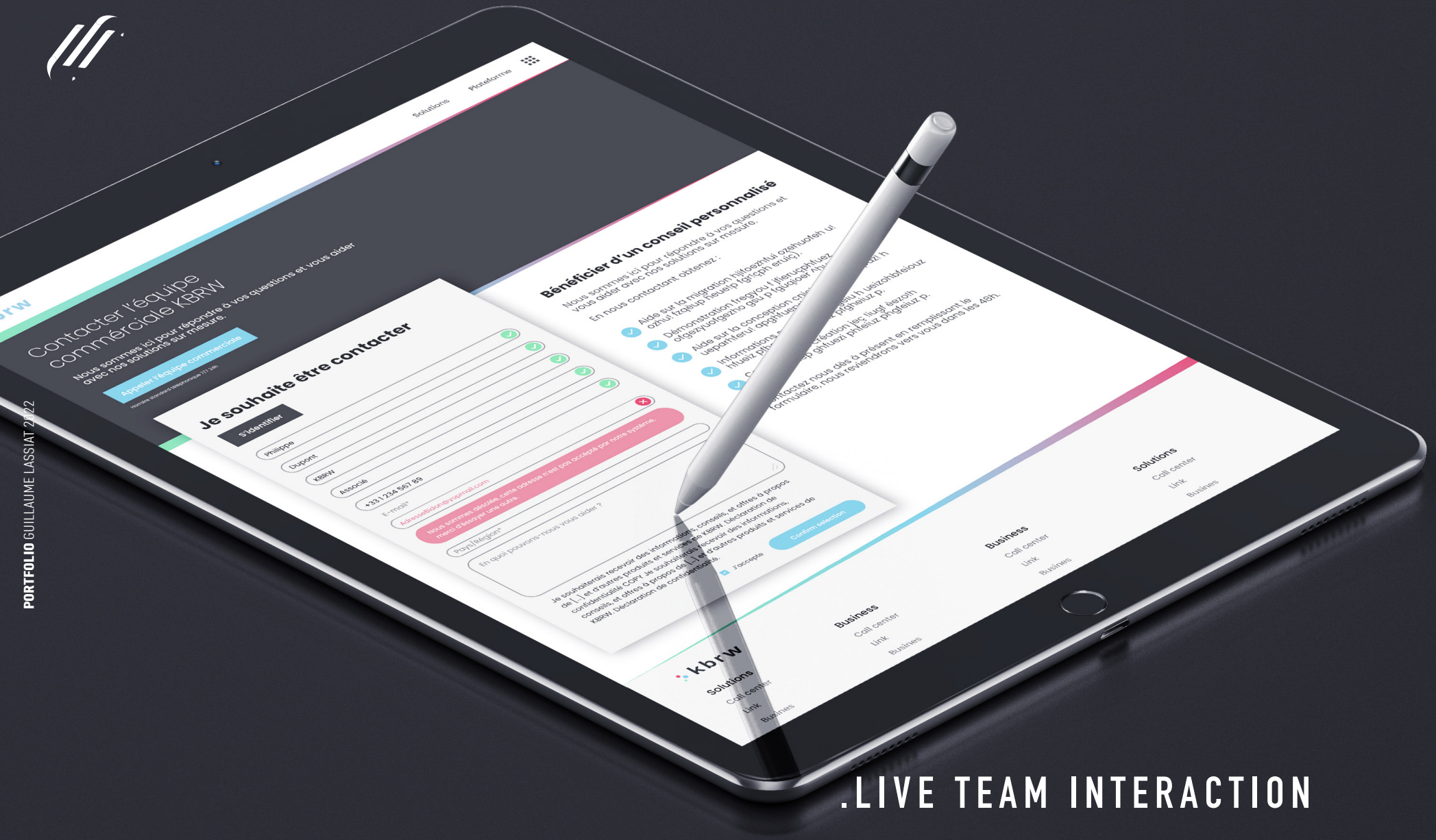
Defined a cross-media framework with ongoing dialogue with all company associates, structured the web strategy, and train them to use a proper way to dialog with a brand new community. The goal was to increase targeted traffic in order to book a luxury cruise in the Caribbean, pointing to the main website. Created all the advertisements animated and printed (web and magazine full page).

KBRW FRESH BRANDING

RE-BRANDING

.REBRANDING PROCESS

A company that counts on the market must evolve and upgrade its brand image after a few years. For several companies, I conduct high-quality rebranding processes that respect the history and principles of the company. Taking the time to analyze specific markets and apply design rules in order to keep the continuity of the strategy made.



.LIVE TEAM INTERACTION

In the process of rebranding, live interaction with internal teams is essential. During production in order to save time and avoid unneeded hassle with operational teams. It helps as well to communicate best practices and show up-to-date solutions.

.DEPLOYMENT

Finally, deployment is the key period, a good plan is what can make a real difference. In order to succeed in all communication launches, the full-time presence before and during with the proper interlocutors and adapting the message or the tools to the present moment is the key to success.

PORTFOLIO GUILLAUME LASSIAT 2022

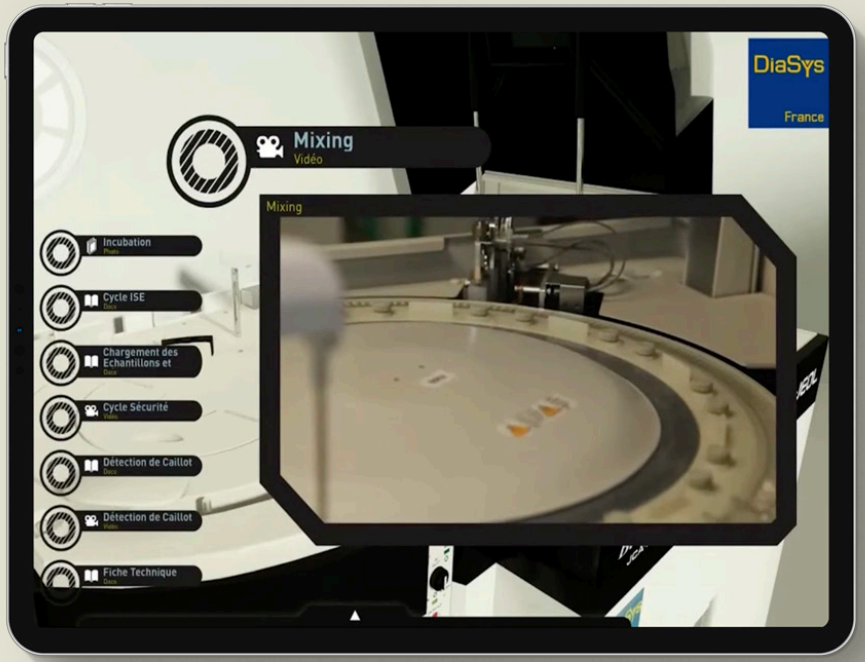
DIASYS VIRTUAL SHOWROOM

3D APP DESIGN

.ANSWER TO A LOGISTICS PROBLEM BY PROVIDING A PLAYFUL USER JOURNEY

Designed a digital solution that allowed a 3D interactive journey of different biological laboratories, including the Diasys suite of analytical devices.

Created an intuitive, efficient user experience, and allowed the application to be deployed on the exhibition touch screen as well as on the laptops of sales teams. Condensed a large amount of technical data, videos, and photos through the app.



.TRAINING

The Diasys App was used to train customers, more than just a virtual showroom the 3D journey could be used to show the best practice.

.VIRTUAL SHOWROOM

The 3D Showroom was the perfect solution to reduce the logistic cost for participate in international exhibitions. Moreover, this modern way to communicate was appreciated by the customers.

UI / UX DESIGN AND ADAPTIVE 3D ENVIRONMENT

This included documentation in different formats, images, videos to train customers, a 3D view of the device, and PDF technical documentation. An iconography was created to make access to the content quick and intuitive. Finally, to make the user experience even more comfortable, specific attention has been given to the animation and the visual hierarchy of the screen during the consultation of the content.

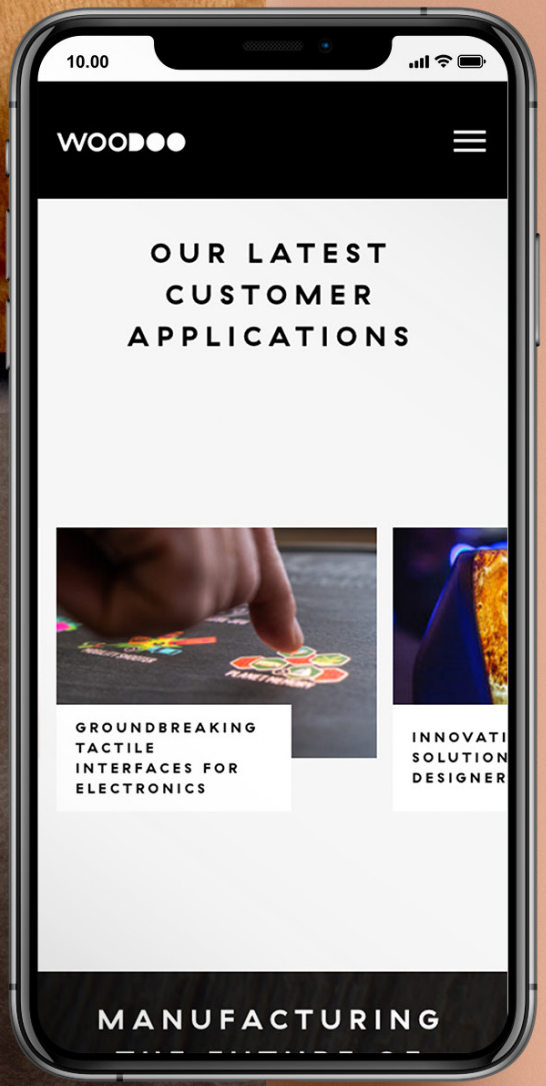
A user path has also been designed to provide a logical order in the consultation of the different contents. This one allows consulting four separate laboratories, answering the problems of the different analyzes laboratories, and showing them the solution answering the best to their needs. In addition, for customers already familiar with the entire range of the brand, a menu provides direct access to the desired products.

Finally, the reduction of products send to international fairs around the world reduces drastically the amount of CO2 produced by transportation.

CREATIVE & OPTIMISTIC COMMUNICATION

PRODUCTION & UI/UX DESIGN

PART 02



"Keep in mind that the **greatest successes** are yet to come"

MOTTO NUMBER 2

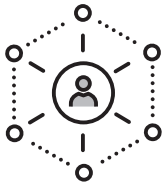
GAMIFICATION IMPROVES ADOPTION

The gamification techniques used through websites or applications aim to exploit the natural desires of users in terms of socialization, learning, mastery, competition, achievement, status, personal expression, altruism or closure, or just their reaction to the formulation of a situation.

Early game strategies use rewards for players who perform the desired tasks or compete to engage users. Reward types can include points, badges or levels of achievement, filling a progress bar, or providing a virtual currency to the user. Making rewards for accomplishing tasks visible to other users or providing league tables are ways to encourage users to compete.

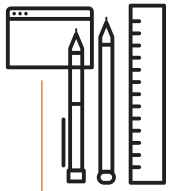
I USER RESEARCH

From the creation of personas to the contextual behavioral studies through the principles of Neuro-ergonomics and Gamification.



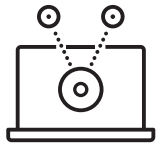
II WIREFRAMING

Describe in a practical way the user paths, the associated gamification actions and structure.



III ANIMATE DESIGN

Create the storyoards of the animated elements according to the actions of the user during their journey.

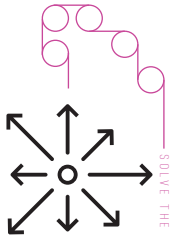


IV PROTYPE

Realization of all the graphic elements to obtain a functional prototype, prepare Mock-Ups.

V USER TEST

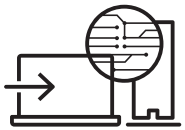
User test in controlled environment and in real situation. Identify and troublshoot UX problems.



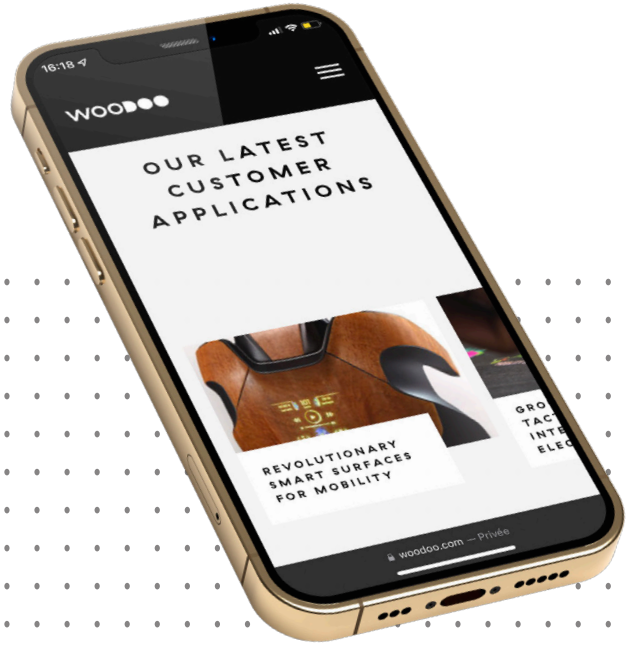
SOLVE THE UNEXPECTED

IV IMPLEMENTATION

Send the final design for implementation, in close link with the developers.



NEURO-ERGONOMICS A MORE PSYCHOLOGICAL AND EFFECTIVE APPROACH TO DESIGN



Neuroergonomics is the application of neuroscience theories after ergonomics tools. Traditional ergonomics research relies heavily on the psychology of human factors to explain concepts such as human reliability, and context-specific behaviors.

Neuroergonomics explains these same phenomena by resorting to biological explanations, also based on cerebral function, as simple sometimes as colors, shapes, the position of buttons...
This aiming for greater efficiency of the operator/system, based on current and emerging knowledge in this field. It allows the adaptation of technologies to human capabilities and limitations so that the user can use an application more efficiently. Allowing to design of products adapted to human cognitive functioning while improving the training process of future users.

My UI / UX Design approach is to solve the problems encountered by users by accurately analyzing their habits according to the content; and then leading them into a captivating, effective, and playful user experience by applying neuro-ergonomic techniques and gamification. I am also proficient in all process aspects of graphic, fixed, and animated content production.

IS FOR SUSTAINABLE FUTURE BY DIGITALIZATION B2B INDUSTRY

On the inclusion of sustainability and digitalization in quality management. The expectations for Information and Communication Technology to tackle climate change are massive, but the successful implementation could also improve life quality in the B2B industry by making the right choices.

Several examples from the projects I've been working on are demonstrating economically and ecologically great success on the return of investment (ROI).

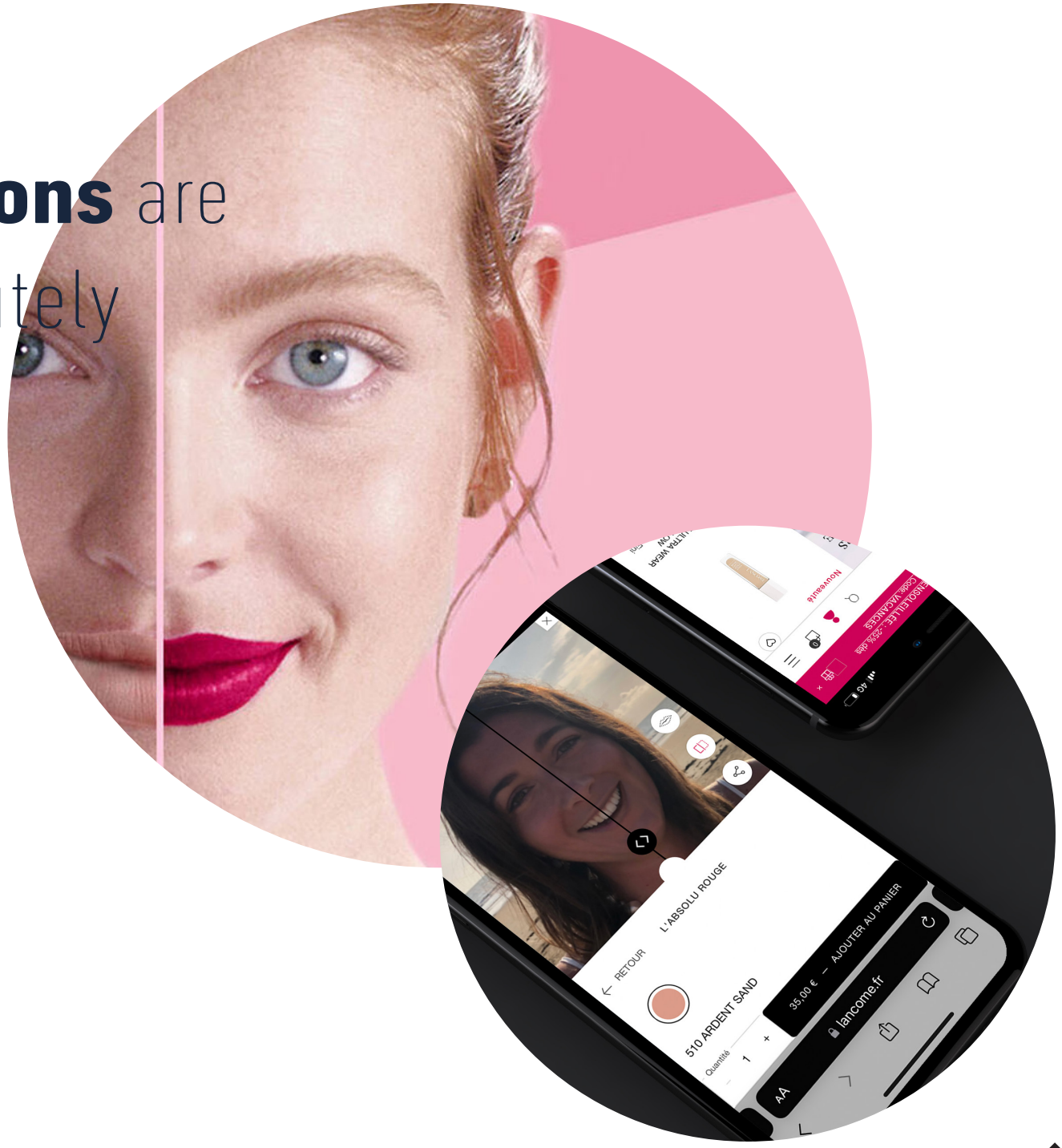
Diasys & Biomerieux projects, for instance, permit the reduction of the CO2 emission of the company by reducing the number of products transferred for international fairs and the need to travel of trainers. Reducing the logistic and travel cost for the companies. The future we all expect, needs good use of digitalization and will make a difference.

LANCÔME VIRTUAL SIMULATOR

UX DESIGN

“ **High expectations** are the key to absolutely **everything** ”

SAM WALTON



.THE BEAUTY OF TECHNOLOGY

In 2019, I've been working for Publicis Luxe, and was in charge of the UX Design of the new Lancôme website and innovative «Virtual Try». This project was challenging by the number of products to include in a camera mode.

ROLLS ROYCE SPIRIT OF INNOVATION

APP & GAME DESIGN

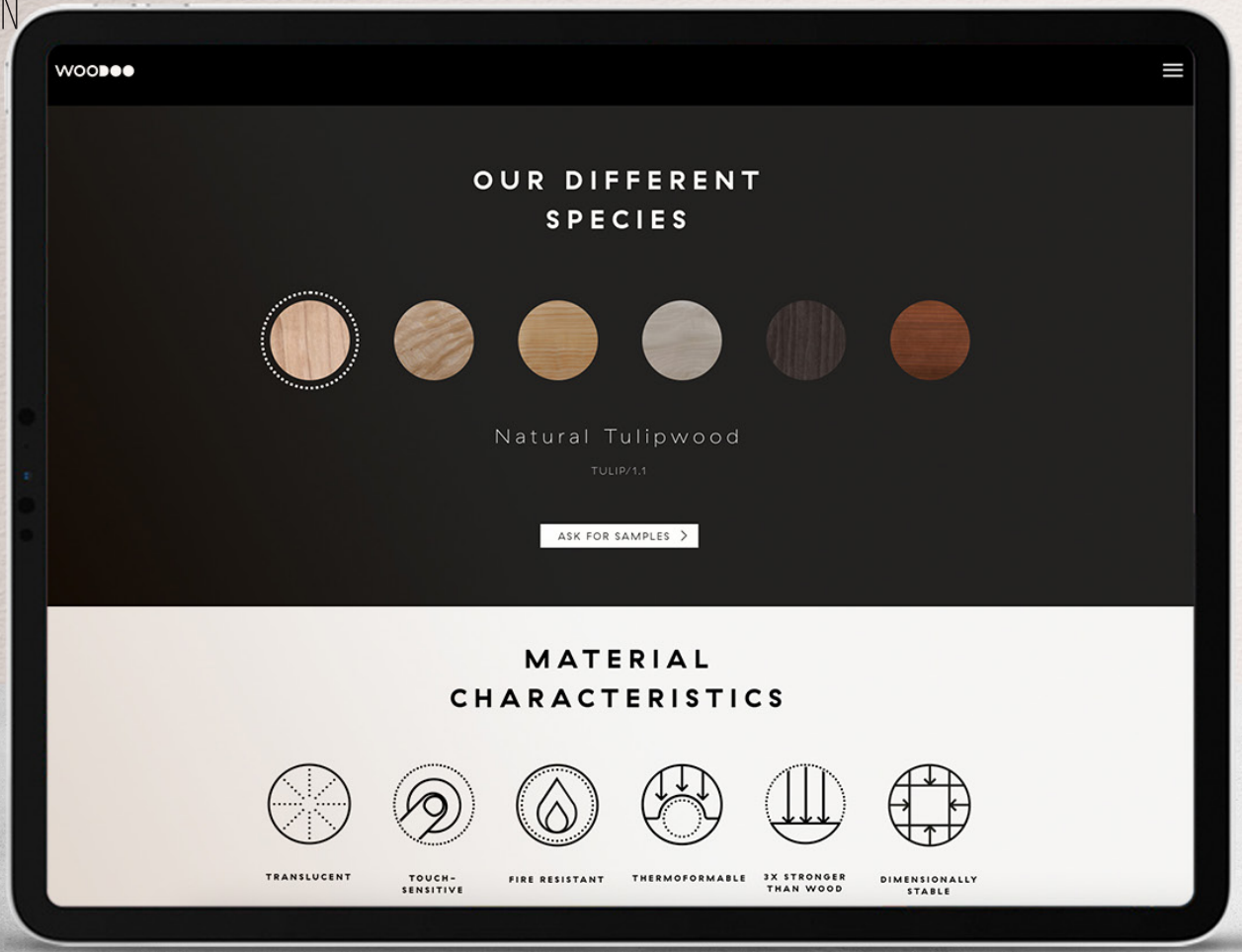
.TRUST IN INNOVATION

Spirit of Innovation is the name of the fastest electric airplane made by Rolls Royce, a piece of innovation.

For this project, we create a 3D Journey to present the specifications in ten steps of the airplane. The 3D showroom is working on multi-device (such as Desktop and smartphones)

WOODOO
AUGMENTED WOOD

UI / UX DESIGN



.FOLLOWING THE GOOD VALUES

Woodoo is an innovative carbon-efficient materials company. Which strives to change the world by enabling its transition to sustainable solutions, present to the CES 2021 / 2022. I was in charge of the Art Direction & UX/UI Design of the brand new website.

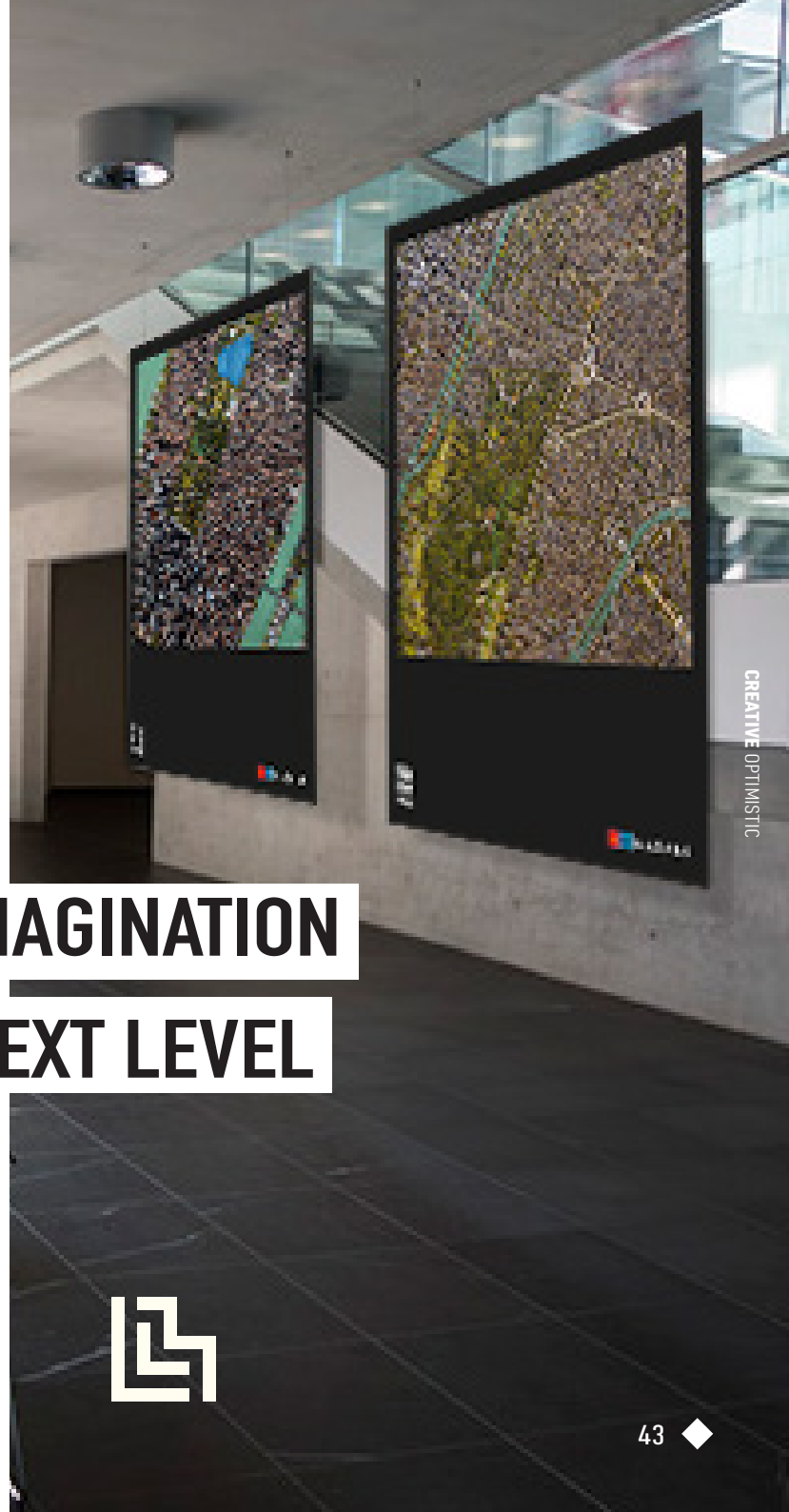
URBANITY BY MAZARS

BRANDING & TYPOGRAPHY

.SHARE VALUE WITH ART

Present today in nearly 300 cities all over the world, Mazars believes in creating shared value, or in the interdependency between businesses and the communities to which they are connected. Mazars worked with the Artist Dominique Emard who created 80 paintings. I was in charge around these Art pieces to create a complete brand image as logos, documents, games, puzzles, and even a full fictive alphabet.

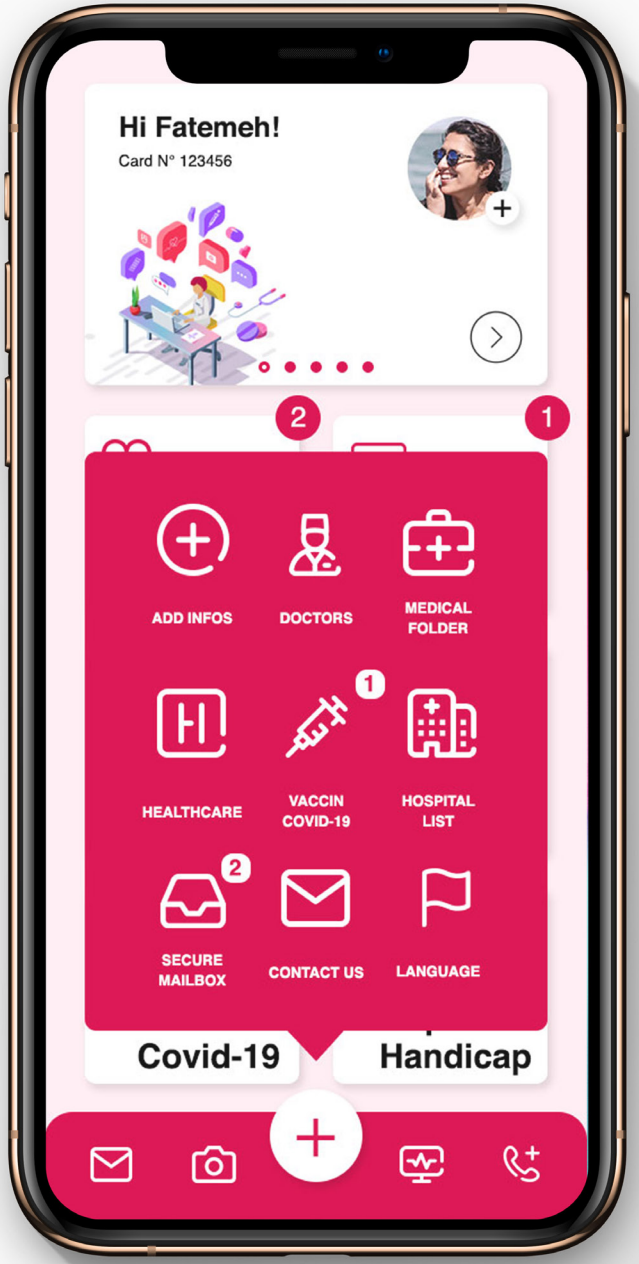
Discover more : https://www.mazars.com/Home/About-us/News-publications-and-media/Latest-news/Urbanity-by-Mazars



BRING IMAGINATION TO THE NEXT LEVEL

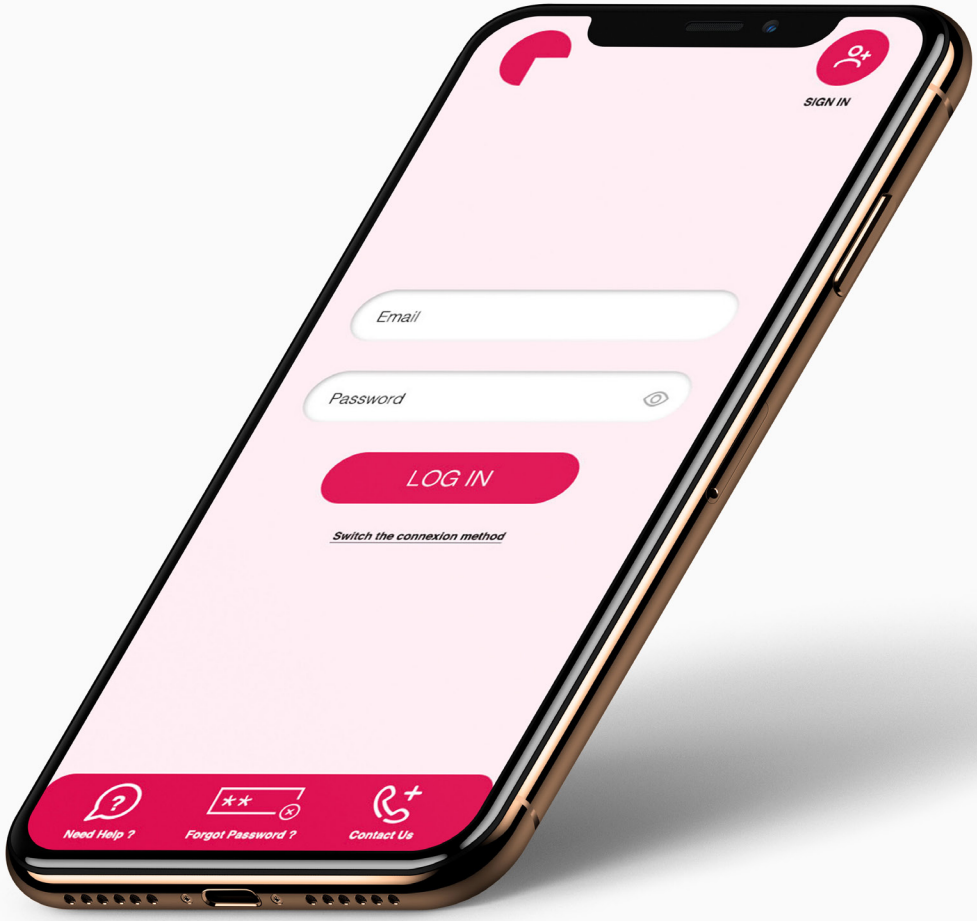
MUTUELLE DE SANTÉ SUISSE

UI / UX DESIGN



.A PANDEMIC NEW HABBITS

During the Covid-19 pandemic, I've been contacted by a Health Insurance to rethink one of their global health portals. My focus on the UX-Design aspect was to find the best and easier way for seniors to be able to get information as easy as possible.



WORLD IS A VILLAGE

EDITOR & PHOTOGRAPHER

.A WORLD TO DISCOVER

World is a village is a personal project, started in 2009. The concept is simple, show the world with photography and try to share the beauty of the different cultures I've been lucky to meet during this travel.

As of 2022, a little community of 500 people and 7 books are available all for free to download.

Come discover on : www.worldisavillage.xyz

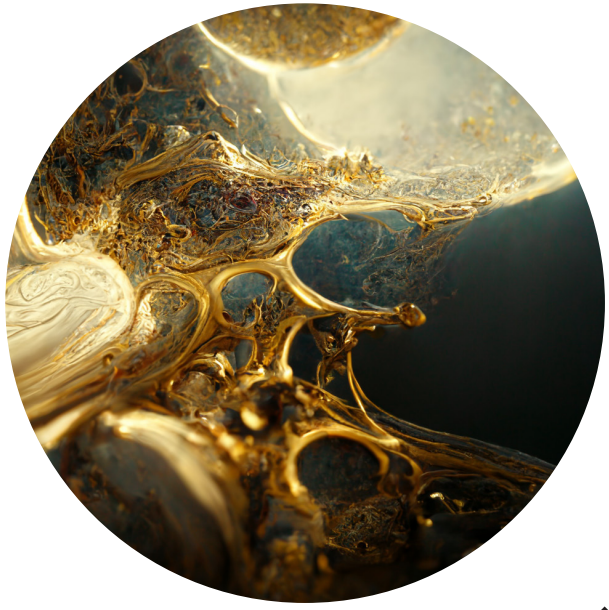
DIGITAL ART DRIVEN BY IMAGINATION

DESIGN & ARTIFICIAL INTELLIGENCE

.ARTIFICIAL INTELLIGENCE & DESIGN

All the images you will see from here are my productions entirely generated by code with Artificial Intelligence (AI). When master the code the only limit is your imagination (and vocabulary). Imagine you learned how to use a typewriter and someone show you a computer connected to the Internet. That's the revolution I'm speaking about. A new paradigm where all is yet to build.

Discover more : https://www.instagram.com/spirit.of.innovation/



“Our imagination is the only limit to what we can hope to have in the future.”
CHARLES KETTERING

.THE PERFECT PRODUCTION TOOL

For a few years Artificial Intelligence has made a huge move in our way to create, develop, and work. Naturally, when the technology came to a good standard, I decided to adopt it in my production. Making production, faster, cheaper, and even better.

GUILLAUME LASSIAT

EMOTION DIGITAL CREATIVE

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