



Paul Mauduit

14 impasse des comtesses 28000 Chartres - France
paul.mauduit@protonmail.com
+33 (0)6 42 95 93 61

Français - né le 5 mai 1986
Permis de conduire B
paul-mauduit
www.paulmauduit.com



Current Position : Lead visual designer at Bfor Bank

2010 : Graduate from Strate, école de design

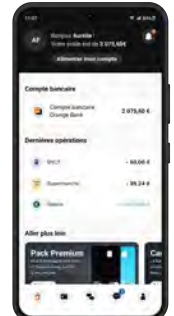


April 2022 - December 2023
Head of Design at Orange Bank

As Head of Design, I'm in charged to set-up all the design strategy with my international team of different designers for all our digital touchpoints in several verticals:

- Product Design
- Graphical Design
- Design Research
- Design Delivery
- Design Anticipation

I am also in charge to build and support the CX Strategy by design. What does that mean ?
First to built an international team within Spanish and French designers in order to support the Main Bank project "Onebank". This project is to merged the 2 Bank (French and Spanish one) in one single bank for the European market. The same portofolio within the same assets plus all specific products regarding each market.
Be such in this position is also a way to "evangelized" the design and push it on front. Everyday, it is necessary to explain that design is not only about delievry but also to explore all areas that we are engaged with the customer. Our brand Ton of voice and Visual guideline is currently redesigned throughout my team.



www.orangebank.fr/
www.orangebank.es/

Needed Skills

Design, Visual Design, Management, Design Management, Strategy, Branding, UX / UI, Figma, Research, Design System, Trello / Jira / confluence, Design driven by data, Product, Graphical Design



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Past Experiences at **Orange XDLAB (Experience Design Lab)** - Duration: 8 years and 6 months



Designer, working on Digital applications and others digital Projects at XDLAB

Designer, working on Digital applications and several Smartcity projects

Application 3018 : <https://e-enfance.org/app3018/>

Nov 2021 - March 2022



Lead Designer of My Orange app at XDLAB (EU and MEA Business Units)

Jan 2020 – Nov 2021

Location XDLAB at Orange Garden

2 Design awards achieved :

. Janus de l'expérience digitale 2021

. Red Dot design award 2021



reddot winner 2021
interface design

Designer in charge of the EU version of My Orange app at XDLAB

Apr 2017 – Jan 2020

Employment Duration 2 yrs 10 months

Location XDLAB at Orange Gardens

Designer at XDLAB - EXPERIENCE DESIGN LAB

Sep 2015 – Apr 2017

Location Orange Gardens - Chatillon Technocentre

Formal Design & User Experience Department (D&U)

Operational Design of My Orange Selfcare app for EU footprint

Consistency across all Touchpoints related to Customer Relationship



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VIE - Orange D&U (Former XDLAB entity)

VIE - (Volontariat international en Entreprise)

UX / UI Designer for AMEA market & Lead Design Manager at Amman Technocenter

Dates Employed Nov 2013 – Sep 2015

Employment Duration 1 yr 11 months

Location Amman Area, Jordan

Design all Products and Services about User Experience / User Interface / Cognitive Ergonomics / IHM for AMEA zone at Amman Technocenter

Past experiences

Panasonic Designer - Design Thinking

Dates Employed Oct 2012 – Mar 2013

Employment Duration 6 mos

Location Langen - Frankfurt Am Main Area - Germany

Worked into the Internal Concept Innovation Team at Panasonic R&D Center Germany, to create and develop new product, service and concepts. Our interdisciplinary team worked using human-centered design tools to identify needs that we could answer, ideate on possible (or sometimes what may seem impossible) solutions to be taken on the market.



Designer - Illustrateur 3D

Oct 2011 - Jun 2012 (9 months)

Location Paris - France

Modelling and Rendering 3D images for the agency (Gaumont Pathé, Terrazas-LVMH, Hôtels Accords).

Worked on SketchUp and C4D



Hasso Plattner Institute of Design at Stanford (d.School) / ENPC les Ponts Paris tech

Oct 2010 - Oct 2011 (1 year 1 month)

International program at Stanford University California / ENPC Paris and partnership with HPI in Postdam

Working on a corporate project commissioned by EADS to design the "AIRPORT OF THE FUTURE" for the year 2040, with a focus on reinventing the passenger experience.



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Past experiences as Trainee designer



Signage Designer - Intern

Modulex A/S Modulex A/S Apr 2010 - Sep 2010 · 6 mos Apr 2010 - Sep 2010 · 6 mos Paris - Billund

Production and both conception in Paris and Billund (Modulex Factory) in Denmark with execution of 6 news range of Shapes for Architectural Signage.



Product Design Intern

ST DUPONT Sep 2008 - Feb 2009 · 6 months Sep 2008 - Feb 2009 · 6 mois - Paris, France

Products design, conception and execution : writing instruments, emblematic lighter of the brand and smoking accessories; New range of pens and lighters [of exceptional goldsmithing] for the Premium Collection, prospective on interactive technology products

Some Personal skills

Father of 2 sons

Sport

Trails

Biking

Hiking

Painting

Watercolors

Sketching

History

Design

Architecture

Recommendations

Jérôme Péchinot

Directeur Experience Client et Digital chez Verisure - pechinot@gmail.com

"J'ai eu le plaisir d'être le manager de Paul chez Orange Bank pendant près de trois ans. Paul est un professionnel exceptionnel, à la fois avenant et très bon communicant en français/anglais. En tant que Head of Design, il a démontré une expertise remarquable en management et bien entendu en design, tant en UX qu'en UI. Son enthousiasme, sa détermination et sa créativité débordante ont été des atouts majeurs pour l'équipe et l'entreprise. Nous avons pu intégralement repenser notre application mobile, qui est devenue un véritable succès via les usages et les commentaires des clients. Je recommande vivement Paul pour toute opportunité dans le domaine du design, car il saura apporter une valeur ajoutée significative à toute organisation"

Hervé Brucker

Directeur Marketing, communication Experience client chez Orange Bank - herve@bruckernet.com

"Paul a rejoint mes équipes pour manager l'équipe Design incluant UX et UI. Il a pu travailler sur des projets passionnants avec de gros défis et de grosses ambitions : recruter des talents en interne en France, en Espagne mais aussi des consultants externes... Il a su relever les challenges et construire autour de lui une équipe internationale d'experts motivés et engagés. Je suis fier du travail de l'équipe notamment la refonte complète du site, un upgrade de l'App... Résultats : nous avons amélioré notablement les KPIs image, satisfaction client, taux de conversion, accessibilité..."