

Visual  
Communications &  
Experience  
Design

Sébastien Derenoncourt

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A portrait of Sébastien Derenoncourt, a man with a beard and glasses, wearing an orange sweater, smiling. The background is a bright orange wall with a green curtain.

# About

## Sébastien Derenoncourt

Design Thinking focused, creative solutions driven, UX, IxD, Visual, Brand & Product Director with a 20+ year career spearheading and overseeing the creative and strategic direction of influential, award-winning global interactive properties, eCommerce businesses, online publishing concerns, Mobile & Social products and advertising strategies.

- ▶ An astute and critical mind for creative leadership, with respected team leadership skills and an award-winning design sensibility.
- ▶ Progressive expertise in multidisciplinary interactive roles, including large-scale web and user experience design initiatives, branding, marketing, ecommerce, print design & production, animation, video and photography
- ▶ Effortlessly marry business goals, marketing benchmarks, and real-world user needs to create successful project designs.
- ▶ Expertise leading all stages of software development, systems implementation, and integration initiatives, from requirements definition and needs gathering to overseeing concepting and design, development, implementation, and support.
- ▶ Solid understanding of numerous business and development arenas, enabling direct and precise coordination with cross-functional departments as well as executive management.
- ▶ Experience in a wide range of environments from start-up to global agencies, with a tendency to thrive and innovate in dynamic, fast-paced environments.
- ▶ A proven educator and strategic thinker, with success maximizing the creative potential of design and user experience teams using industry leading design methodologies.

# QUALIFICATIONS PROFILE

## SKILLS & KNOWLEDGE

- ▶ UX, IxD, UI (User Experience, Interaction Design, User Interface Design)
- ▶ Art Direction (Visual Direction)
- ▶ Corporate & Brand Identity Development
- ▶ Video pre, post & production
- ▶ Audio production and post
- ▶ UX & IxD Research & Analysis
- ▶ Participatory Design Workshops
- ▶ Product & Service Usability & Heuristic Reviews
- ▶ Viral & Social Media Advertising strategy

## CREATIVE CRAFTS & METHODS

- ▶ Video, Animation & Motion Graphics
- ▶ Digital & Film Photography
- ▶ Digital Compositing & Illustration
- ▶ Graphic Design & Typography
- ▶ Painting, Printmaking & Drawing

## TECHNICAL EXPERIENCE

- ▶ Platforms: MacOS, Windows, Linux, Unix
- ▶ Video: Premiere, After Effects, Final Cut Pro, DaVinci Resolve, Various Analogue systems & super 8 and 16mm film
- ▶ Audio: Logic Pro, Audition, Ableton Live, Various Analogue systems
- ▶ Photography: Photoshop, Lightroom, Capture one pro, 35 and medium format analogue
- ▶ Animation: Cinema 4D, Maya, Adobe Animate
- ▶ Dev: Web stack (HTML/CSS/Javascript/php), Hardware (Processing, Python, Arduino, Pie)

- ▶ Ux/IxD/UI/Graphic Design: Sketch App, Visio, Axure, Adobe Creative Suite, Figma
- ▶ Cameras: DSLR, Mirrorless & Cine cameras by Canon, Nikon, Sony & Panasonic
- ▶ Audio Production: Zoom & Tascam SSRs, Sennheizer, Rode, Shure equipment

## EDUCATION & TEACHING

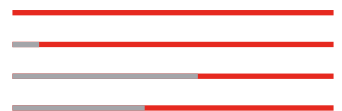
- ▶ Video Education & Theory
- ▶ Design Education & Theory
- ▶ Web, Internet and interactive Education & Theory

## BUSINESS METHODOLOGIES

- ▶ B2B & B2C product, strategy, Planning & Design
- ▶ Brand Research & Development
- ▶ Creative Management
- ▶ Business Process & Service design
- ▶ Marketing Strategy & Development
- ▶ E-Commerce Site Strategy & Design
- ▶ Online Publishing Strategy, Planning & Deployment

## LANGUAGES

English  
French  
Spanish  
Creole



# Resume

## Professional Experience

2014-ongoing *Independent Creative Consultant*  
Various Clients, Greater Philadelphia Area

2012-2014 *Senior Creative Consultant*  
Electronic Ink, Philadelphia, PA

2011-2012 *Art Director*  
Rosetta, Princeton, NJ

2011 *Art Director*  
NBCSports, Philadelphia, Pa

2010-2011 *Senior Designer*  
GreeneTweed, Landsdale, Pa

*Associate Creative Director*  
Boombox Nyc, New York, Ny

*Art Director*  
Barnes & Noble Online, New York, Ny

*Art Director*  
Nition, New York, Ny

*Creative Director/Principal*  
SD/SMALLD, New York, NY

*Independent Creative Consultant*  
Various Clients, New York, Ny

*Art Director / Senior Designer*  
Community Connect Inc, New York, Ny

*Senior Designer*  
FUNNY GARBAGE, New York, NY

*Senior Designer*  
HOMEARTS/WOMEN.COM NETWORKS, New York, NY

*Senior Designer*  
HEARST PUBLISHING, New York, NY

*Senior Designer*  
MCCANN ERICKSON INTERACTIVE,  
New York, NY

## Higher Education Experience

2022 - ongoing *Adjunct Professor*  
University of Pennsylvania: School of Design,  
Philadelphia, PA

2023 *Adjunct Professor*  
Rutgers University, Camden: Department of Art &  
Design, Camden, NJ

2021- 2023 *Adjunct Professor*  
Moore College of Art and Design  
Philadelphia, PA

2019-2022 *Lecturer & TA*  
University of Delaware, Department of Art & Design  
Newark, DE

2014-2019 *Lecturer*  
University of Pennsylvania: School of Design,  
Philadelphia, PA

2015-2016 *Instructor*  
University of The Arts, Philadelphia, PA

## Education

### *Undergraduate Fine Arts*

The School of the Art Institute of Chicago  
Chicago, IL  
Painting, Photography, Art and Technology (New  
Media/Video/Sound/Performance)

### 2019-2022 *Masters Fine Arts*

University of Delaware  
Newark, DE  
New Media/Video/Sound Installation

### Recognitions:

2019-2020 & 2020-2021 *UD School of Art & Sciences*  
Dean's Graduate Scholar Awards

2021-2022 *UD School of Art & Sciences,*  
*UD Centre for Material Culture Studies*  
Think Thank EcoMaterialism Graduate Fellow.

2021 *UD College of Arts & Sciences*  
Research Travel Grant: Project "Finding Clotilda"

### Certifications & Accreditations:

2020-2022 *University of Delaware Cooperative*  
*Extension,*  
Delaware Master Naturalist Certification

## Detailed Experience

### *2014-ongoing Independent Creative Consultant*

#### **Various Clients, The Greater Philadelphia Area**

Provide full-service UX/UI/IxD, Art Direction, Interactive Design, and Graphic Design for a variety of clients in demanding, audience-facing arts, Pharma, Medical and publishing environments.

#### 2018-2019 *Ux/IxD Consultant*

##### **Penn Medicine Center For Digital Health, Philadelphia, PA**

MOHS Department of Dermatology, skin cancer monitoring project

Art Direction , UI & IxD: Design, Direction and Creation of detailed mock-ups, prototypes and style guides for Android and IOS, Skin Cancer Tracking Mobile Application.

#### 2016-2022 *Brand Consultant*

##### **WhiskeyTit Publishing, Hancock VT**

Creating, designing and systematizing independent publishers corporate identity system, and branding direction; establishing future product direction, creating marketing material guidelines, and systematizing tone and visual language of the company

#### 2019-2024 *Art Director*

##### **WhiskeyTit Publishing, Hancock VT**

Creating, designing and producing a number of book covers for this independent publisher

#### 2023 *Brand Consultant*

##### **DVMS Veterinary Mobile Surgery,**

Creating, designing and producing a corporate identity for this small mobile veterinary startup

### *2013-2014 Senior Creative Consultant*

#### **Electronic Ink, Philadelphia, PA**

**User Experience:** Creating wireframes, system flows, SiteMaps, and other UX documents for projects such as corporate intranets, mobile apps, web sites and desktop applications.

**Usability:** User research and testing and Site/Application usability surveys

**Business Process Engineering:** Analysis and surveys of corporate workflows and processes using the design thinking methodologies to create detailed data visualizations of organizational/team/project/logistics and industrial processes, creating past/current/future state diagrams and models

**Art Direction:** Creation of detailed mood boards, mock-ups, prototypes and style guides for Web/Mobile/desktop and environmental projects. Leading team meetings and presentations to client stakeholders.

### *2012-2013 Art Director*

#### **Rosetta, Princeton, NJ**

**Art Direction:** Creation of detailed visual mock-ups, visual prototypes and style guides for Pharmaceutical Marketing/Advertising agency for clients such as Allergan and Bristol-Myers Squibb. Projects were iPad sales/marketing apps; web sites and mobile web sites.

### *2011-2012 Art Director*

#### **NbcSports, Philadelphia, PA**

**Art Direction:** Creation of detailed, visual mock-ups, and visual prototypes for the online presence of the national television network. Created Flash banners for news and entertainment web sites.

Created campaign for NHL Stanley Cup 2012, including banner ads and other visual material.

## Detailed Experience

### *Senior Designer*

#### **Greenetweed, Landsdale, PA**

Creation of detailed visual mock-ups, print & interactive prototypes; designing and building product micro-sites; updating consumer facing website; producing interactive and print style guides; creating print/online and direct marketing material for B2B marketing of this aerospace industry company.

### *Associate Creative Director*

#### **Boombox NYC, New York, NY**

Managed and directed project team in creating an integrated ad campaign for a joint American Express/Delta Airlines campaign. Served as Art Director while establishing look and feel and oversaw interactive strategy efforts. Served as creative focal point for multidisciplinary teams to create cohesive and complete coverage of all of campaign elements including:

### *Art Director / Senior Designer*

#### **Barnes & Noble Online, New York, NY**

Art direction, conceptual direction and visual design for a variety of high-profile communication pieces for bn.com, including redesigning the product review system, product cart and payment box, various special sweepstakes, daily and weekly site promotions materials, and product blogs.

### *Art Director / Senior Designer*

#### **Nition, New York, NY**

Art Direction and Design for a variety of communication pieces for the pharmaceutical industry for industry leaders including Novartis, Amylin, Citranatal, Boehringer Ingelheim, NOVONORDISK, SANOFI, Allergan, Verenum. Managed and conducted all design phases for deliverables including:

- ▶ Print collateral material
- ▶ Online micro-sites
- ▶ Online banner campaigns
- ▶ Social media campaigns
- ▶ Event kiosks
- ▶ Event collaterals

### *Creative Director/Principal/Co-Founder*

#### **Sd/Smallld, New York, NY**

Strategized, conceptualized, designed, directed and oversaw interactive online marketing, publishing, and social network projects of all sizes.

Served as independent creative director and art director for diverse clients including prudential advertising, newsweek.Com, publicis modem, culturecafe, and godiva chocolates.

Created strategy for banner campaign and mini site for prudential advertising, holding accountability for conceptual as well as visual direction.

Worked on online strategy and design of election08 campaign for newsweek. Designed and produced after effects webcast show opens and flash infographics. Created high-level and detailed information architecture for multilingual, multi-national social network. Spearheaded design direction as well as identity/marketing strategy and direction.

art direction for new LG Electronics website

## Detailed Experience

### *Independent Creative Consultant*

#### **Various Clients, New York, NY**

Established strong relationships with clients across various industries to gain solid understanding of bottom-line business objectives and online strategic needs. Applied new knowledge to the full-scale design and development of innovative technology solutions focused on a variety of audience groups.

#### **Notable clients:**

- ▶ Accoona Corporation
- ▶ Ddb Tribal – Neutrogena
- ▶ Arc Worldwide – Roche Pharmaceuticals
- ▶ Pragda International
- ▶ Van Meter Table Company
- ▶ Detail Jewellery
- ▶ Everyday Office
- ▶ Bailey Photography
- ▶ Airtech Ltd

#### **Satisfied numerous roles based on unique client needs, including:**

- ▶ Art direction
- ▶ User experience development
- ▶ User interface design
- ▶ Information architecture
- ▶ Marketing strategy
- ▶ Corporate identity design
- ▶ Created all online and print marketing materials for Shortmetraje, the only series of award-winning spanish sport films sponsored by lincoln center, as well as creating wide-reaching branding campaign for the spanish films at the new york film festival series. Produced four years of web site updates in support of new event promotions, including concept, design, development, and testing of multilingual, multi-cultural creative events.

### *Art Director / Senior Designer*

#### **Community Connect Inc, New York, NY**

- ▶ Managed team of designers in creating award-winning community sites (blackplanet.Com, migente.Com, and asianavenue.Com) with strong focus on usability and social networking.
- ▶ Recruited and directed consultants and freelancers, while managing photo shoots and other branding initiatives.
- ▶ Led design and development of dating properties, managing cross-functional teams while personally completing all planning and ia, art direction, and branding of three new profit-generating brands.
- ▶ Promoted from senior designer in recognition of success in launching new high-profile sites; tasked with developing brand identity and strategic direction of blackplanet.Com, the leading community portal for the african american community. Established new ia department from the ground up to support increase in brand awareness and rapid site expansion; later participated in creation of new front-end development group.
- ▶ Served key role in firm's first migration of all sites to css-based templated design, significantly streamlining subsequent site updates.
- ▶ Managed development of new process to integrate business strategic direction with creative development workflow, improving productivity among design and development teams. Provided full event management over regular photo shoots, recruiting and managing talent and crew, scouting locations, scheduling, and managing all day-of-shoot activities.

# Related Experience

## Creative Projects

### Major Projects:

2020-Ongoing

#### *Finding Clotilda, A Research Project*

Long term research & art project on cultural and historical erasure of the cultural patrimony of indigenous and diasporic groups due to climate change's associated environmental impacts such as sea level rise and coastal erosion.

2011-2016

#### *Co-Founder & Executive Director*

#### *A/A Art/Assembly, Philadelphia, Pa*

Co-founded and managed this fine artscentric process & theory co-working space; lead monthly critiques, worked on event planing, long term plan, day to day running, etc.

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### Collaborations:

#### *Critical Discussion Series: Machete*

A collaboration with Marginal Utility Gallery & Gabrielle Rockhill, creating an open talk series about the intersection of theory, art & social practice

Published By Front40 Press, Chicago, IL

A collaborative design & photography coffee table book between photographer, douglas fogelsson & 9 visual designers.

#### *Citiwide Philadelphia*

Alternative & Collective Space Art Festival Planning, coordination, talks, marketing, web site work, for this philadelphia art festival, collaboratively organized by 20+ artist collective organizations, from galleries to theme specific spaces like A/A

#### *Still Life With Commentator, (Opera)*

Bam Nextwave Festival, Brooklyn, NY.

Video artist, created 17 pieces as interactive characters & and moving backdrops for this opera project co-created by mcarthur wining composer, vijay iyer, poet mike ladd & artist ibrahim quraishi. Bam Theater, New York, NY

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#### *Book Project: Sonneteer, Infrastructure*

### Talks, Panels, Critiques, Workshops

#### *UD Graduate Student Seminar Series*

#### *Finding Clotilda: Preliminary Investigations:*

When cultural erasure is accelerated by climate related environmental change, what happens to the stories and memories of the past?

#### *Citywide Art Festival Presentation*

Centre For Architecture & Design Philadelphia, PA  
Petakucha presentation, about the citywide art event and the issues concerning managing a large collaborative project

#### *Machete: Art In Times Of Political Crisis*

#### *Marginal Utility Gallery Philadelphia, Pa*

What can—or should be—the role of artistic practice in situations of political crisis?

#### *New Media & IxD guest speaker & Critic*

#### *The New School Of Design, New York, NY*

Visiting critique for new media & interaction design undergraduates

#### *Machete Redux:*

#### *Art, Theory, Politics In The Present*

#### *Marginal Utility Gallery Philadelphia, PA*

Seeking to rethink the state and stakes of contemporary art, theory and political praxis.

#### *New Media & IxD guest speaker & Critic*

#### *Northern Arizona University, School Of*

#### *Communications, Flagstaff, AZ*

Guest speaker, visiting artist, visiting critique for senior communication graduates

#### *Kensington Kinetic Sculpture Derby*

#### *Art/Assembly, Philadelphia, PA*

Design prototyping workshop: Paper/Cardboard prototyping for complex fabrication problems.

#### *Visiting Artist guest speaker & Critic*

#### *Fordam University, School Of Communications, Bronx, NY*

Guest speaker, visiting artist, for senior communication graduates

#### *The St Claire Magazine : If You Leave - A Panel*

#### *Art/Assembly, Philadelphia, PA*

A discussion about philadelphia's artist retention



# Related Experience

## Other Experiences

### Film & Video:

#### **Sangam, (Short)**

*Associate Producer*

*Prashant Bhargava Director*

#### **Ruthie & Connie, Documentary**

*Sound production Assist & Production Assistant*

*Donald Goldmacher Productions*

#### **Industrials, Training & Corporate Videos**

*Video Editor & After Effects Motion Graphics,*

*Sound production & Production Assistant*

*LnT training videos, KPMG Annual report presentations*

*TimeFrame Productions*

#### **Steve Zahler Productions**

*Sound/Camera Assist & Production Assistant*

*PWC Training Videos*

#### **Farmingville, Documentary**

*Sound/Camera Assist & Production Assistant*

*Camino Bluffs Productions*

#### **Mixed Media Post**

*Avid Editor, Effects Specialist, CD Rom Creation*

*Zebra inc, Anderson Consulting, Aderson Accounting,*

*Zurich Pharma*

#### **Every Silver Lining has a Cloud (Feature)**

*Director Photography, Producer*

*Paul Shefferly Director*

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### Non Profit, Volunteer, Pro Bono:

#### **Delaware Wildlands Master Naturalist**

*Tree plantings, community outreach, beach & park cleanups, community education*

*Volunteer Master Naturalist, with the Delaware Wildlands Organization*

*Towndsend, DE*

#### **Haiti Reforestation Workgroup**

*Design Thinking based, strategic planing, Project Modeling, Feasibility Testing.*

*create and plan a community based sustainable reforestation, erosion prevention project in Haiti*

*Louisville ky, New York ny, Miami fl*

#### **Street Level Youth Media**

*Media & Computer Literacy Instructor,*

*Chicago School district Headstart program*

*Chicago, IL*

#### **Eugene Pine Native Arts Collective @ The Uptown Hullhouse**

*Community Drama teacher, Art workshop*

*coordinator, Media Production Teacher*

*community center for urban Native American*

*youth, within the historic Uptown HullHouse in Uptown Chicago*

*Chicago, IL*

#### **Presbyterian Community Center Smoketown**

*Community art& drama teacher, Youth Mentor*

*community center for urban youth, within a Low Income Housing Community*

*Louisville, KY*