



The Best Human Strategist App Ever

my milestones

2011/13

ABSTRAKT PARIS - DIGITAL STRATEGIST & UX

Ubisoft, Turner Group, Total, The French Army, Le Monde, RATP

2010/11

OGILVY & MATHER PARIS - STRATEGIST

Coca-Cola 0, WWF, Ford, Louis Vuitton, Nestlé, Nidal, Nescafe

2009

SURFACE TO AIR STUDIO PARIS - PM & STRATEGIST

Uniqlo, Surface to Air Retail

2008/10

SCIENCES PO PARIS

Education - Communication Masters

2006/08

TBWA CORPORATE PARIS - AD

SNCF, BNP Paribas, La Poste, ArcelorMittal, Ernest&Young, INPES

2004/06

SIMON FREDERICK LISBON - AD

IKEA, McDonalds, TMN, Optimus

2002/06

ARTS AND DESIGN INSTITUTE OF LISBON (IADE)

Education - Design Degree

my features

Use me wherever you work

With my brain operating system and coffee support.

Work fast, save time

I've got a 1 billion neuron processor. Each neuron forms about 1,000 connections and each connection holds a bit of information.

Connect with people

I text, speak, do video and my system produces a variety of reports.

Collaboration is the key

My OS works with multiple people at the same time.

Usability is necessary

I have a user-friendly interface easy for clients to work with.

Compatibility is crucial

I run natively on both pc and mac and my files are compatible with adobe, office, google apps, iwork, axure and many other software.

Work with folks all over the globe.

I am programmed to work in english, french, portuguese and spanish.

if style is an issue. Not to worry, I come in a very sleek design.

my toolkit

STRATEGY

SHAPE CONSUMER BEHAVIOUR



Brand-a-lize - Analyse company background and identify the brand's existing needs and assets



GoalSeeker - Go beyond executional desires to reveal business and communications goals / KPI's



BenchMaster - Learn every detail about the competition and explore similar patterns in other business fields



Person-a-lizer - Identify targets and reveal their goals, beliefs, concerns, objectives and tasks



Insight-er - Provide insights on what consumers care about and what motivates and drives their behaviour



BrandBestSelfer - Unveil the brand's point of view and big idea



StrategicMind - Conceive the creative brief, as well as devise the strategic and tactical guidance your clients need

CREATIVE IDEAS

GIVE LEGS TO CREATIVE IDEAS



BestP-podcast - Take a break and stream my weekly episodes on best practices around the world



BrainStormer - Lead brainstorming sessions to come up with an enlightened solution to any problem



CreatiViewer - Select creative content and stimulate debate on communication, art, music and other artistic fields



Futurize-It - Inspire and showcase the future of innovation, technology, media and new concepts



TransmediaLizer - Add me to any idea and make it a cross platform campaign with a non-linear brand narrative

UX / UI

DESIGN MEANINGFUL EXPERIENCES



JourneyMaker - Focus on the users feelings, mental states and interactions and deliver engagement at every stage



WireframeInk - Come up with prototypes to get the specifications you need to make informed design choices



FuncioNative - Learn how people behave and define functional specifications for each touch point



ArtOfcode - Bring to life technical solutions to accomplish goals



TestiFyer - Measure your success. Test and optimise engagement to make sure it is aligned with project KPIs