

Pierre Buttin

Product designer · pierbu.com · pier.bu@gmail.com

Personal projects

Weekly newsletter about design and tech.

Read at IDEO, Apple, Google, Facebook, Metalab, Klarna, Arduino and more.

pierbu.com/newsletter

Online experiments. Press: Wired, Fast Company, The Verge, The Guardian, AdWeek, The Creators Project, Huffington Post, Vogue, Yahoo, BuzzFeed, Metro, Refinery29, etc. One video got 200 articles in 1 week, 400k views

Education

2011 · Master, Design

Strate École de Design, Paris

1st business student to graduate with honors

2012 · Master, Business

Grenoble School of Management

Ranked 6/3000 at entrance exam

Exchange in Aalto School of Design, Helsinki

Skills

Figma, Sketch, Invision, UX writing, HTML/CSS, Photoshop, Illustrator, InDesign, Premiere, After Effects, illustration, product photography, image retouching, PR, project management, Google Collab

French, English: fluent

Portuguese, Italian, Spanish: conversational

Experience

Freelance · 2018-2020

- Personal project: I wrote a 700-page autobiography to train a ML model. I used this model to generate poems and paintings – to be released soon.
- Honed my design skills by freelancing for Google and teaching product design in an equal opportunity program (Centrale Marseille)
- Kept learning about the industry: wrote 100+ issues of my design/tech newsletter

Google Creative Lab · 2017-2018

- Selected as one of five creatives to join the Google Creative Lab 5 in London
- Mostly internal machine-learning and augmented reality projects
- Selected briefs: Arts&Culture, Magenta, Google X, Waymo, YouTube, Wear, Pixel

Mixvibes · 2012-2016

10-people Paris company making DJ apps. I was the only non-developer for 2 years

Product design

- Designed major versions of the iOS, Android and Mac/PC apps. 200 features.
- Cross DJ: shipped Android version in 3 months, 4.5 rating. Redesigned iOS and laptop versions to have a consistent design language across platforms
- Remixlive: designed from scratch in 6 months, 4.6 rating, 3m downloads, nominated in the "2016 best new apps" by Google's Play Store EMEA team

Communication design

- Graphic design (logos, website, PR, socials), videos (40 videos, ~3 million views)
- Copywriting: 25 PR (average impact: 40 articles/release), App Store descriptions
- Social media: from 35k to 400k Facebook fans in 4 years
- Built new company website in 2 weeks by myself, from design to implementation

Product management: defined roadmaps, set-up processes, tested integration

PR: spokesperson (MWC, IFA, NAMM, Google Play Time), relationship with media

HR: recruited and managed 11 interns, wrote a 10-day training program

La Chose · 2012

6 months in Paris' leading indie advertising agency. I was an assistant project manager for Red Bull. I briefed creatives and devs + managed client relationship. I also pitched side projects, e.g. an Invision prototype of an AR app for Paris subway.

Previously

2011 · Brandimage, Paris · Assistant project manager (SkyTeam), 4 months

2009 · Bertolucci, São Paulo · Assistant designer (premium lamps), 3 months

2007 · Le Grenadier, Beijing · Design co-founder (online business), 5 months