

# Valérie Alloix

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## Multitasking Creative Technologist

### Summary & Core Competencies

Since graduating with a Masters degree in Design and Multimedia Integration, I worked as software developer for 8 years including 3 years focused on Serious Gaming, User Experience & Data Visualization.

I am equally at home on production, on conception as well on project management workflows and can work independently or as part of a multidisciplinary team.

My dedication to quality and unity make me a reliable and mindful partner with a commitment to satisfy both collaborators and clients.

I am looking for a challenging position where I can multitask, have fun and work hard.

#### Skills:

- Project management
  - Interaction, user experience & “game thinking” design
  - Information architecture & content strategy
  - Implementing ideas using appropriated doc. (eg, flowcharts, wireframes, storyboards, use cases, personas, etc...)
  - Data-visualization & infographic concept
  - Data analysis, pre-processing & validation
  - SQL requests, data structure & schemas
  - OOP & design patterns
  - Game development
  - Rapid prototyping with agile iterations
  - Programming languages: Actionscript 2,3, Haxe & JavaScript
- Experienced with OS libraries such as:
- PureMVC, Pixlib, Robotlegs (AS)
  - awe6, HaxeNME (Haxe)
  - jQuery, CreateJS, Backbone, RequireJS, Kendo (JS)
  - Jasmine, YUIDoc (tests + code doc)
- Software architecture
  - Experienced with public API (eg, Facebook, Twitter, The World Bank, Spotify)

## Experience

### **Freelance Creative Technologist , Elimak**

Leiden, The Netherlands — 2010-2013

#### **Conception of online communication strategies, technical consultancy and front-end development, including mobile prototyping for Dutch and international clients:**

UNESCO, The World Bank, Erasmus University Medical Center, Lequest, Rijksmuseum van Oudheden, Edenspiekermann, Eneco, InfoFilm, Stalingrad, Falk'n Sun's, Entefy Inc., IjsFontein, NoProtocol.

#### *Accomplishments*

- Conception and analysis for online communications and data-visualization
- Execution of interactive applications, including production of appropriate documentation: wireframes, functional design, flowcharts, personas, use cases...
- Project management and planning including responsibility of timeframes, milestones and budgets
- Project tracking and web analytics
- Data-visualization and dataset management: pre-processing, validation and formatting
- Mobile, touch screen and web application prototypes and development with an emphasis on usability and participatory design
- Multilingual front-end development for web and Facebook applications
- Serious games, simulator and e-learning applications
- Online campaigns and transmedia communications
- Mobile application prototyping

#### **Lecturer and adviser in Gamification.**

- Lectures and workshops at Mediamatic, cultural institution based in Amsterdam
- Analysis for improving the user engagement on a data-accuracy tool (World Bank)

#### **Speaker at the WWX Haxe conference**

- "Storytelling with data", Paris 2013

#### **Software competition "Apps for development" launched by the World Bank (award winning submission) & personal commitments.**

- Conception, project management and communication on the project submitted for the competition: mashup between data-visualization and game interface
- Contribution to open source initiative and community (awe6, Silex-Labs)
- Co-management of a monthly meetup on data-visualization in Leiden

### **Game Developer, Virtual Fairground**

Amsterdam, The Netherlands - 2009-2010

Virtual Fairground was a Dutch game company specialized in virtual worlds and simulation games. I led the development of a business simulation game for Deloitte and participated of the core development of a Club Galactik Football, a massively multiplayer online game deployed in 5 languages: English, Spanish, French, Dutch and German.

#### *Accomplishments*

- Technical leadership including responsibility for deliverables.
- Actionscript and Flex programming including specific developments to manage localisations and users privacy (some users were under parental control)
- Prototype and research of modular architecture on "Club Galactik Football"

## **Actionscript Developer, Rhinocreations and Kega**

Amsterdam, The Netherlands - 2006-2009

Rhinocreations and Kega are two online advertising agencies that create online campaigns, websites, web applications, evenemential games and webshops. My role, in both companies consisted on leading and developing Flash projects. I also actively participated in all brainstorm and evaluation exercises throughout the entire lifecycle of online products and services.

### *Accomplishments*

- Developer lead on Flash projects
- Mentoring junior developer
- Development of internal resources: templates and automation tools
- Collaboration on the conception and design phases (brainstorm and evaluation meetings)

## **Awards & Nominations**

### **Nomination at the Games for Health Europe Award 2012**

IjsFontein, Amsterdam - 2012

For an innovative simulator to train medical personnel on emergency procedures commissioned by the University Medical Center Erasmus and realized by IjsFontein. I was in charge of the first prototypes and co-developed the beta release.

### **Finalist - Software Competition "Apps for development", The World Bank**

"Honorable Mention", Washington — 2011

I submitted a proof of concept aiming to combine data-visualization with a game approach which was assisted by L. Vrieling, a skilled visual designer. This project was rewarded with 14 other finalists from a large submission pool with entrants from across the globe.

## **Education**

### **Master Degree "Management for Design and Multimedia Integration"**

Université Lumière, Lyon, France — 2003-2005

The Master focuses on 3 areas:

- Project management, laws of multimedia, communication and marketing
- Graphic art and design, motion, 3D and audio production
- Modeling and design of database. Software and advanced programming including Java, Actionsript, PHP and Javascript

### **3 years technical degree in "Industrial Design"**

Arts Appliqués Bellecour, Lyon, France — 1996-1999

## **Activities & Interests**

### **Digital arts, open data and new media festivals**

Since 2004, I attended many events such as: FITC (Toronto, CA), FOTB & Reasons to be Creative (Brighton, UK), Flash Game Summit (San Francisco, US), Haxe (Paris, FR), Fiber Audiovisual, Open Data for Development (Amsterdam, NL)

### **Sports and wellness**

Include running, cycling, practising yoga & meditation.

## **References**

Available upon request.