



Christophe Chaudey

CRO Consultant & UX Designer

31 ans, Nantes (France)

« *Design for Growth* »

(Tim Ogilvie, Founder of Peer Insight)

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[Portfolio](#) - [Profil LinkedIn](#)

French Native

Fluent English - Spanish Beginner

Education

2012 - 2013

Master 2 Interactive Design

University of Technology - Sydney

Ingemedia, Toulon, France

International Exchange, Australia

2011 - 2012

Master Information & Communication

Ingemedia - Toulon, France

2010 - 2011

Bachelor Images & Sound Technics

Ingemedia - Toulon, France

Ranked 3rd on 78

2006 - 2009

Tech Degree in Multimedia (Web oriented)

Université de Franche-Comté

Montbéliard, France

Hobbies



Tennis



Photography



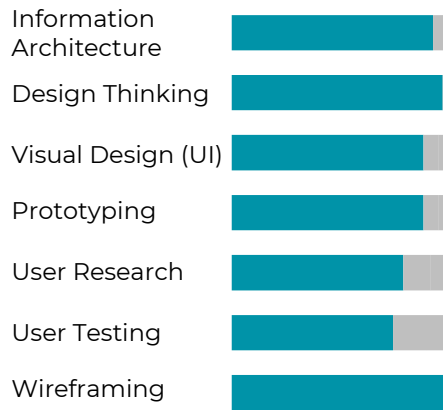
Singing



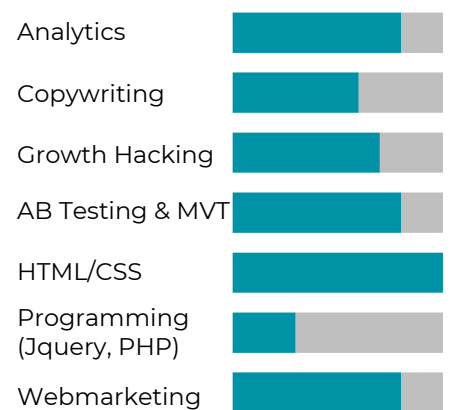
Medieval History

Skills

UX Design



Web & CRO



Work Experience

Lead UX / UI, CRO Manager Freelance – France (2010-Now)

- ✓ Rebuild or Optimise the User Experience on e-commerce websites from a conversion perspective
- ✓ Set up Marketing Automation strategies on e-commerce websites to increase conversions
- ✓ Increase Landing page and Sales Funnel Conversions for Entrepreneurs or Agencies (mainly in e-commerce, infoproducts and B2B services)
- ✓ Manage and Drive Developers, Graphic designers, Marketers and writers on small-sized companies' Projects
- ✓ Animate webinars & Meetups (Design Thinking & Digital Marketing)

A few references:

Forbes.fr – silicon.co.uk - Tendancechaussures.com - Aucoeurduvoyage.com Channelbiz.co.uk, breizh-encre.bzh - traficmania.com - moncoachdegolf.com...

Growth Hacking + Lead UX NetmediaEurope – Paris (2013-2014)

- ✓ Generated traffic (Analytics, SEO Optimisations, Content Strategies, NetLinking...)
- ✓ Developed new Partnerships and Enlarged the company B2B Network
- ✓ Implemented new Social Media strategies (especially on LinkedIn and Facebook)
- ✓ Designed a User-Generated-Content Q&A platform (Lead UX + SEO)
- ✓ Set up some Marketing-automation process (Display content or Lead capture form based on visitor actions or on the page semantics)



Graphic Designer + HTML/CSS Integration (Student Job) RM Media – Sydney, Australie (2012-2013)

- ✓ Intégrated HTML/CSS pages
- ✓ Managed and Updated a couple Australian websites (sydneyrestaurants.com, sydneytradesmen.com.au)
- ✓ Contributed to the Webmarketing Strategy on Social Media

Charity & Fun



Humanitarian Assistance

Mary's Meals - Bosnia-Herzegovina (December 2014)



Seminars & Meetups

Nouvelle Voix - Partnership with Google - Paris (June 2014)

Boost your Sales Funnel Meetup (From May 2018)



Photoshop Teaching

Association "Union Diaconale du Var" - Toulon (January-June 2011)

Université de Franche-Comté - Montbéliard (May 2008)