



Alexandre Ton-neau

Experience Design Director | Senior UX CX Consultant

Paris, France

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Links

[LinkedIn](#)

Languages

English (Fluent)

French (Native)

About

I currently lead the design of the human experience of bp's electrification portfolio. I have 20 years of experience in creating meaningful user experiences that drive user adoption and business value.

My core competencies include creative ideation, user research, and user experience design. I work with business stakeholders to understand strategic needs and define customer value proposition. I manage digital design delivery across different geographies, leveraging customer journey mapping and UX research. My mission is to enable a desirable future for our customers and society through innovative and user-centric design solutions.

BRANDS WORKED WITH

- Azur Digital
- bp
- Edelia, EDF Group
- Imeris SA
- Infusion
- IntuiLab
- Leo Burnett Arc

Experience

● Head of Experience Design - Global - bp pulse

bp | Sep 2022 - Now

Defining and implementing the EV charging experience with product and customer experience managers.

Managing a design team based in London as part of the programme portfolio delivery.

Key Activities

- Defines design team's strategic goals, OKRs and KPIs, oversees implementation of ways of working with Product & Technology to improve team's efficiency and design quality.
- Defines team size, manages recruitment and growth across 6 design sub-disciplines, and budget (~\$2.5M). Central team size of 3 in 2020, 25 in 2022, based in London.
- Controls priorities are set against value for customers / end-users and investment is aligned with business strategy.

Key achievements

- Transitioned bp pulse from decentralised to centralised design function, reducing duplication of work by 50% and securing IP.
- Implemented a series of initiatives to grow company's customer-centricity, increased CX maturity score 24% above target.

● Electrification CX design lead | Head of Studio

bp | Nov 2020 - Sep 2022

Designed the customer experience of bp's electrification portfolio
Managed digital design delivery across different geographies

Key achievements:

- Directed CX Design Vision and designed global eMSP mobile app strategy.
- Managed design and delivery of end-to-end omnichannel customer journey for a B2C service across 9 digital touch-points (sales, installation, setup and usage).
- Managed design of B2B service for Fleet managers, delivered within 9 months.

● CX UX Designer

| May 2020 - Nov 2020

Designed the shopping experience, UX and UI of a new innovative marketplace based on proprietary sustainability scoring, supporting investors' confidence in closing second funding round of 3+M euros.



● Director Customer Experience

Azur Digital | Apr 2018 - Apr 2020

Strategically planned and implemented the Customer Experience and User Experience of e-commerce websites, online and mobile applications as part of the digital transformation programmes Azur Digital delivered for top-tier retailers and banks.

Participated to successful time-to-market, stakeholders endorsement levels and customer adoption rates by developing new design ideation methodologies based on consulting skillset and target audience research.

Provided highly competitive expertise by hiring and leading design squads on a project-basis.

- Top-tier banks (Lebanon, Gabon) - Omnichannel online banking customer experience definition
- Winner's (Mauritius) End-to-end definition of the grocery e-commerce CX, UX Design, project management of art direction and front-end development
- BrandActiv (Mauritius) - Customer Experience definition of the omnichannel B2B customer engagement platform



● Head of User Experience and Design

Azur Digital | Sep 2013 - Mar 2018

- Carrefour (UAE) - Definition of the non-food and grocery e-commerce Target audience, UX Design, project management of art direction and front-end development
- Virgin Megastore (UAE) (Best Omnichannel Experience - Seamless 2017)
- End-to-end definition of the e-commerce CX, UX Design, User testing, Focus group management
- Virgin Megastore (UAE) - User Experience design of the loyalty mobile app (Hybrid)
- Moët Hennessy (France) - Paris airport boutique digitising UX/UI design

● Head of UX

Infusion | Jun 2010 - Aug 2013

Led the UX design through to implementation of multitouch user interfaces, websites and mobile applications for international brands across various sectors: government, financial services, retail, hospitality, press.

Worked with multi-site designer and developer teams based in Toronto, New York, London, Malta and Poland.

Key achievement: Mashreq Bank (UAE) - Won "Digital Innovation of the GCC" award in 2012

Other clients:

The Telegraph (UK), Bupa (Saudi Arabia), MetLife (US), Citi Bank (UK), Etihad (UAE), Rexel (France), National Bank of Abu Dhabi (UAE), Jumeirah (China), Pearl of ICT (Saudi Arabia), Scotiabank (Canada), Ben Moore (Canada), Mubadala (UAE), Selfridges (UK)

● Senior graphic and interaction designer

IntuiLab | Jan 2009 - Apr 2010

Visual and interactive design of multi-touch applications for EADS, Thales, Lyonnaise des Eaux

● Information and UX Designer

Leo Burnett Arc | Jun 2009 - Jul 2009

User Experience design of a community-driven website for Chevrolet.

- **Design manager**

Edelia, EDF Group | Feb 2005 - Nov 2008

Design management of innovative and emerging services for France's leading energy supplier:

- Service design involving utilities metering solutions
- Interaction and Information design of an energy consumption monitoring portal
- Industrial design of the gateway

- **Interaction designer**

Imeris SA | Mar 2003 - Aug 2003

- Design and programming (Director / Lingo) of CD-Rom product catalog
- Webdesign

Education & Training

1999 - 2003

- **ENSCI-Les Ateliers**

Master,

1996 - 1999

- **Lycée Technique Nicéphore Niepce**

BTS,