

# Jérémie FONTANA

—  
Designing  
brands,  
products  
& meaningful  
experiences  
for 20+ years.

—  
he/him

French

Lausanne, CH

Swiss Work Permit C

—  
French (native)

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—  
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Senior designer and foresight strategist with two decades of experience shaping brands, products and services.

I operate at the intersection of design, ethics and long-term thinking, helping organizations navigate complexity, act responsibly and build desirable futures.

Deeply committed to privacy, digital rights and sustainability, I use design as a tool for exploration, transformation and impact.

## EXPERIENCE

### Senior Designer — Brand, Strategy & Experience @ Liip

Digital agency - Lausanne, CH (Since 2018)

Working at the crossroads of strategy, research and design to help clients explore new directions and create thoughtful digital services.

Introducing foresight, co-design and privacy-by-design approaches when they bring value to the process.

Involvement spans from early exploration, framing and business design to prototyping and delivery, across domains such as health, mobility, finance, education and public services.

Clients: Logitech, University of Lausanne, TL, Carvelo, IMD, Onward, Compex, Rolex, Piaget, Geneva Airport, OneDoc, Bobst, Performance Watcher...

### Art Director @ Wax Interactive / SQLI Group

Digital agency - Lausanne, CH (2012 - 2017)

Interaction design, visual & product design, prototyping, pitch. Corporate websites, brand experiences, responsive online stores, intranets and extranets, business and public mobile apps...

Clients: Red Cross, Tissot, Patek Philippe, Le Temps, BCV, SIG, SICPA...

### Art Director / freelance

Anancy, FR (2010 - 2012)

Brand identity, web design and print design for advertising and web agencies, brands, corporations and public institutions.

Several creative pitches won in branding and publishing.

### Art Director @ Primavista

Media group - Paris, FR (2009 - 2010)

Research, concept, design and usability optimization of the group's websites (1,2 million unique visitors and 6 millions page views per month).

### Senior Designer @ FullSix

Advertising agency - Paris, FR (2008 - 2009)

Brand and corporate websites, Flash interfaces and mini-sites, ads, print...

Clients: LCL, La Poste, Whirlpool, Canal+, LVMH, SFR...

### Teacher in Graphic Design and Web Design @ Blue

School - Anancy, FR (2004)

Theory, research, creative workshops and software practice.

### Art Director @ Coworx / freelance

Creative Collective - Anancy & Paris, FR (2003 - 2009)

Management of dozens of projects, exhibitions and events for brands, music labels, artists and institutions...



# EDUCATION & CERTIFICATIONS

## Strategic Foresight

Hyper Island & CIFS (2024)

## Lean & Continuous Innovation

Leanstack & Ash Maurya (2020)

## Usable Security

University of Maryland (2019)

## Branding & Brand Strategy

Level C & Marty Neumeier (2019)

## Privacy Advocacy

Privacy International (2018)

## Leading for Creativity

IDEO (2016)

## Human Centered Design

IDEO (2015)

## Associate degree (level 5) in Multimedia Design

Blue (2003)

# INTERESTS

## Music

DJ, beatmaker and vinyl collector.  
Old-school hip-hop, jazz, soul,  
big-beat, hardcore punk rock...

## Arts

Photography, street-art, design  
from the 50s/60s, architecture, Sci-Fi  
litterature and cinema, VJing...

## Sports

Snowboard, splitboard, longboard, surf,  
climbing, basketball, freestyle frisbee...

## Digital rights & privacy

Member of the Electronic Frontier  
Foundation, La Quadrature du Net  
& Privacy International.

## Environmental protection

Member of 1% For The Planet.  
Advocate for Protect Our Winters  
& Surfrider Foundation.

## Conferences

Many conferences and meetups  
in CH, NYC, Paris, Berlin, London,  
Copenhagen, Lisbon...

# SELECTED TALKS

## Climate change and the challenge of protecting our winters

Freeride World Tour - Verbier, CH (2019)

## GDPR is everyone's responsibility

Webmardi - Lausanne, CH (2018)

## Privacy by Ethical Design

GEN5 - Metz, FR (2017)

## Designing for Privacy

London, UK (2017)

## Why design won't save the world

Blend - Lyon, FR (2014)

## Designer vs Sportsman... Which athlete are you?

Blend - Lyon, FR (2014)

## Design and User Experience for e-commerce and apps

GEN2 - Metz, FR (2014)

## User Experience: a performance accelerator

Digital Day - Geneva, CH (2014)

## From pens to pixels

TDS - Lausanne, CH (2014)

## Sketching the User Experience

Design Mondays - Geneva, CH (2014)

# SOME SIDE PROJECTS

## Researcher & designer @ Senken.Studio

Boutique practice focused on strategic foresight and speculative design.

## Co-founder, host & speaker @ Hackstock

Podcast about privacy, surveillance and the hacker culture.

## Co-founder & host @ The Perfect Ones

Podcast about music and vinyl records.

## Co-founder & Design Director @ 17slash

Design research lab, experimenting on typography & interactivity.

## Co-founder & former organizer @ CreativeMornings Geneva

Monthly conferences about creativity and innovation.

## Co-founder & former organizer @ UX Lausanne

Biggest UX conference in Switzerland.

## Former organizer @ UXRomandie / IxDA Lausanne

Local IxDA chapter with monthly events about user experience.

## Co-founder and former host & speaker @ The Walking Web

First French podcast dedicated to design and creativity.

## Former ambassador & event organizer @ Behance

