# QUENTIN COTILLARD

Creator of Digital Experiences

# FORMER CLIENTS

RECENT WORK

# Project Type

Saas platform optimizing sponsorship spend

# Industry

Sports Marketing

SportsBiz is an AI software platform providing solutions that transform the way corporations optimize their $100B annual spend on athletes, teams, leagues, associations, stadiums, venues and events.
I lead UI/UX with a hands on approach.

As an early-stage startup, we're in the dynamic process of crafting our strategy on the fly. We're diligently navigating the delicate equilibrium between the urgency to meet immediate deliverables and the essential investment required to establish a robust long-term foundation. Our focus is on developing a scalable design system, instituting effective processes, and fostering a shift in mindset towards relying on research and user testing, as opposed to relying solely on instinctual judgments.

![SportsBiz Continued logo]

## Signage 360• Product

To enhance the accessibility of data, we have ingeniously transformed the interaction with advertising performance data around stadiums into a gamified experience. By reconstructing 3D models of sports venues, we've made signage interactive, allowing users to seamlessly explore information as though they were physically present in the stadium.

Taking our innovation a step further, our product utilizes artificial intelligence to generate optimal branded advertisements tailored to the selected signage location and various other factors.

**Creative tool to assess design and placement of in-venue signage**
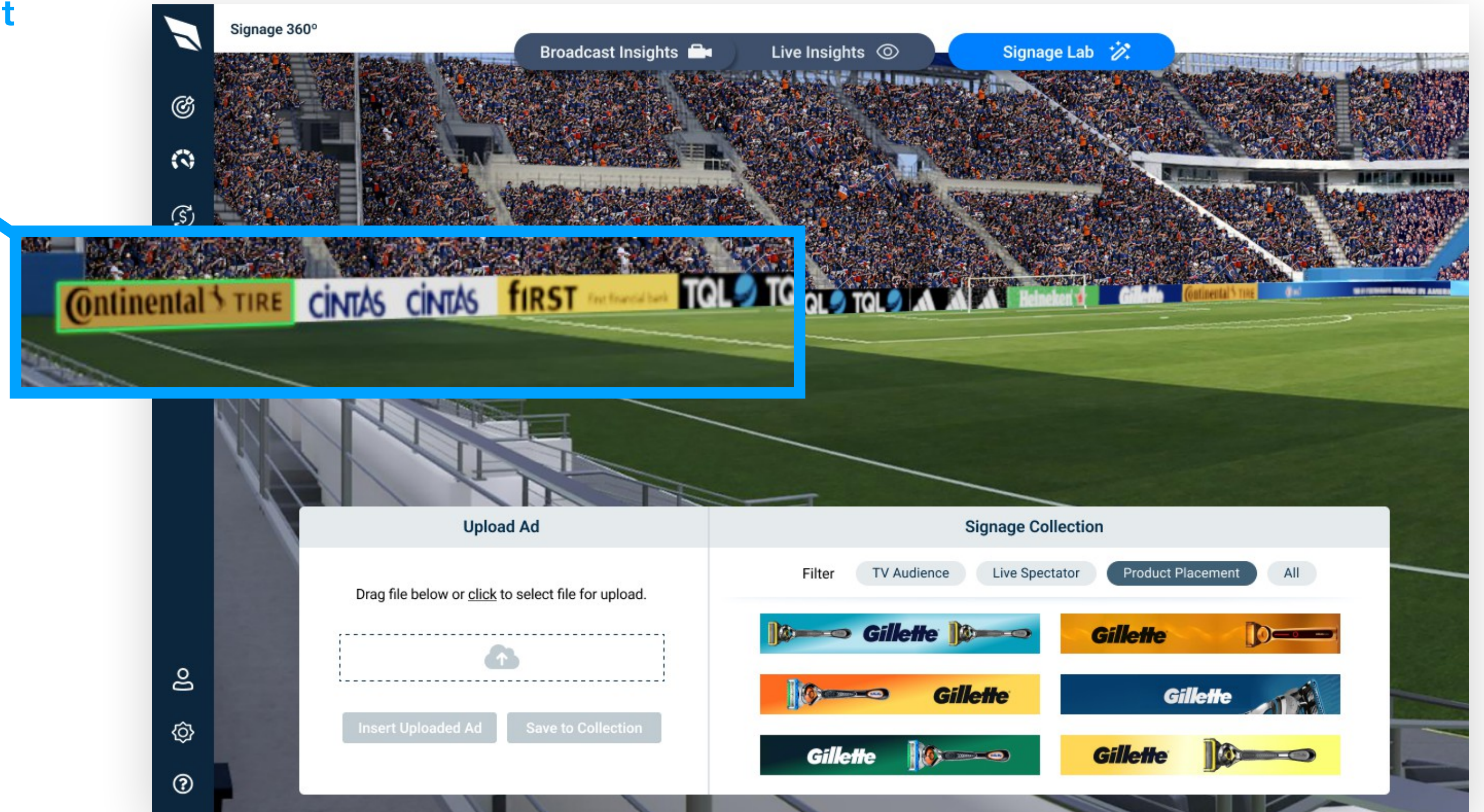
# Signage 360• Product

We transformed the product from a browser-based 3D rendering experience using ThreeJS, which had limited graphics capabilities, to a pixel streaming approach with Unreal Engine, providing a much more immersive and realistic feeling of being present in an actual stadium.
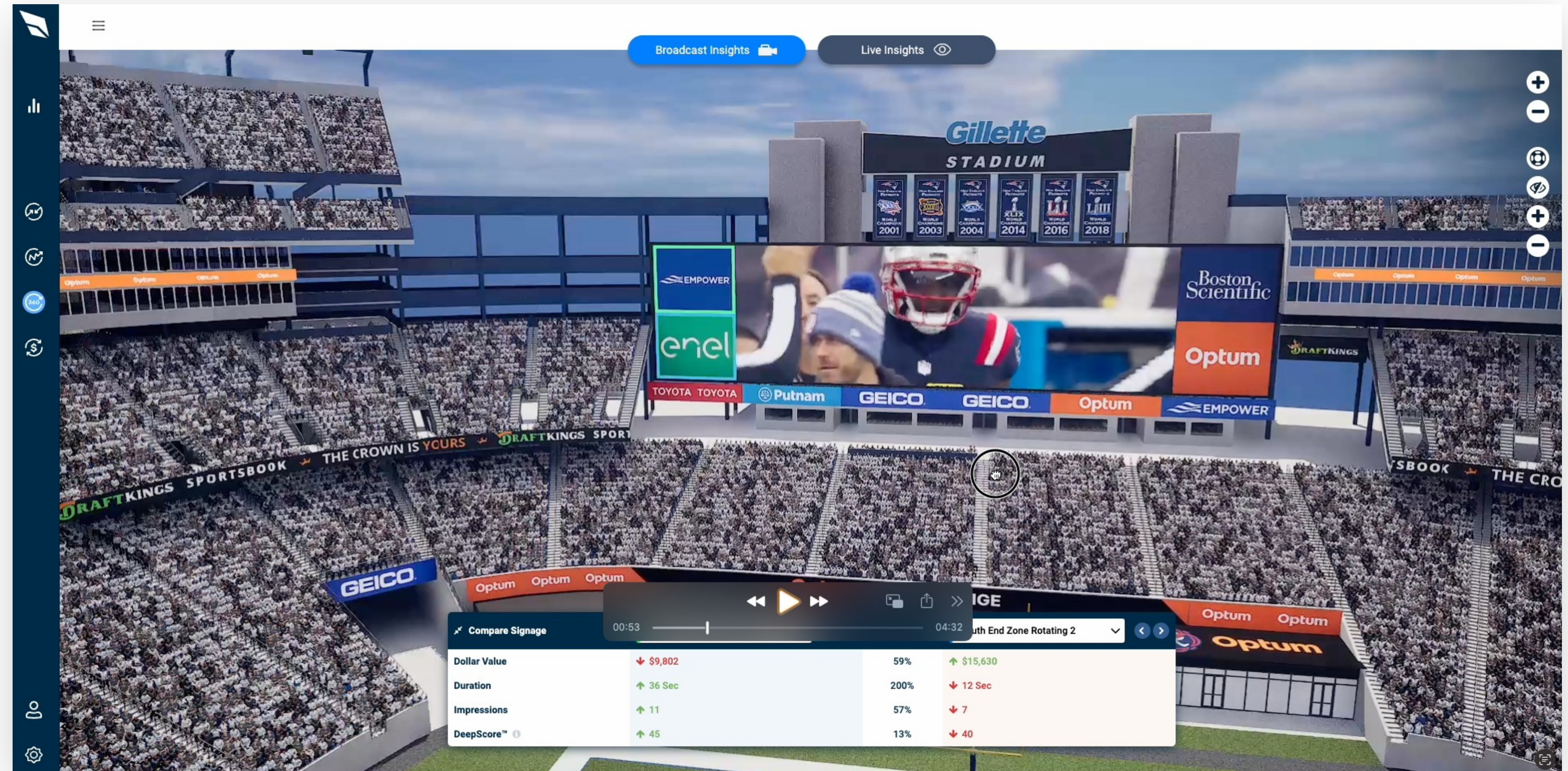
CREATIVE

**Project Type**

Web video

**Industry**

NGO

**Scope**

I worked with Doctors of the World to craft a 30 second infomerical script as part of a global campaign to promote hope and defend health as a universal right. The piece plays on negative idioms such as "we can't cure all the misery in the world" to state nothing is set in stone and everyone can contribute to change.

**Project Type**

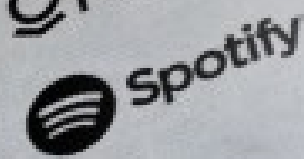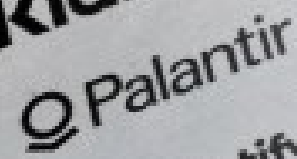Magazine Print Ads

**Industry**

Venture Capital

**Scope**

I created a series of print ads to be ran in wealthy car enthusiast magazines inviting their readers to invest in the world's top private companies. I created a total of 4 ads.

**Project Type**
Promotional Video

**Industry**
Technology

**Scope**
Video promoting the Google Search
Solutions for business

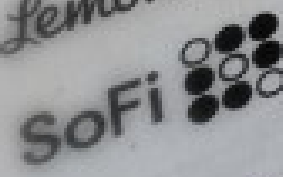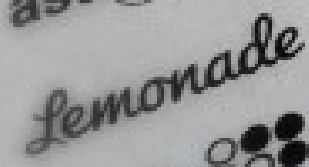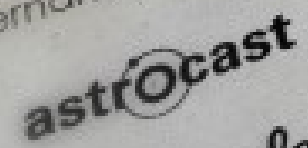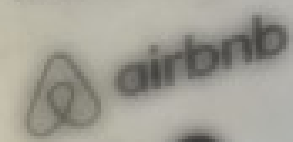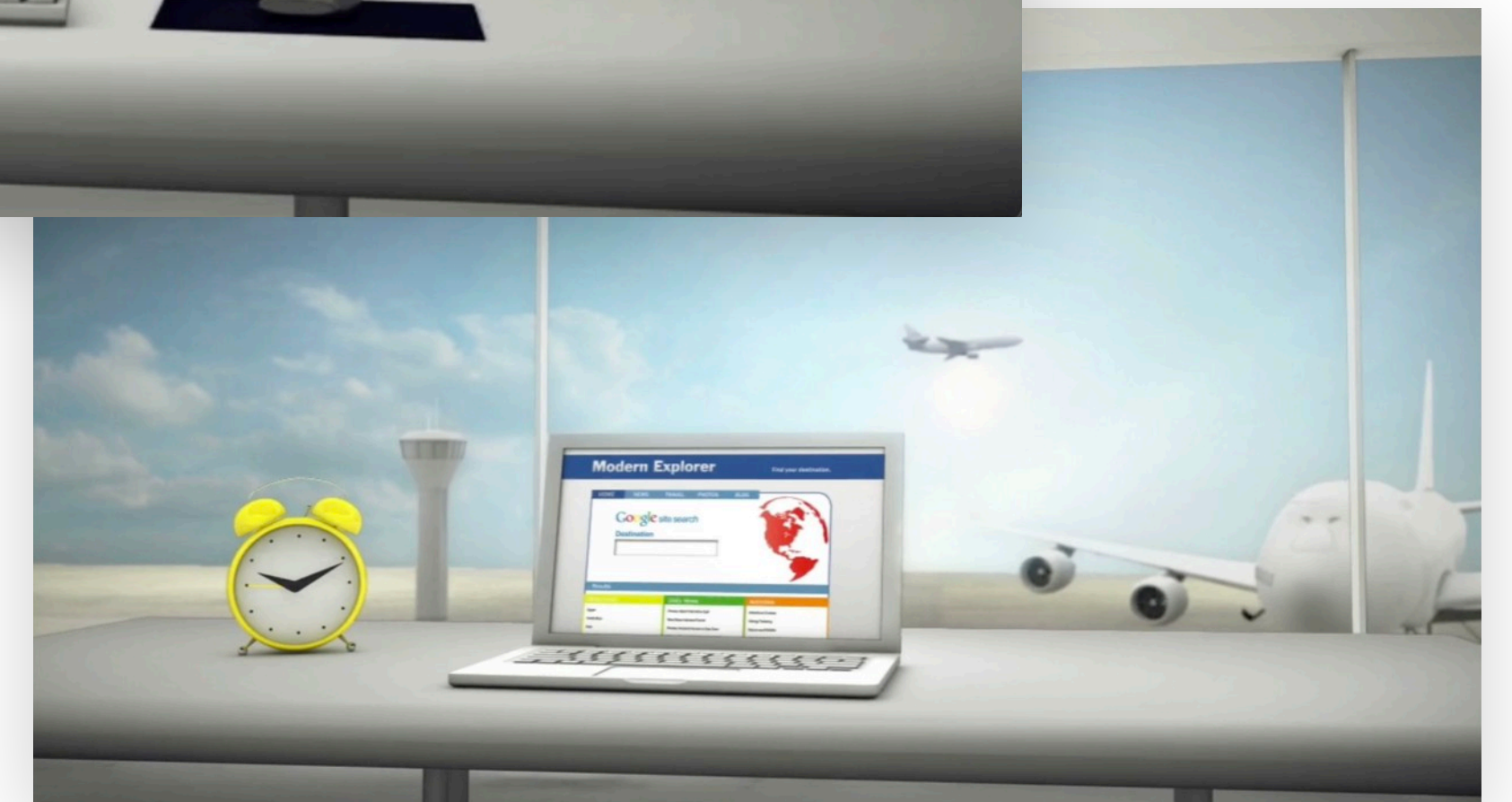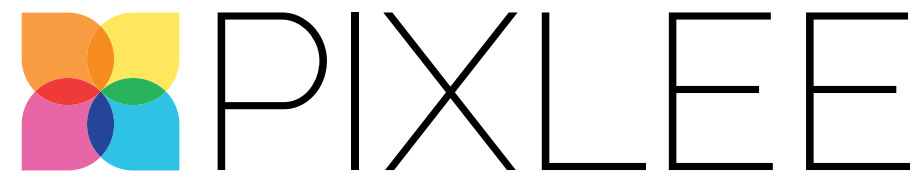# PIXLEE

**Project Type:**

Presentation look and feel

**Industry**

Social Media Influencers Solution

**Scope**

Pixlee was seeking a new presentation style properly representing brand - visually and ideologically. I designed a new universal template to be used by the entire Pixlee team but most importantly sales. Once the presentation style and template were approved, I worked closely with their marketing team to solve challenges and create content to better tell their story.



**SHOPPERS WILL REWARD BRANDS** THAT EFFECTIVELY USE POSITIVE CUSTOMER SENTIMENT AT EVERY STAGE OF THE GLOBAL CUSTOMER JOURNEY.

**INCLUSIVITY**

Content reflects a diverse group of real, happy customers

**RELEVANCY**

Brand content is authentic and relatable, across the globe

**CUSTOMER-CENTICITY**

Creative reflects the same customer-centric voice in every channel

**WALLETSHARE IS NO LONGER DRIVEN BY BRANDS, BUT THE POSITIVE SENTIMENT OF THEIR CUSTOMERS.**

WEBSITE PROJECTS

unsungheroes.medecinsdumonde.org

**Project Type**

Campaign microsite

**Industry**

NGO

**Architecture Challenge**

Design and develop a website to establish a digital
presence and raise awareness for the upcoming Unsung
Heroes photography exhibition, shedding light on global
issues of violence against women.

**Platforms and Integration**

WordPress, ThreeJS 3D framework
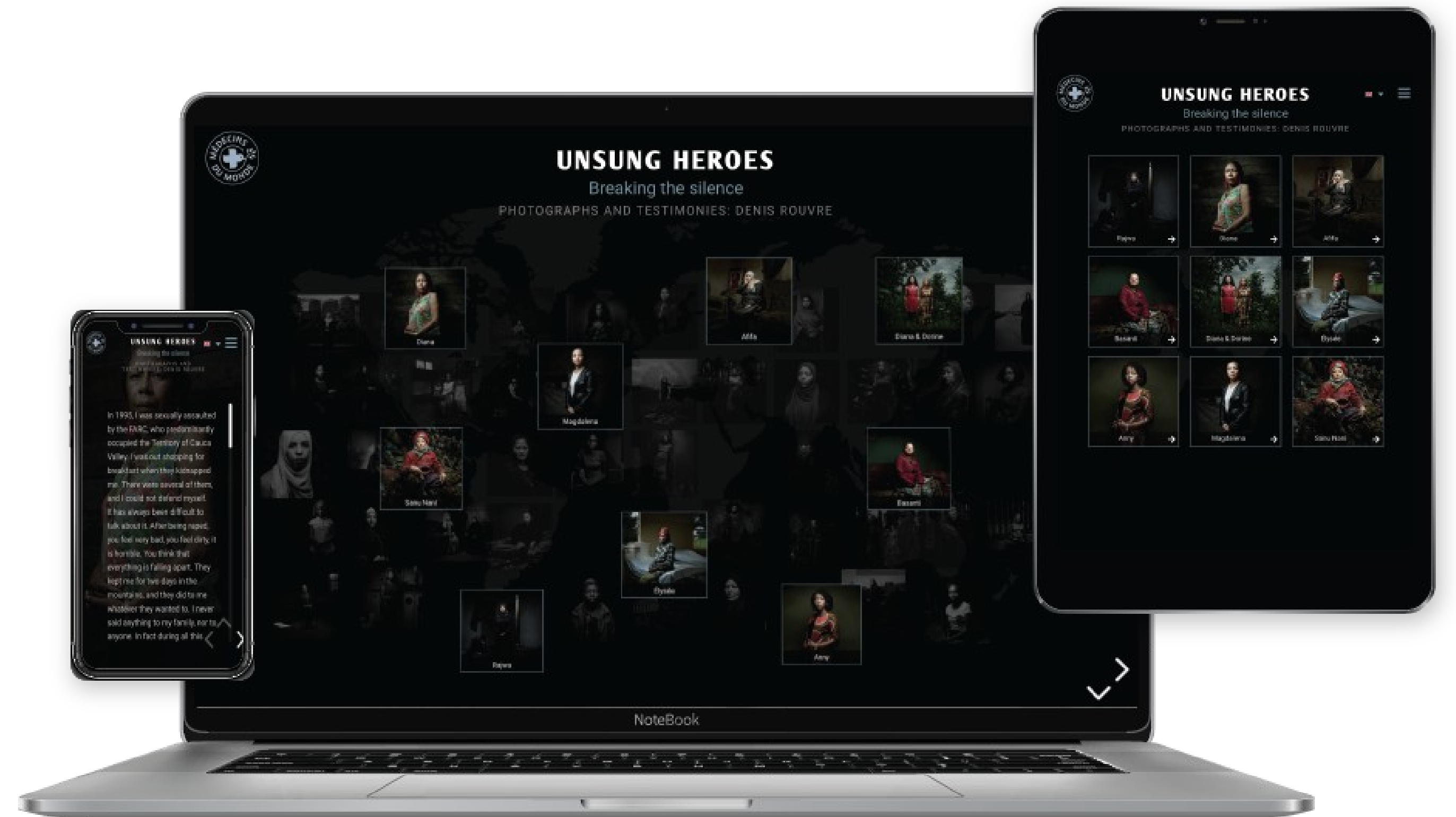
www.analogix.com

## Project Type

Rebranding (logo + style guide),
Web Strategy, Design and Development
Product Catalogue

## Industry

Semiconductor

## Challenge

We established a robust product architecture for effortless navigation, assisting visitors in finding the right product for their specific needs. This design is integrated into both the product page (http://www.analogix.com/en/products/display-converters-adapters/anx9833) and the visual product selector (http://www.analogix.com/en/products/product_selector). The URL structure reflects the product taxonomy and classification for improved SEO. The website is multilingual, catering to both English and Chinese users.

## Platforms and Integration

Drupal CMS
MailChimp
AKAMAI CDN for unrestricted access in the Chinese market

# spectra®
## laboratories
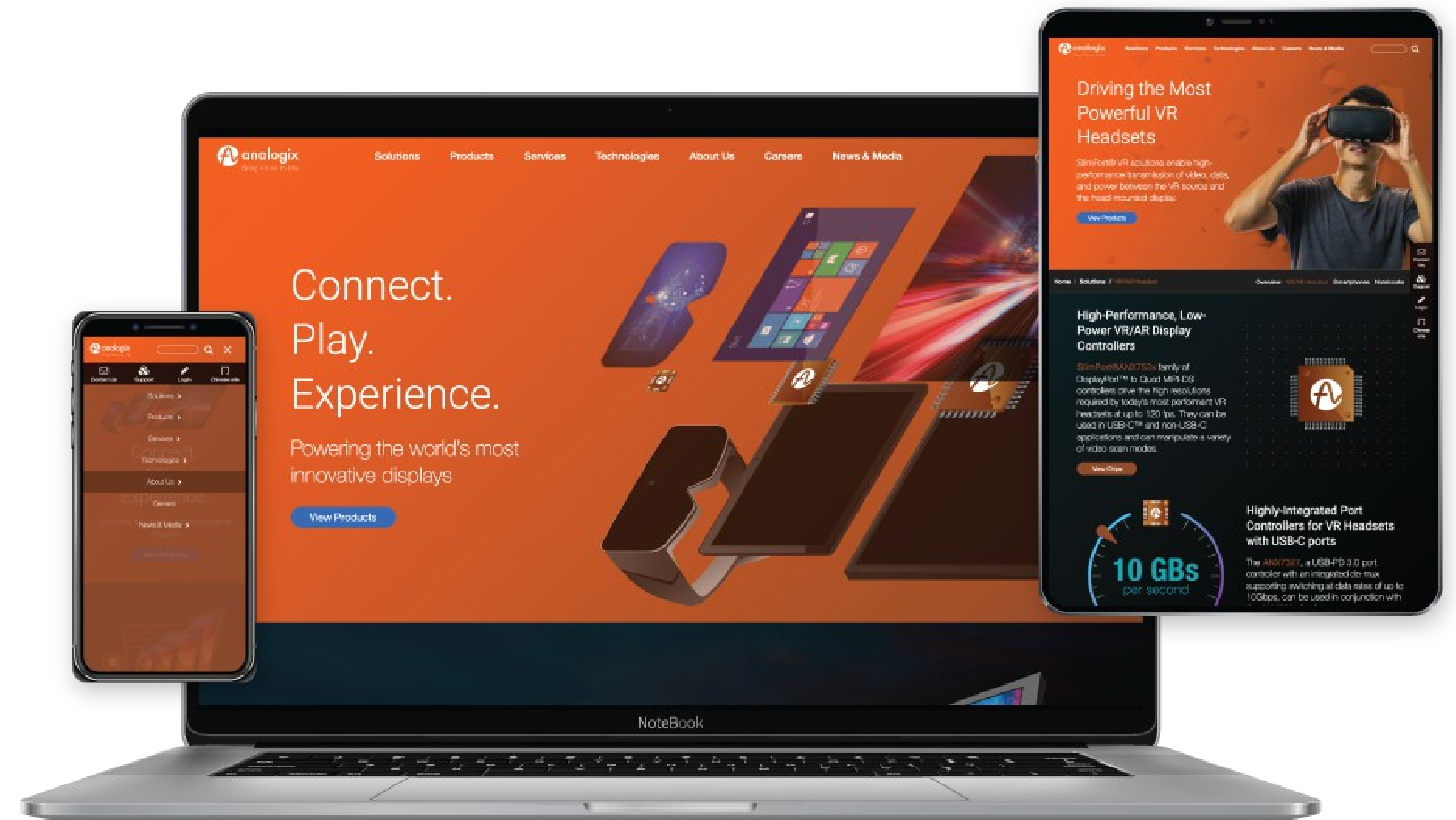
www.spectra-labs.com

## Project Type

Website redesign
CMS solution
Medical tests directory

## Industry

Clinical laboratory

## Challenge

Revamping and modernizing an outdated website on
Drupal 6, creating a searchable test repository with
version control tailored for regulatory purposes.

## Platforms and Integration

Drupal
MVC CakePHP
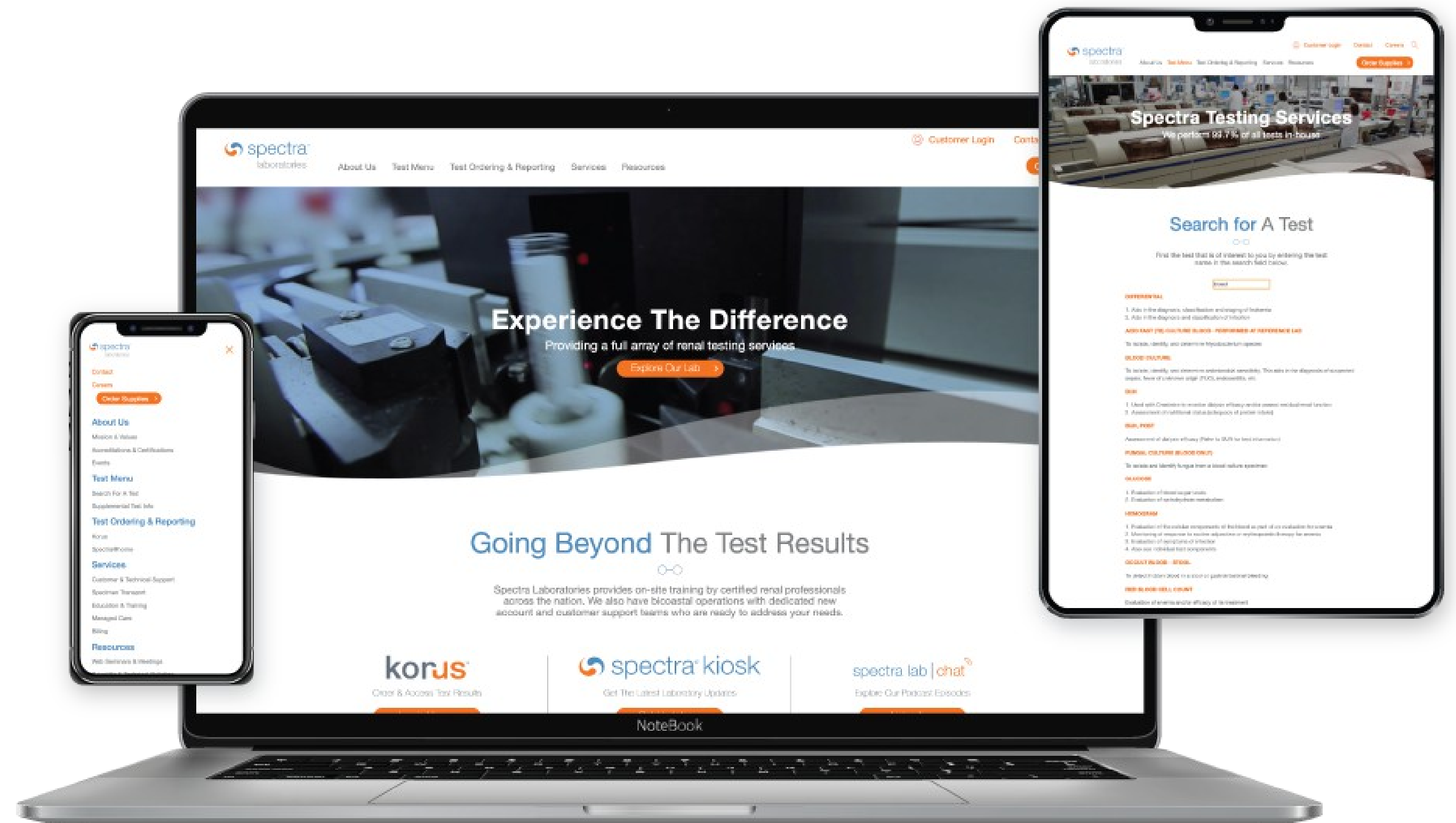
# national**grid** partners

**Project Type**

Corporate Site

**Industry**

Finance

**Challenge**

Create an engaging experience with a highly dynamic website using scrollytelling story to better illustrate NGP's mission.

**Platforms and Integration**

WordPress, ThreeJS 3D framework

APPLICATIONS

**Emerson Collective**
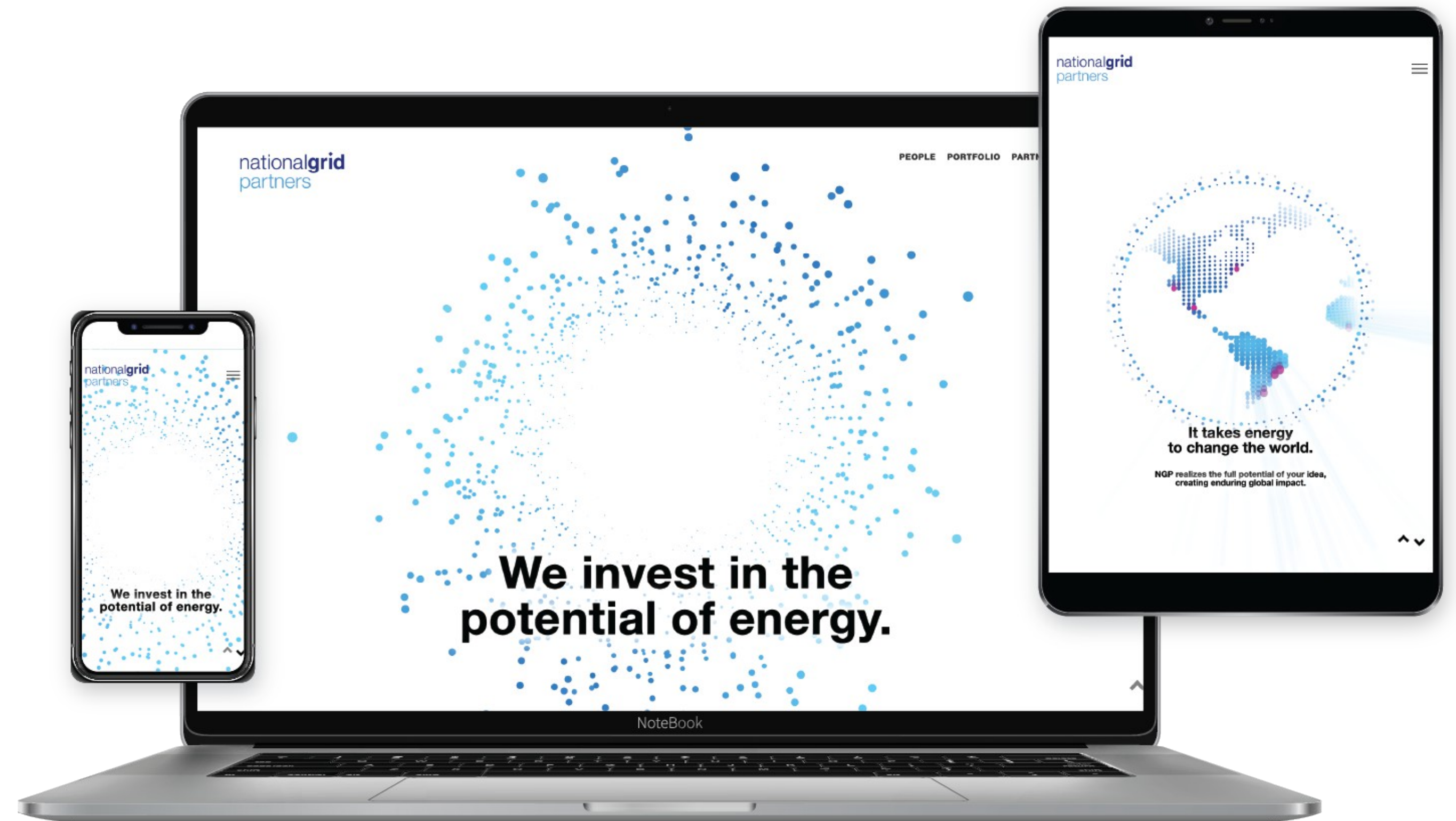
## Project Type

Online solution solving the national teacher shortage

## Industry

Foundation

WorkInEd is your go-to hub for nationwide teaching positions! I played a key role in developing an early prototype and a functional user testing app with the research team. Our data includes current teaching vacancies from public schools across the country, providing a dynamic snapshot of the teacher job market. Utilize different views and filters to find jobs of interest:

Map View: Zoom and click clusters to see job numbers in different areas.

List View: Search by location and adjust the mile radius to view job listings by district.

Filters: Customize your search with grade, subject, and hiring timeline filters. For example, toggle "high school" and "science" to see only high school science roles.

Explore and find your ideal teaching position!roles.

# 3CLICK

**Project Type**

Startup Fund Raising
Product Strategy
Application Development

**Industry**

SaaS

**Architecture Challenge**

3Click Ink emerged as a cutting-edge Software as a Service (SaaS) solution meticulously crafted to streamline the oversight of point-of-sale (POS) material production and distribution. Its primary objective is to curtail the environmental impact resulting from the surplus of unused materials.

**Platforms and Integration**

CakePHP MVC Framework

## Project Type

Web Strategy, Design and Development
CRM Development
Ticketing Solution

## Industry

Automotive

## Challenge

Ferrari North America approached us to create a dynamic web platform for the Ferrari Challenge racing series. Our task: design a marketing engine, registration system, and e-commerce solution. With a tight deadline of three months, we delivered on time and exceeded expectations!

## Platforms and Integration

CakePHP MVC Framework

![StubHub!]
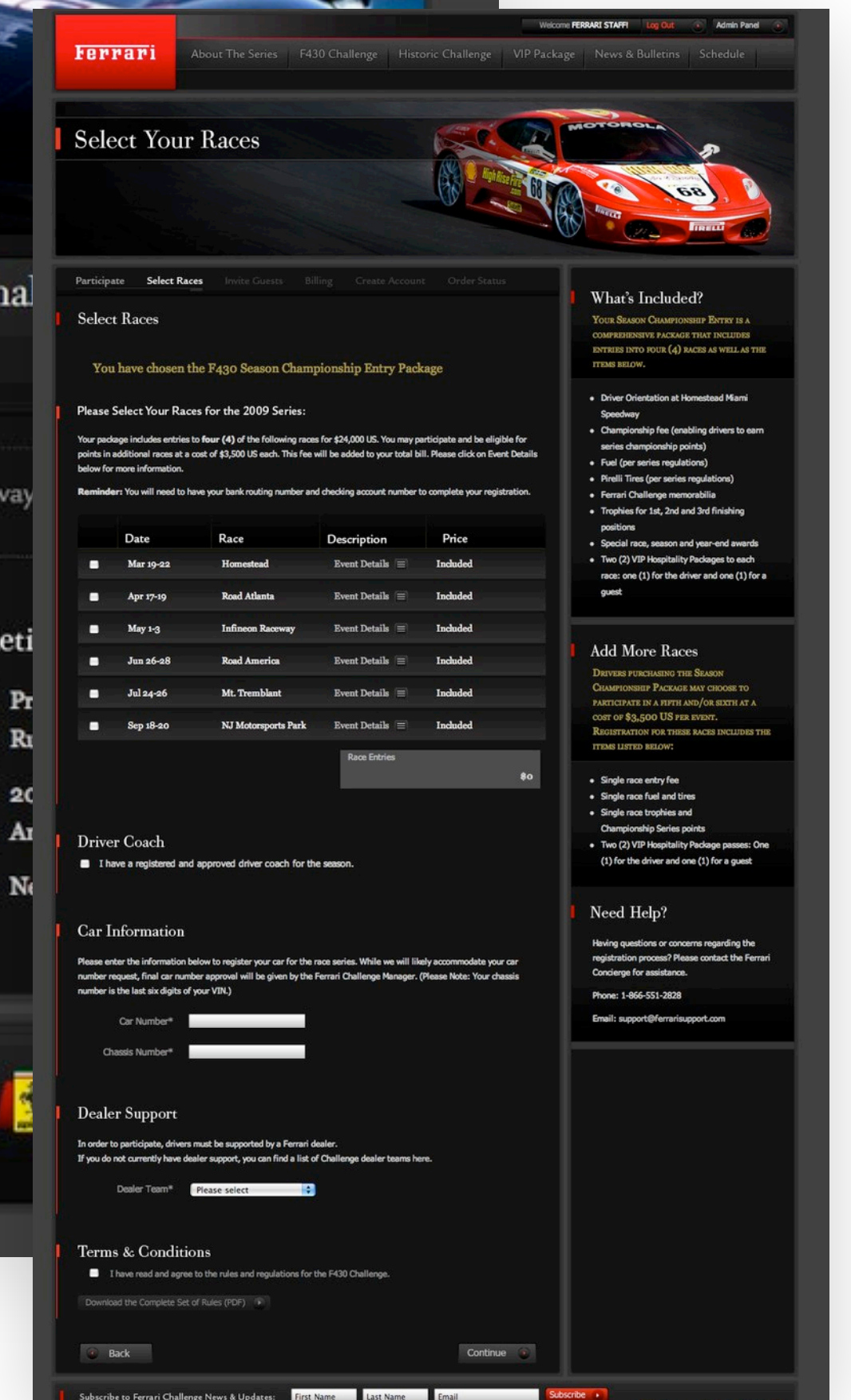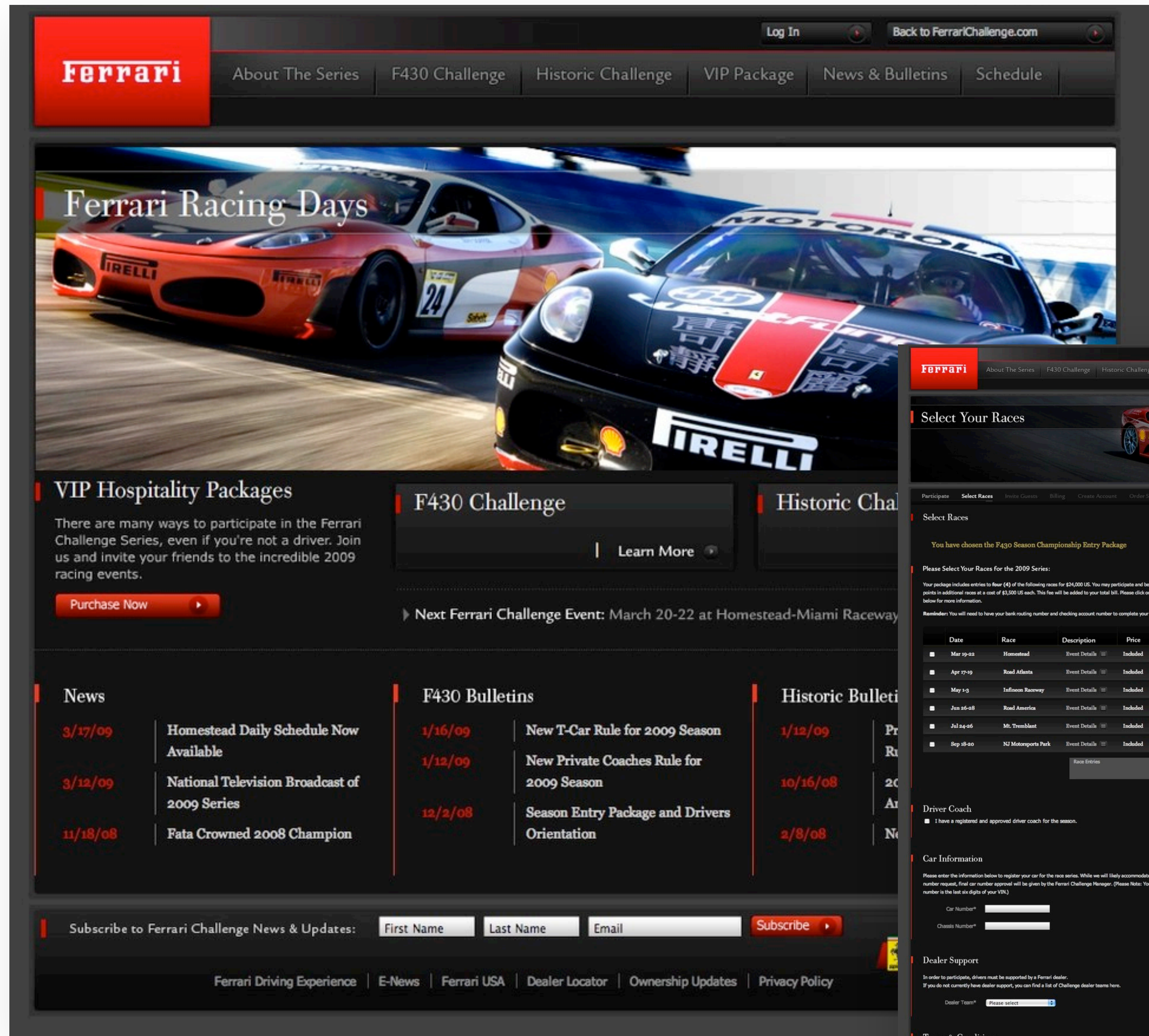
## Project Type

Self Served Online Ad Creation and Deployment Solution
UI/UX, Design

## Industry

Online ticket exchange and resale

## Challenge

Develop a user-friendly online platform empowering affiliates to effortlessly generate customized banner ads for optimal website monetization. The tool allows affiliates to choose from a range of existing ads, links, and landing pages, facilitating easy duplication and modification to suit their specific website and audience needs.

StubHub! Affiliates ▶ Log in to your accounts

Make Money Advertising StubHub
JOIN NOW ›

StubHub! Affiliates
Account Settings | Contact
Logged in as Joe Affiliate Log out
Home   Links   Banners   Get Help
Using CJ ID  9797  The Red Sox Blog

**Welcome to your** Banner Creator
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1 Select a Category      2 Select an Event      3 Select an Event
College Basketball       General Stubhub        General Stubhub

▶ Click Ads to Enlarge and Grab URL

### How it Works

With just a little effort, you can earn a lot of money in the StubHub Affiliate Program. Simply pick which StubHub ads you want to run, and post them to your site.

Choose your Ad        Generate Sales        Get Paid

Your Website          Get Started
                      TOUR ›

Hot

BCS
Mado
Big 1
Middl

▶ Cr

All Ads
160 x 600
120 x 600
300 x 250
728 x 90
275 x 300
180 x 150
178 x 220
120 x 240
234 x 60
430 x 600

VIEWING ALL ADS:

MLB Banner 160 x 600   NFL Banner 275 x 300   Events Banner 300 x 250   Events Banner 728 x 90

Events Banner 300 x 250   Events Banner 728 x 90   MLB Banner 160 x 600   NFL Banner 275 x 300

NFL Banner 275 x 300   MLB Banner 160 x 600   Events Banner 728 x 90   Events Banner 300 x 250

MLB Banner 160 x 600   NFL Banner 275 x 300   Events Banner 300 x 250   Events Banner 728 x 90

CASE STUDIES

**Credit Direct** ®

Brand Positioning
Brand Messaging
Brand Strategy
Logo and Brand Redesign
Web Design and Development
SEO
Paid and Earned Media

**The challenge** The Brand had a dated look and communicated the wrong first impression to its targeted audience. Credit Direct internal management of its Facebook account was not driving results. The website produced limited business, with minimal SEO consideration and ranking on search results.

**The solution** We began with a brand rebranding and then moved to an evaluation of the company's online presence: SEO, SEM, Social and Web. We identified three buyer personas to shape all marketing campaign elements. The website was completely overhauled to match a new brand, user experience, improved SEO and performance. New site architecture, backlinking and pages were created to boost SEO and provide improved, bilingual content for visitors to lower bounce rate. We suggested and provided regular blog posts to educate potential customers and bring in better quality leads.

**My role** My role was to oversee the project from beginning to end. I was hands on for multiple aspects of the project but more specifically on the UI/UX Design and digital strategy.

**45%**
increase in
user traffic

**Better quality leads**

![Credit Direct PAID ADS]
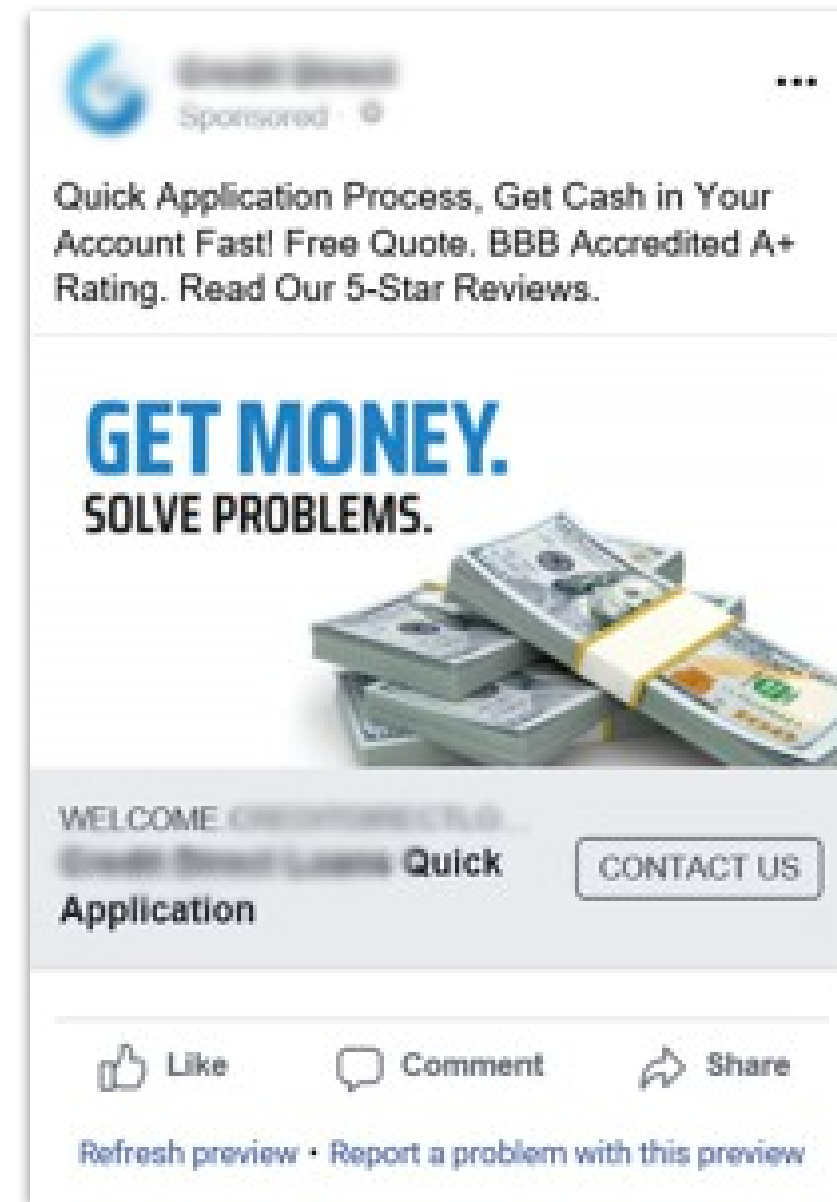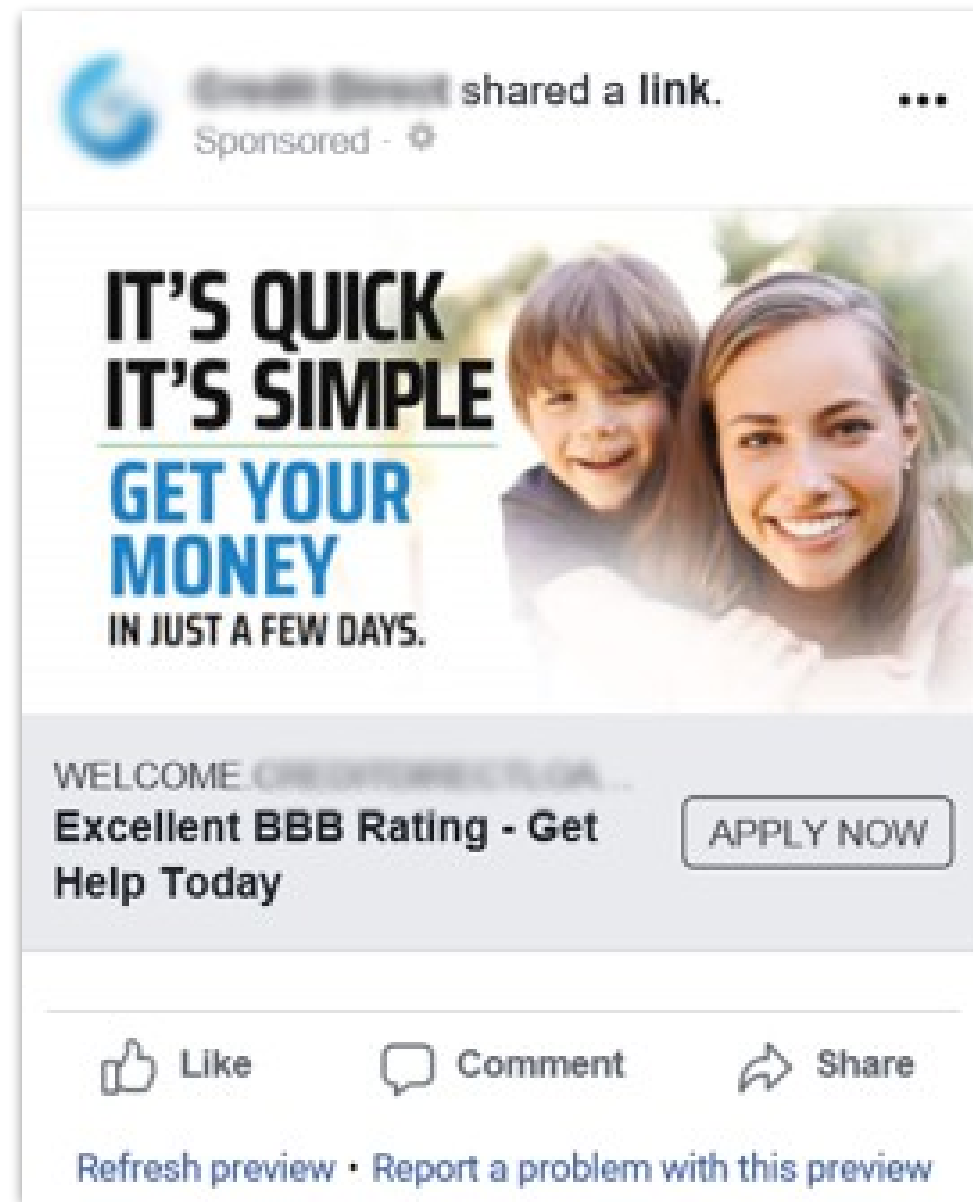
**56%**
Ad Costs reduction
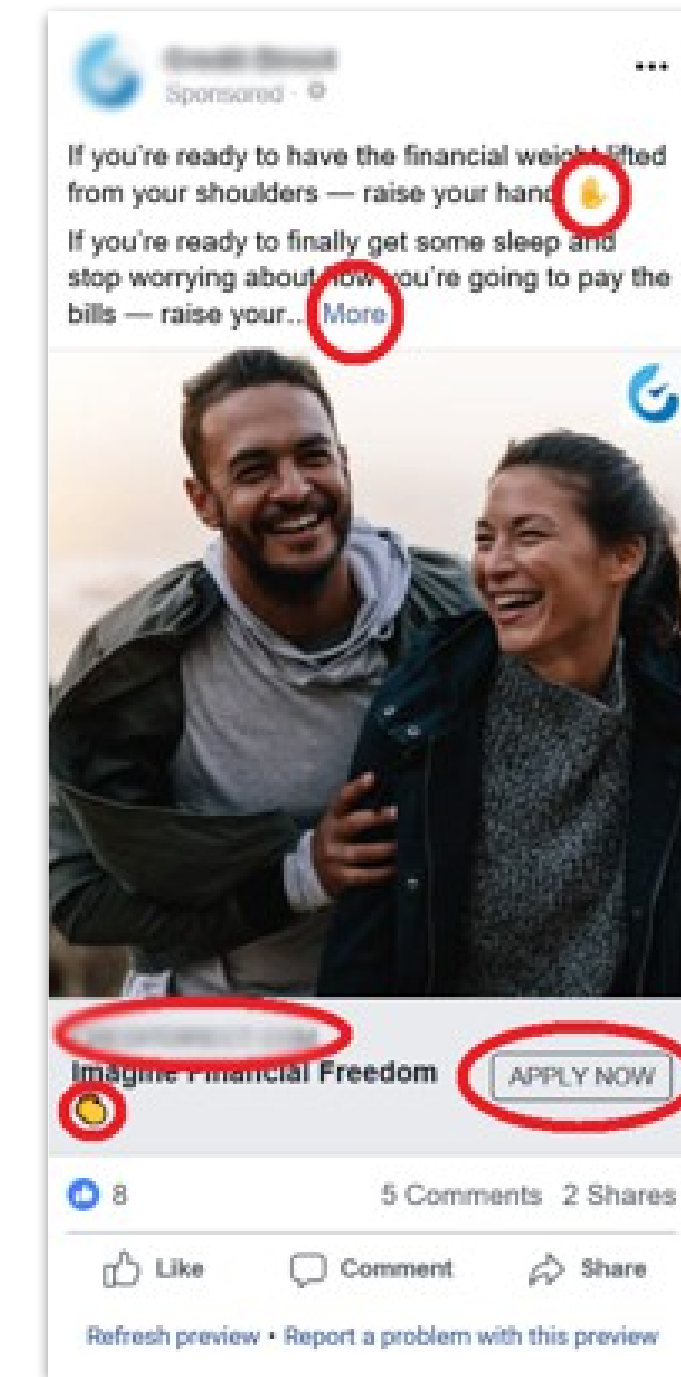
- Message copy missing (above image)
- Copy is lacking (e.g. "Get Money. Solve Problems.")
- Lacking visually compelling image
- Too much text in body of the image

- Focus on the ideal consumer (image and copy)
- Engaging Copy Focused on Pain Points
  (e.g. lift financial weight, get some sleep, stop worrying, emoji 😊 )
- Clear Call to Action (CTA) focused on direct response, Apply Now.
- Set up A/B tests resulting in significantly higher engagement.
- Reduce Ad Costs based by 56%.

LOGO REDESIGN

BEFORE

AFTER

**ACCS** | AMERICAN CREDIT CARD SOLUTIONS ®

BEFORE

AFTER
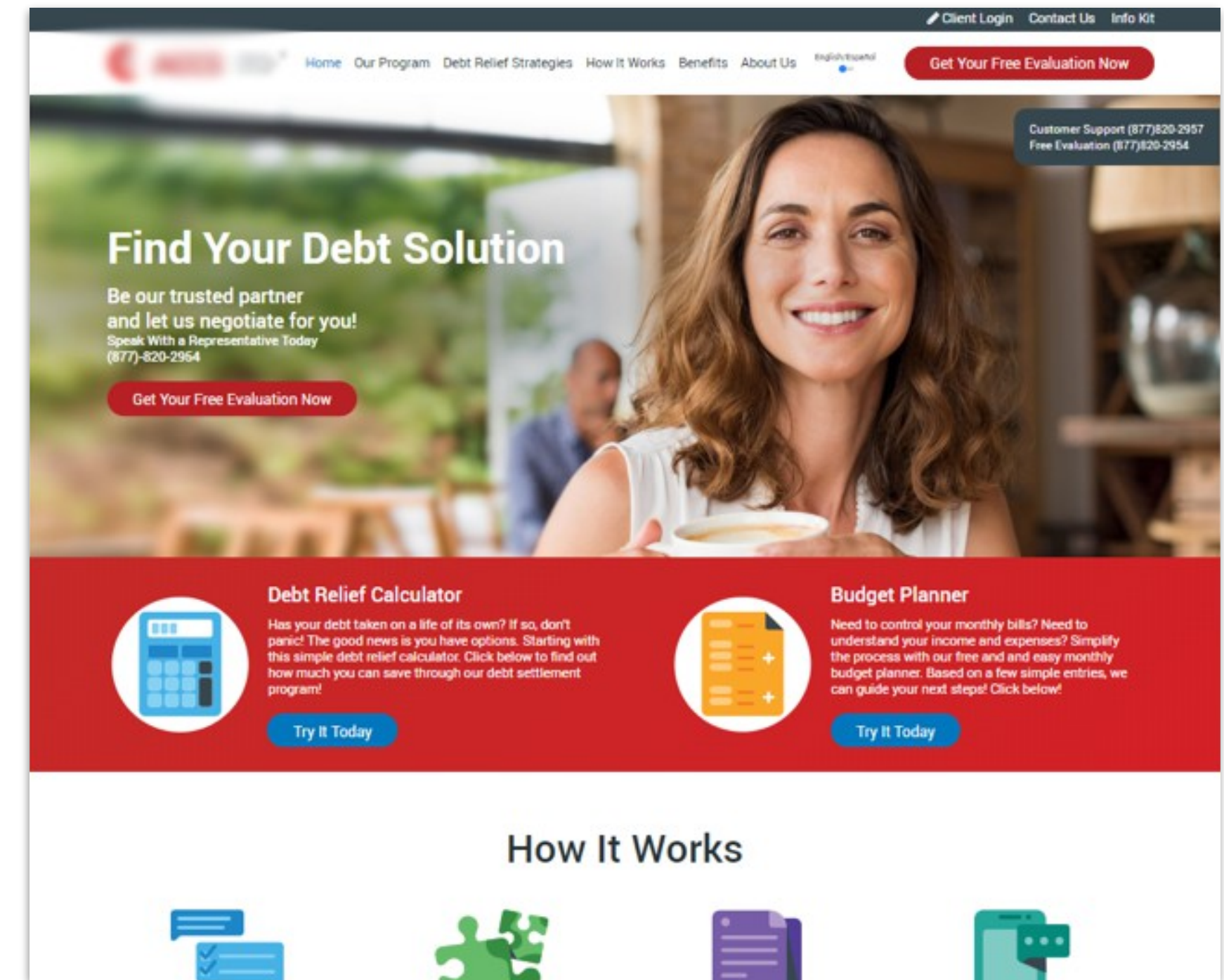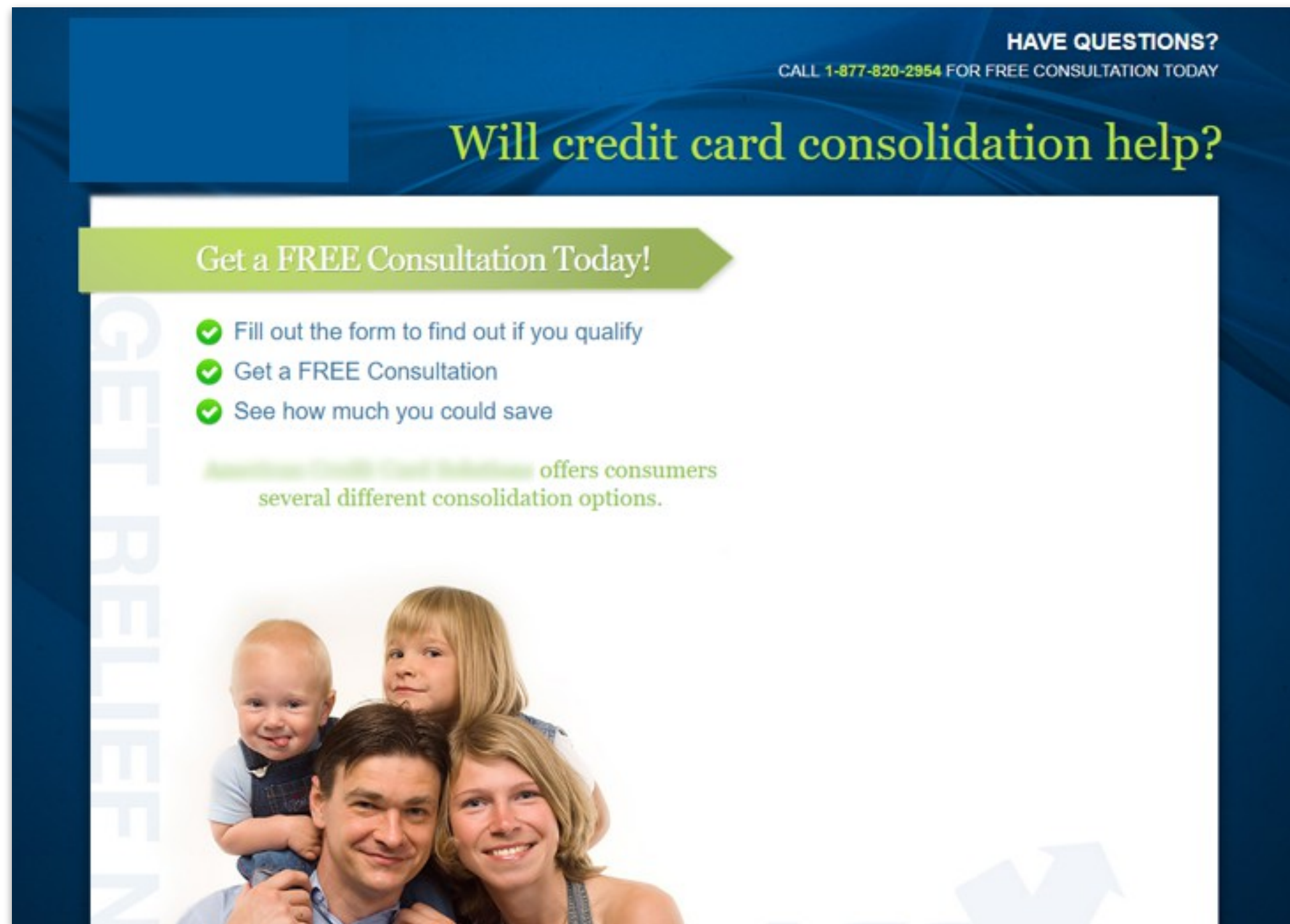




- Site constructed as individual landing page
- SEO missing from information architecture
- Native to desktop viewing
- Lack of CTA Buttons for user interaction and navigation

- Multiple-page structure for expanded content and SEO
- Navigational menu for multi-level links
- Full-responsive web format for (mobile, tablet, desktop)
- Implemented CTA Buttons redirecting to application and high-traffic content

# DEBT RELIEF CALCULATOR & BUDGET PLANNER
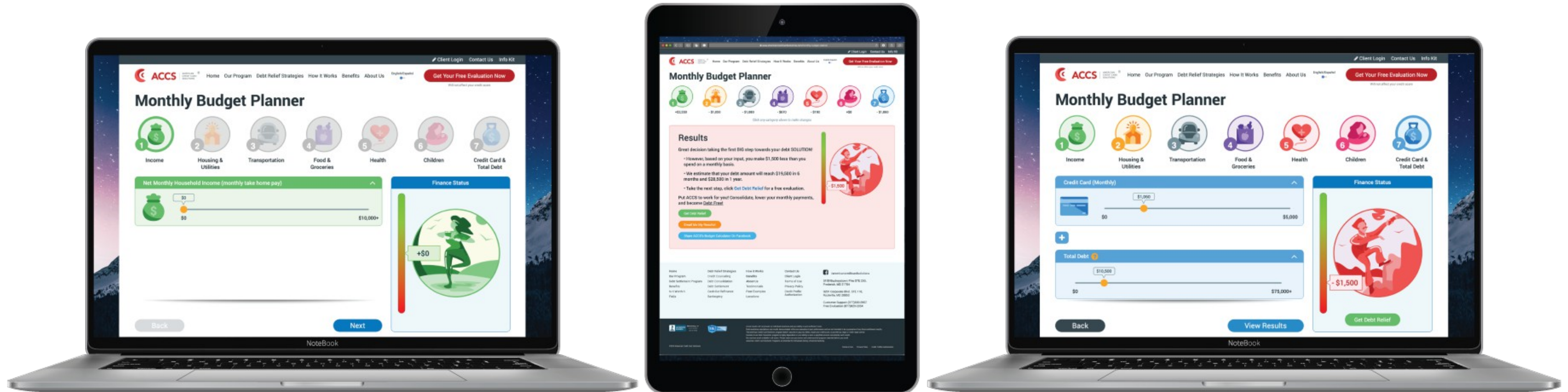


Most online monthly budget planners that customers find are either incomplete or not user-friendly. ONWARD created a simple and intuitive monthly planner and debt calculator that is powerful yet very easy to use. The app enabled users to fully understand their current financial situation and showed how ACCS would be able to help them with their debt management. The results are emailed and downloadable as an excel file.

natera

Design
Digital Strategy
SEO
Paid and Earned Media
Development

**The challenge** Natera was frustrated with the lack of aggressive growth in their prior PPC campaign. The cost per acquisition (CPA) of several of their campaigns was too high, and they were losing money. In addition, they had a limited marketing focus. Natera focused on paid search and retargeting channels. However, they ignored potentially lucrative channels like Facebook, and did not focus on the post ad click user experience.

**The solution** Once we had a good understanding of Natera's target audience, goals and pain points, we developed a six step plan to address immediate issues, scale the campaigns and drive long-term sustained growth: a sustained 160% increase in qualified leads and a dedicated 30% increase in sales agents to handle the new revenue.

**My role** My role was to oversee and lead multiple projects over the many years we worked with Natera. During that time we built and redesigned multiple websites including the Corporate website, I lead our internal team and directly contributed on UI/UX Design of the websites and web solutions such as the Evercord comparison tool, Iconography development, Online Ads creative, and more. In addition, I was the technical strategist for tools and solutions developed for Natera both internally and client facing.

**160%**
increase in qualified leads

# PAID ADS

**evercord™**
NEWBORN STEM CELL BANKING
POWERED BY NATERA®
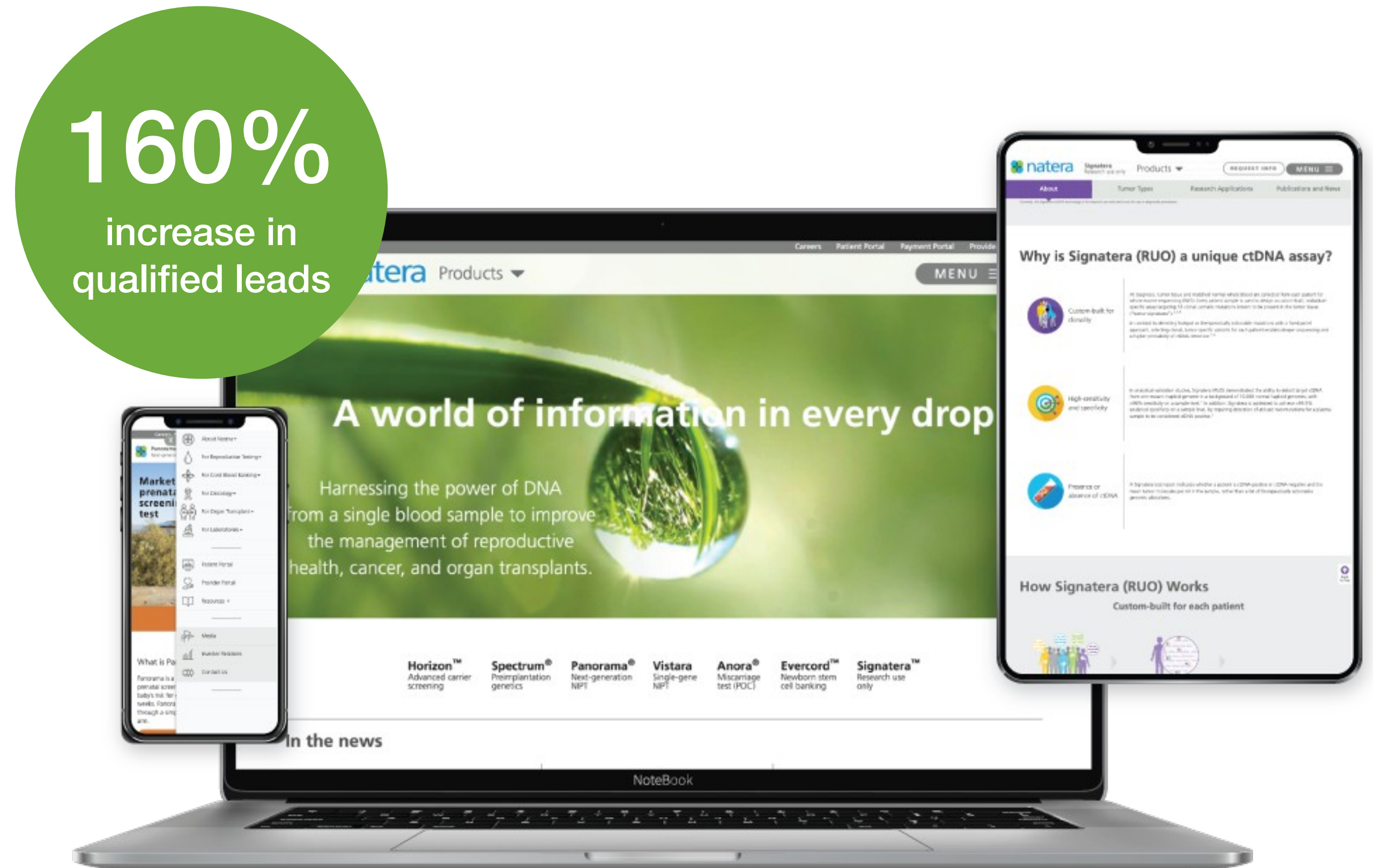
### BEFORE
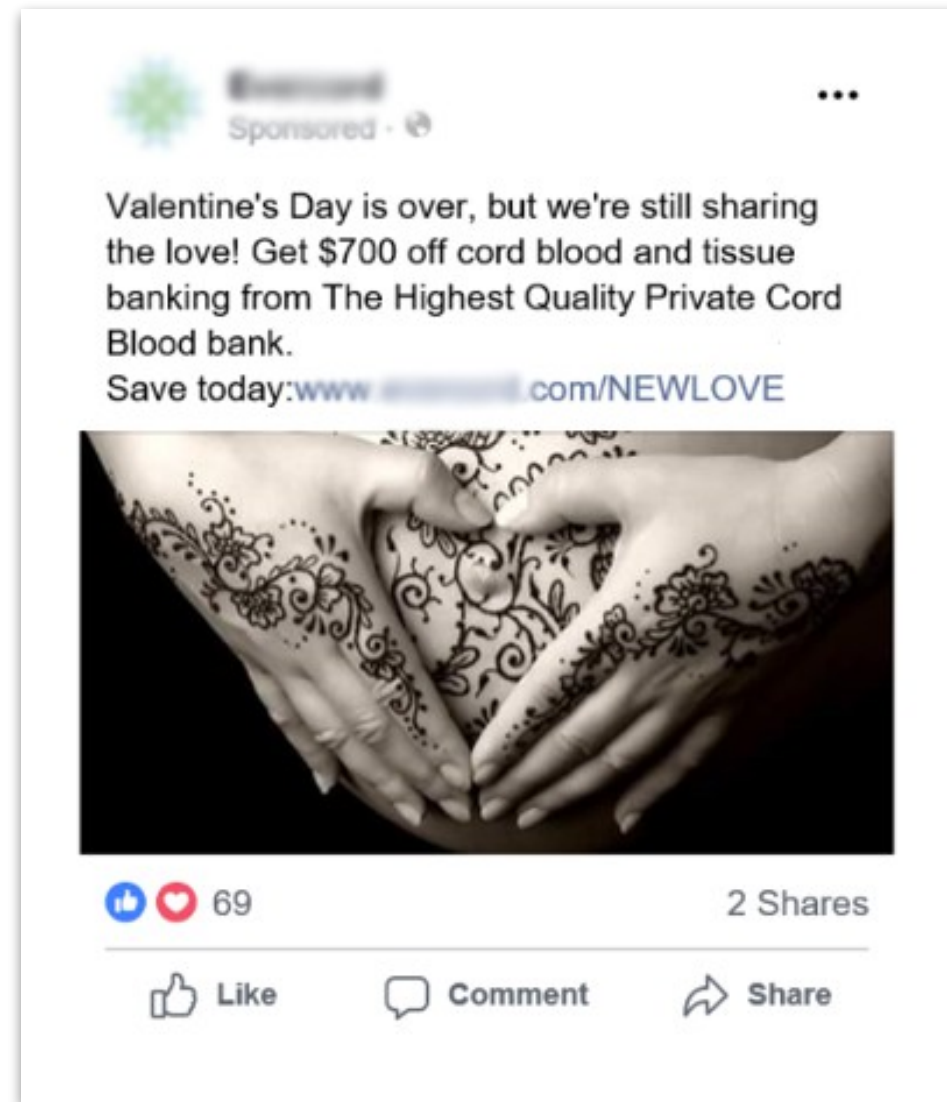


- Sepia was not within brand nor a Facebook Ads best practice
- Copy overused transitions (e.g. "but"), capitalization and ran long.
- Image not clearly representative of pregnancy, causing confusion
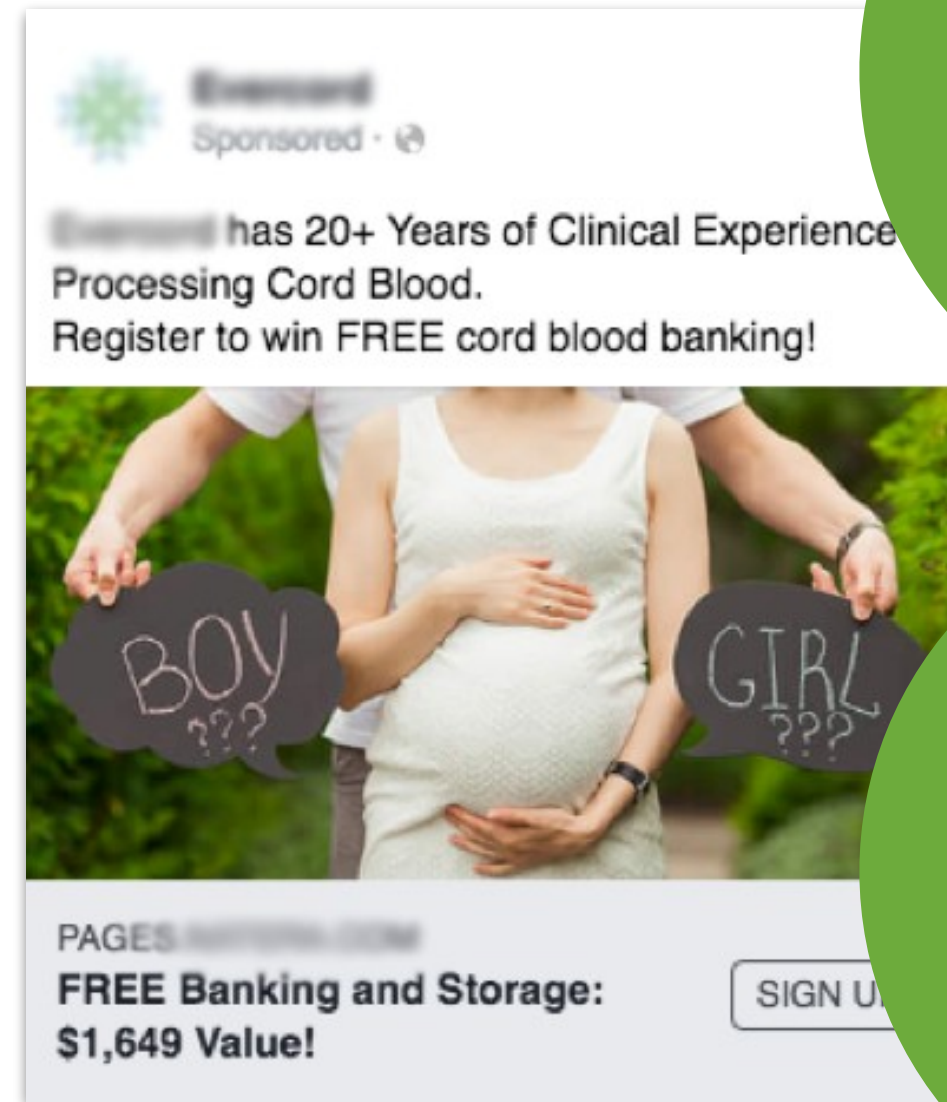


- Copy lacked emotional appeal.
- CTA was confusing or misleading.
- Images lacked appealing colors.
- Engagement was good and FB fans commented on boy or girl.
- Women did not sign up, CTR was significantly lower

### 86% Reduction in CPL

### Introduced 55% more efficient revenue stream

### AFTER





- A/B testing of ads over 7 days
- KPI's determine winner
- Winning ad was used as baseline for a new version
- A/B test new vs winner and refined process to increase click-through rates
- Creative elements: provided a Facebook Ad style guide and utilized color to evoke emotions

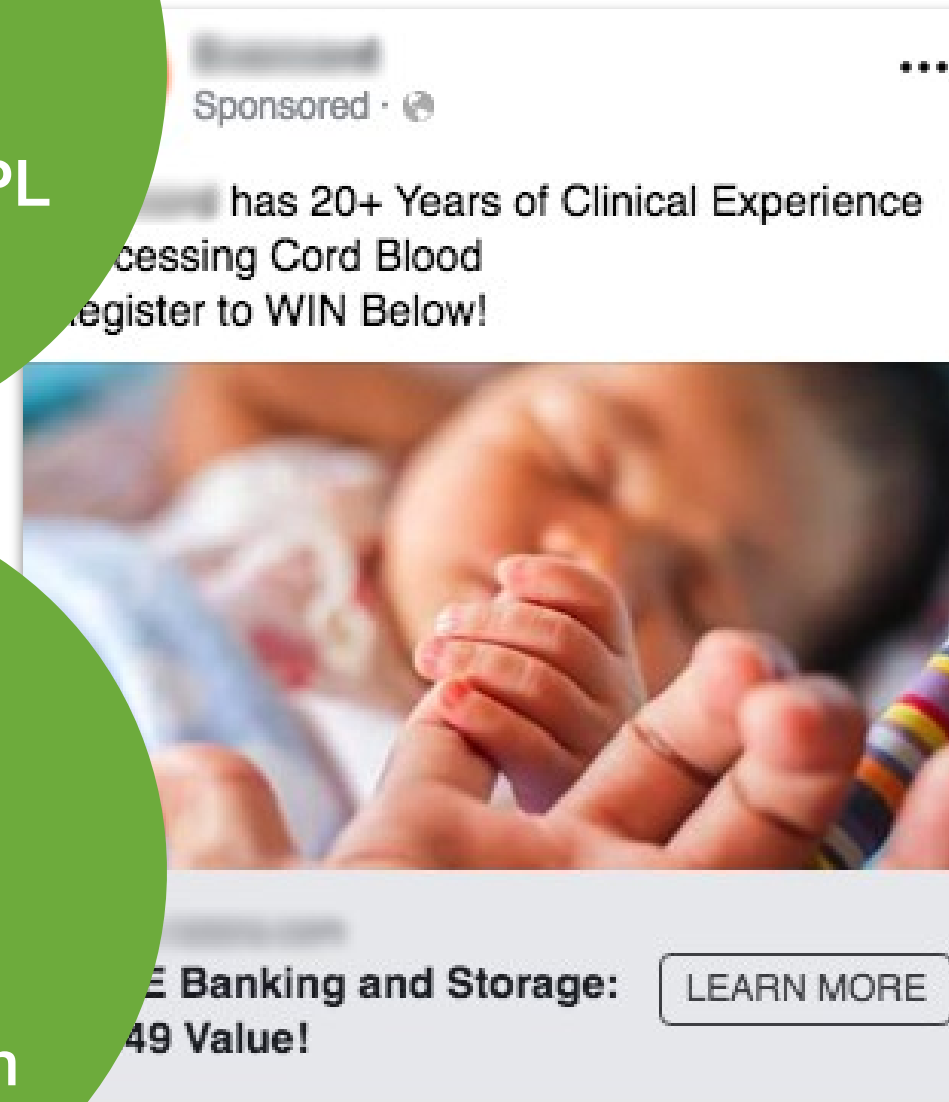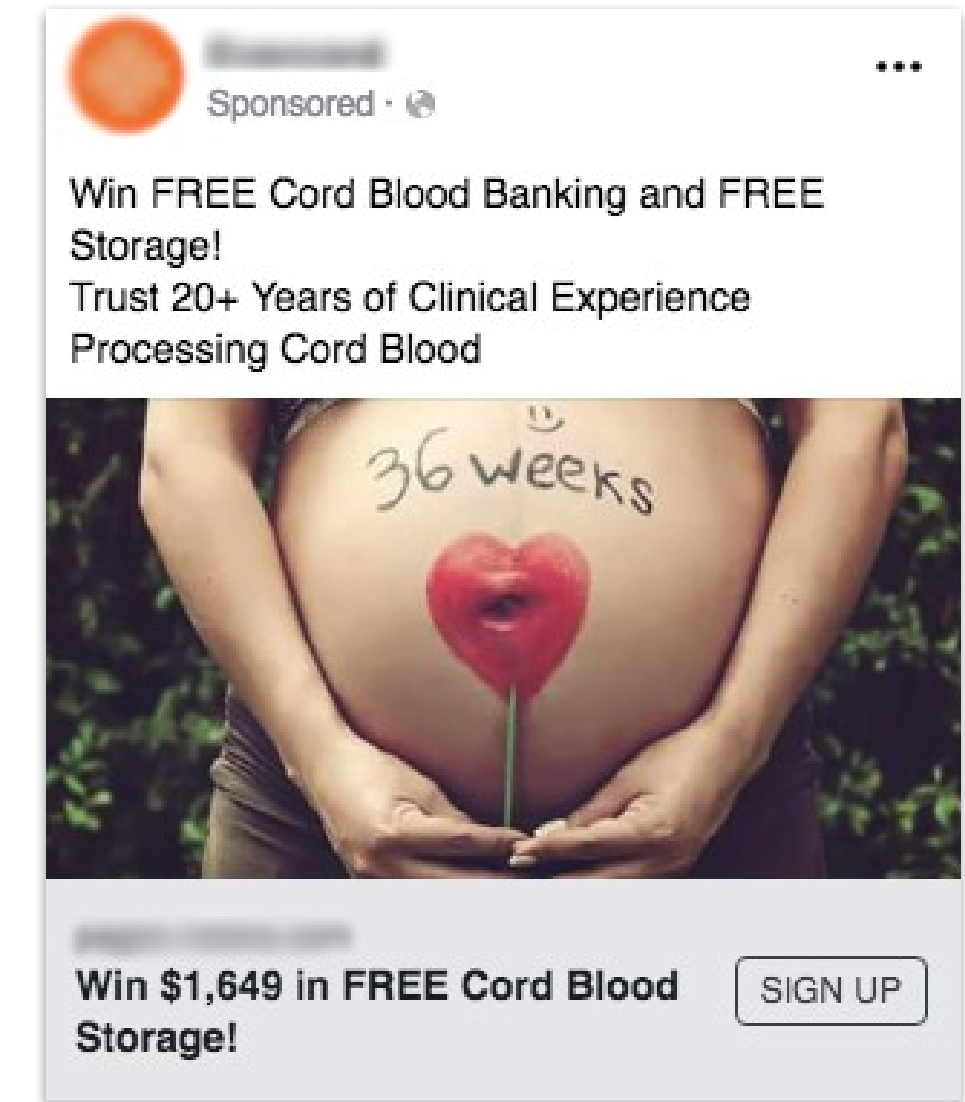Prior to us working on the account, Evercord's main issue was hitting close to **$350 CPL** on search ads. The average, combined (search and social) CPL in our first quarter **reduced CPL to $60.86 and subsequently to $50.57, resulting in an 86% reduction** over the course of 1 year. Evercord was also reticent to spend on social ads but we **demonstrated that social ads were 6.2x more efficient** at creating qualified leads than search, and even though they closed at 25% the rate of search leads, the **overall social close rate was still 55% more efficient**. This was a game changer and their ad budget was allowed to scale on the social side.

# COMPETITOR COMPARISON TOOL



**3rd position on Google**

for the high volume (+28 million) search "compare cord blood"
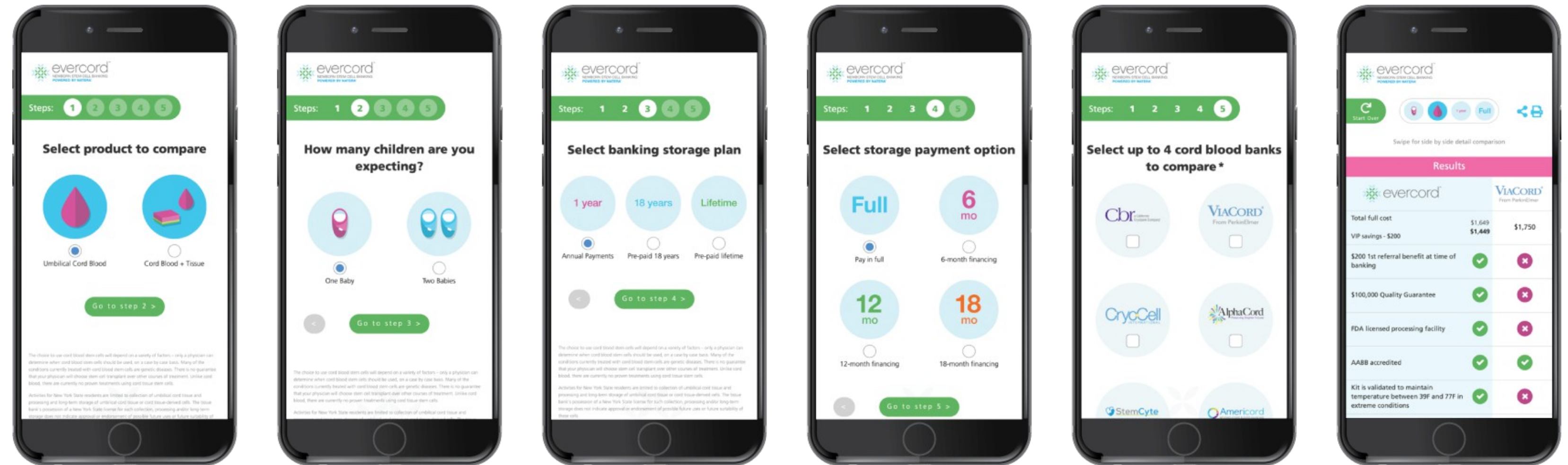
Evercord was a newcomer in the Cord Blood Banking landscape and while they placed themselves as one of the top 3 leaders in the space, no online comparisons included them. We designed and architected a solution that would enable their potential customers to compare Evercord against other offerings.

*CBR Acquired Natera's Evercord™ Sept. 2019*

NephroSant™

Logo and Brand Redesign
Web Design and Development
Paid and Earned Media

**The challenge** Nephrosant was a recently funded startup focused on developing diagnostic tools for the early detection of risk of kidney disease. As with many early stage startups, everything needed to be created quickly and cost effectively.

**The solution** Creating an effective brand toolbox with all necessary elements to ensure the brand look and feel consistency across all materials.

**My role** My role was to oversee and lead the entire project from beginning to end. I altered the logo to make it cleaner while not fully taking the company through a rebranding. I worked on many brand elements including style guide, asset creation and website design.

https://nephrosant.com
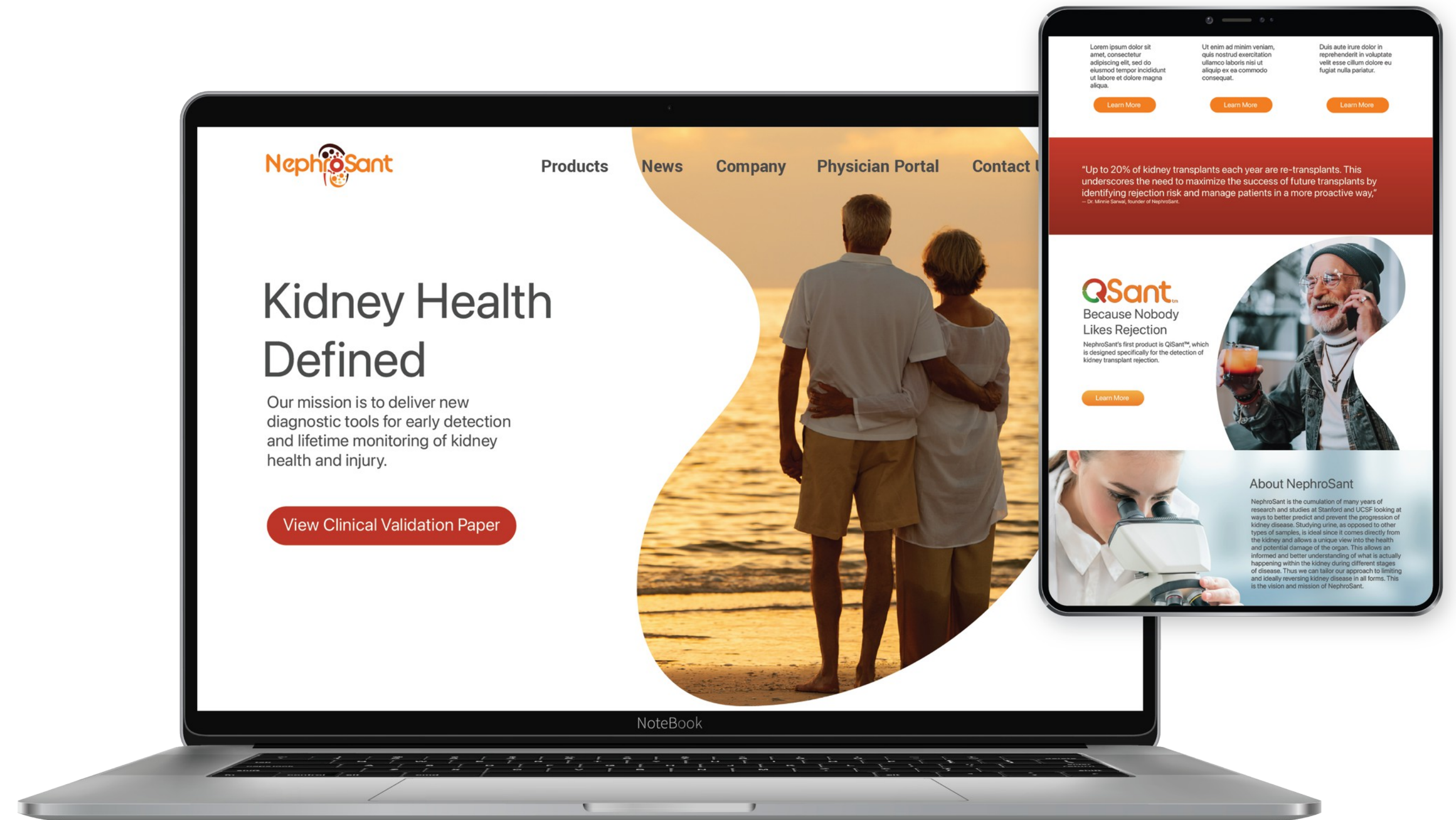
OLD

NEW

## Evolution

When we started working with Nephrosant I altered the existing logo by replacing it a cleaner and less problematic one. The font in the old logo would likely not age very well making the logo feel outdated prematurely. The font used was of poor quality and while its imperfection had been fixed in the logo itself it rendered the font unusable in future documents without time-consuming correction. The new font is more aligned with the round look and feel of the kidney bean logo bug and its rounded edges aligns better with the shape of the logo bug.

**NephroSant** tm

Product Element | Common Name and Brand Element

**QSant** tm

**LapiSant** tm

**LgaSant** tm

**XiSant** tm
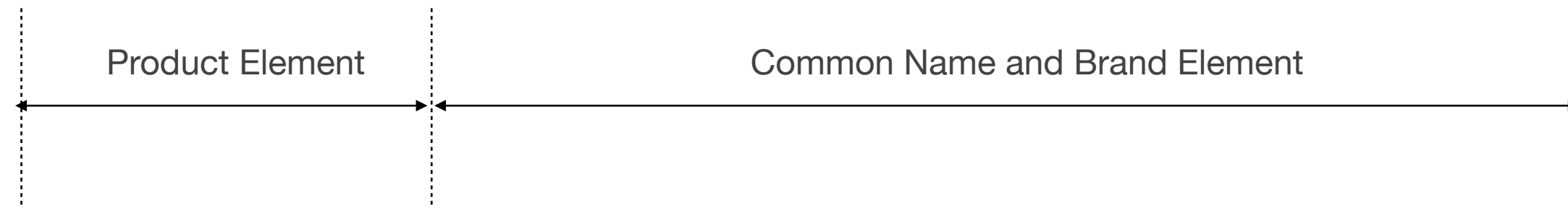
**Rules**

The present and future products logos must follow certain rules when being designed.

All names should end in **"Sant"** to be consistent across all product name and create a clear connection with the NephroSant Brand.

All products should own one primary color that is not part of the NephroSant color palette.

The **"Sant"** word should be an exact visual replication of the **"Sant"** in NephroSant. Color, Size, Spacing and ™ if appropriate.

**Nephrosant, Inc.**
673 followers
Promoted

NephroSant announced a landmark publication showing high accuracy for a urine-based assay for the surveillance of kidney transplant patients to identify rejection. Science Translational Medicine published the study demonstrating the first evidence of the assay in kidney transplant from NephroSant, a Kidney Health spinout from UCSF, led by Dr. Minnie Sarwal. Click below to download study. #kidneyhealth #kidneyinjury #kidneydiagnostic #qisant ...see more

First Needle-Free Kidney Transplant Rejection Test
nephrosant.com

Download

**Nephrosant, Inc.**
673 followers
Promoted

"The ability to detect rejection with high sensitivity and specificity from urine has the ability to transform the monitoring of kidney transplant patients," said Dr. Minnie Sarwal, UCSF nephrologist and founder of NephroSant. "Up to 20% of kidney transplants each year are re-transplants. This underscores the need to maximize the success of future transplants by identifying rejection risk and manage patients in a more proactive way," she added. Click below to download study. #kidneyhealth #kidneyinjury #kidneydiagnostic #qisant ...see more

Strong Clinical Validation of Urine-based Assay in Kidney Transplant Surveillance
nephrosant.com

Download

# THANK YOU

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