

## Gabriel Jorby 林家宝

Interactive Art Director French nationality, born in 1978

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### WORK EXPERIENCE

- 2008 > 2009  
**Interactive Art Director**  
Le Point (Paris, Fr)  
Identity and site *redesign*  
News graphics and multimedia design management  
Technical *supervision*  
↳ **Result** x3 audience growth in 8 months
- 2000 > 02 & 06 > 2008  
**Webdesigner**  
Le Figaro (Paris, Fr)  
Branding and identity redesign  
Graphic guidelines creation  
Sets of printed/online ad campaigns  
↳ **Result** +92% growth withing a year, #1 in news sites (Nielsen)
- 2004  
**Art Director \ ILX (Shanghai, Cn)**  
Branding and identity redesign  
Sets of Media Kits design and update
- 10.2002 > 02.2004  
**Freelance webdesigner**  
Accor group  
Website integration and design of the hotels website  
(Suite-hotel, Mercure) and content animation of the hotels'  
portal, accorhotels.com
- 10.1999 > 04.2000  
**Internship \ Numedia, Canal plus (Paris)**  
Templates deign for CanalPlus corporate/finance website  
Design special events websites (Gerardmer/Cannes film festivals)

### EDUCATION

- 1999 > 2000  
Level in Master of Information and Communication,  
Hypermedias — Paragraphe Lab, Paris VIII University
- 1996 > 1998  
Undergraduation in business and marketing  
Arago school, Paris

**LANGUAGES**  
French : Mother-tongue  
English : Fluent  
Chinese mandarin : Beginner

**TOOLS & TECHNIQUES**  
Os Windows 2000/xp • Mac OSX  
Bitmap and vector Photoshop CS3 • Illustrator CS3 • Flash  
Web languages xHtml • css2 • php4+  
Web frameworks Wordpress • Joomla • Moveable Type  
Desktop & print publishing MS Office • iWork • In design CS3  
Audio Audition • Soundtrack pro  
Video editing Final cut • Dvd studio

### OTHER PROJECTS

- CREATED BLOGS**  
gabyu.com (web picks news) in French  
ijoi.net (Chinese webdesign sphere) in French  
lelux.easia (Luxury in Asia news) in English and Chinese
- CONTRIBUTOR IN**  
trip-hop.net (reviews contributor)  
fubiz.net (news contributor)
- ASSOCIATIONS**  
Interaction Designers France (2007-2009)