

ALICE TAPIA

UX/UI DESIGNER



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Skills

UX

- + Client brief
- + Collaboration with teams
- + Benchmark & ergonomic audit
- + Test and user reasearch
- + Persona
- + Experience maps
- + User journey
- + Ideation & workflows
- + Wireframing
- + Prototypes
- + Agile (Scrum)

UI

- + Interface design
- + Website and mobile app
- + Design system
- + Art direction
- + Interactions
- + Acceptance phase

Techniques

- + Sketch / Adobe XD
- + InVision / Figma
- + Abstract / Zeplin
- + Suite Adobe CC
- + HTML5 / CSS3
- + Ecommerce and digital marketing
- + Entrepreneurship

Language

- + French - native
- + English - working knowledge

Education

● Master's Degree UX/UI Design | 2018-2019

INSEEC Group - Paris

● Bachelor's Degree UX/UI Design | 2017-2018

INSEEC Group - Paris

● HTML5 & CSS3 training program | 2017

INSEEC Group - Paris

● BTEC Marketing & Communication | 2015-2017

INSEEC Group - Lyon

Work experience (2 years 1/2)

● UX/UI Designer - Freelancer

09.19-Today (6 month)

Art direction and design of marketing elements for different sports associations. B to I projects for a Parisian Group.

● UX/UI Designer - Axance - Paris

02.20-04.20 (2 month)

Redesign of the United Schools platform, 1to1 interview, audit ergonomic and ideation workshop.

End of contract for contextual reason.

● UX/UI Designer - Expertime - Paris

09.18-02.20 (1 year 1/2)

Delivering engaging user experience to improve clients' business performance (Sanofi, UEFA, Dassault, SNCF, Danone, Biomérieux)... Intranet under Powell 385, mobile application under Power Apps, datvisualization with Power BI, workshop facilitation.

● UX/UI Designer - Actuelle Bijoux - Paris

2017-2018 (1 year)

Working closely with the sales team to support our marketing strategy across different digital channels. Ecommerce website management with Prestashop and improvement of UX.