

# Lead UX Designer - UX Strategist

I have more than 15 years of professional experience in Digital Communication. I have an entrepreneurial background and I am proud of having taken part in some start-up adventures which led to successful acquisition.

I am good at identifying challenges, opportunities and solutions, helping creative and technical teams work together. I manage to keep things simple even in complex workflows.

Being a good story teller and a permanent learner, I love to share my experience with others: junior designers in my team, peers or attendees of UX events and talks.

## Talks & awards

2015 - **eurolA**

«How to avoid falling for the dark side of UX design»

2014 - **eurolA**

«End-users are not your only personas»

2014 - **Didaxis**

«Oser l'innovation !»

2013 - **Grand Match de l'Innovation Canal+**

Tansmedia project conception finalist with the Ch@CK Team

Scan to  
phone me



# Karine Cardona

22 August 1973



## Experience

since Oct. 2015 - SYMBID - **Lead UX Designer / UX Strategist**

Lead design on a Crowdfunding platform and new Fintech Products - Business Analysis - UX guidance - Mentoring - Agile process (Scrum) with the Product Development Teams

Feb. 2015 - Sept. 2015 - POCKET PRODUCTION - **UX Designer / UX Strategist**

New business strategy based on mobile audit processes - Service design (mobile / tablets)

Feb. 2014 - Feb. 2015 - ORANGE, D&U Group - **Design Delivery Manager**

UX/UI Delivery Management for Orange's Cloud Service on mobiles, tablets, desktop and TV platforms (France & Europe) - Team management - Workshops with stakeholders.

Oct. 2013 - Jan. 2014 - ART INFORMATIQUE - **UX/UI Designer consultant**

Usability audit - UX design - Transfert of skills on Quality Management Software for clients such as Kingfisher, Metro Cash & Carry, Carrefour, Intermarché, Système U

Apr. 2013 - Sep. 2013 - CAPPTAIN (NOW MICROSOFT) - **UX Designer / Strategist**

Product improvement roadmap - Agile work (Scrum) with teams in France and worldwide.

Jan. 2005 - Aug. 2013 - PICKABEE - **Founding CEO & UX/UI Designer**

Tech & creative team management - Business development - Customers relations  
Some of the clients I worked with:

- **Softway Medical Group**: usability audit of the medical information system Hospital Manager - recommendations on design evolutions for desktop and tablets users
- **SPIR Communication**: front-end & back-end design - SEO for several web applications.

Sep. 2001 - Feb. 2004 - CARTELAND.COM - **Designer**

Creative collaboration on the design of new products - Photo editing - Webmastering.

Aug. 1999 - Dec. 2004 - FREELANCE WORK - **Photographer**

Contemporary dance photographer. Several publications in papers, magazines, books.

## Education

2015 - **Cambridge English Proficiency (CPE - Level C2)**

British Council, Paris

2013 - **Interactive Digital Engineering Manager - Master's Degree**

Gobelins, Ecole de l'Image, Paris

2004 - **Web Technician / Webmaster - Certificate of Proficiency**

Centre de Formation Professionnelle Image, Nîmes

1998 - **Psychology - DESS (French equivalent of a Master's Degree)**

Université Paris V - René Descartes

## Languages

French ● ● ● ● ●  
English ● ● ● ● ●  
Portuguese ● ● ● ● ●  
German ● ●  
Dutch ●

## Preferred tools

White boards ● ● ● ● ●  
Pen & paper ● ● ● ● ●  
Axure ● ● ● ● ●  
Adobe Suite ● ● ● ● ●  
Scrum ● ● ● ● ●

## Best skills

Making creative and tech teams work together -  
Solutions oriented -  
Reframing - Identify challenges - Data Analysis

Contact

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