



KARINE CARDONA-SMITS

UX - Service Design - Strategy

WORK EXPERIENCE

Head of Service Design

MOBGEN / 2017 - present

Defining the Service Design offer - Building and leading the Service Design department (10 members today) - Leading design projects for clients such as Arcadis, APG, Nuon, Liander, GSN, ING, Daimler Smart, DLL Group - Business development (assessment of clients needs and pitches).

UX/IxD Architect

MOBGEN / 2016 - 2017

UX Lead for clients such as Aegon and KNAB - User Research - Concepting - Wireframes - User Testing - UX Mentoring for International teams (Europe, South America, Middle East and Asia).

Lead UX Designer - Strategist

Symbid / 2015 - 2016

Lead design on a Crowdfunding platform and new Fintech Products - Business & Data Analysis - UX guidance - Mentoring.

Senior UX Designer - Strategist

Pocket Prod / 2014 - 2015

Design Delivery Management for Orange (18 months) - Service Design work for Energeo and Institut Pasteur (Design Thinking workshops - Concepting) - Business development support - New business strategy for the agency.

Founder & UX/UI Designer

Pickabee / 2005 - 2013

UX/UI design for clients such as King Fisher, Metro, Carrefour, Softway Medical Group, SPIR Communication.

TALKS

- UX + Scrum: ensuring success / UX Days FLUPA Paris - 2017
- Empathy: how to fit someone else's shoes / UX Antwerp - 2017
- Designing award winning apps / Hogeschool Utrecht - 2016
- Avoid falling for the dark side of UX / euroIA Madrid - 2015
- End-users are not your only personas / euroIA Bruxelles - 2014

EDUCATION

- Scrum certifications PSPO 1 & PSM 1 / Scrum.org - 2018
- Interactive Digital Engineering Manager - Master's Degree / Gobelins - 2013
- Psychology - DESS (French Master's Degree) / Université Paris V - 1998

LANGUAGES

- | | | | | | |
|---------|-----------|------------|---------|----------|-----------|
| French | ● ● ● ● ● | Portuguese | ● ● ● ● | HTML/CSS | ● ● ● ● ● |
| English | ● ● ● ● ● | Dutch | ● ● | Swift 4 | ● ● |

MY VISION

Designing meaningful experiences is about understanding individuals, interacting with products, services and/or other individuals. It goes beyond screens and interfaces.

Finding that sweet spot where user needs and business needs can meet and match starts with just enough research and a deep understanding of a brand's vision.

WHO I AM

I am an entrepreneur at heart with more than 15 years of professional experience in Digital Products. I am good at building and leading teams, identifying challenges, opportunities and solutions, and helping creative and technical teams work together.

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

CONTACT

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