



KARINE CARDONA-SMITS

Amsterdam
+31 0612190962
hello@karinecardona.com
linkedin.com/in/karinecardona

SUMMARY

Results-driven professional with 20 years of experience in design, design management and customer experience (CX). Critical thinker and problem solver adept at tackling complex challenges blending a strong foundation in psychology with design thinking. Passionate about fostering collaboration, developing talent and creating meaningful experiences. Highly motivated and driven, with a no-nonsense approach and a commitment to delivering high-quality results. Known for being a thought-leader in experience design, a natural people-connector and team leader, a perceptive advisor and an inspiring public speaker.

SKILLS

UX / CX / Design Management
– Team leadership – Research –
Communication – Public Speaking
– Service Design – Systemic
thinking – Challenging Status Quo
– Translating ideas into actions –
Strategic vision – Trends analysis –
Coaching – Rainforest mind

EDUCATION

Interactive Digital Engineering
Manager - Master's Degree /
Gobelins Paris

Psychology - DESS (French
Master's Degree) / Université
Paris V

PROFESSIONAL EXPERIENCE

Practitioner Coaching - Experience Design Leadership

Appealy, Amsterdam, since 2023

Coaching design and experience leaders to foster team's performance, sustain practice growth in their organizations and reveal untapped talents.

Senior Analyst - Customer Experience and Design

Forrester Research, Amsterdam, 2018-2023

Created research IP for Forrester on CX management, design (UX/Service Design), drivers of mobility experience quality and customer service as a driver of CX quality. Delivered outstanding results on UX and CX consulting engagements.

- Authored 50+ actionable reports and webinars based on creative first-hand research and a unique behavioural science lens.
- Advised executives from top clients in Customer Experience, Digital, Design, and Product on how to tackle their biggest challenges and stay ahead in a constantly changing landscape.
- Defined a scalable operating model for consultants and analysts for UX projects, supporting talent development and the hiring of UX consultants globally.
- Led UX benchmarking (Forrester's Digital Experience Reviews™), overseeing the Mobile Banking benchmarks for EMEA (conducted 80+ UX reviews to date) and coaching a team of 7 UX researchers and research associates.
- Improved mobile apps' experience for several clients in financial services (achieved +20% in use of a strategic feature for a large Italian bank).
- Regularly top rated keynote speaker at industry conferences.

Guest Lecturer, University of Applied Sciences, Utrecht

— Master program in Data Driven Design, 2017-2018

Led a top-rated lecture "Matching and Modelling the Alchemy," that emphasized the impact of design through effective modelling of matching algorithms.

— Bachelor program in Communication & Media Design, 2016-2017

Delivered a lecture entitled "Designing Award-Winning Apps," highlighting the key drivers of an outstanding mobile experience.

MOBGEN | Accenture Interactive, Amsterdam, 2016-2018

— Head of Service Design, 2017-2018

- Defined the service design offering for the agency and pitched it to key accounts in collaboration with the Chief Commercial Officer.
- Assembled and led a team of 12 service designers who demonstrated outstanding talent through successful client deliveries.
- Effectively managed projects, maximising team's development, and project outcomes with a track record of achieving 100% on-time and on-budget delivery.
- Generated repeat business and attained a 400% business expansion twice with a customer who used learnings from a series of successful design sprints to create a strategic innovation entity.
- Led a successful service design engagement for Liander resulting in the highest adoption rate within the company of an enterprise mobile solution (chosen to be the operations' app solution out of a series of POC concepts, used daily by field engineers with a 90% adoption rate).
- Mentored and supervised 4 CMD students from Utrecht's University of Applied Sciences for their internships and/or thesis.

— Lead UX/Ixd Architect, 2016-2017

- Led UX design for Aegon's Centre of Excellence resulting in NPS improvements for businesses in Continental Europe and South America.
- Managed UX strategy initiative for SMEs resulting in a structured approach to innovation and a new product offering for KNAB.
- Directed UX/Ixd Architecture of a multi-country POC resulting in the validation of the tech stack choices for the most reliable user experience for Aegon.

Lead UX Designer / UX Strategist, Symbid, Amsterdam, 2015-2016

- Established a human-centred design approach for a crowdfunding platform and fintech products.
- Influenced product roadmap, moving away from guesswork and leading an evidence-based culture.
- Supervised one CMD student's thesis and internship from Utrecht's University of Applied Sciences.

Senior UX Designer & UX Strategist, Pocket Production, Paris, 2014-2015

- Led a successful design delivery management project for France's largest telco Orange on their cloud service (available on mobile, tablet, web, desktop and TV in France and Europe), managing a team of 5 designers (UX/UI design & UX copy-writing) and collaborating with internal stakeholders.
- Managed service design projects for Energeo and Institut Pasteur, including end-to-end journey mapping, design thinking workshops, and concept development for enterprise tablet applications.
- Created a new commercial offering based on mobile app experience audits, developing the methodology and shaping the content strategy for the agency's website and commercial proposals.

UX Designer, Capptain (now Microsoft), Paris, 2013

- Established a human-centred design approach for the start-up solution that combined mobile analytics and push notifications to increase app engagement across devices and platforms.
- Influenced product roadmap with an evidence-based approach, collaborating with account directors, customer success managers and the product team.
- Enhanced key customer journey experiences simplifying interfaces and introducing responsive design.

Founder & UX Designer, Pickabee, Aix-en-Provence, 2005-2013

Draw up the business plan, go-to-market strategy, budget, and marketing for the web agency specialised on accessible websites and enterprise web applications for B2B, B2C and government clients.

- Provided leadership and training on web accessibility, HTML, CSS, and SEO to 5 direct reports and client's teams on site (software architects, engineers and web designers).
- Improved the usability and user experience of enterprise applications and SaaS solutions for clients such as Softway Medical, King Fisher, Metro, Carrefour and SPIR Communication resulting in higher users' engagement and significant increase in traffic (topannonces.fr rated best France website for classified ads).

AWARDS JUROR

Recognised subject matter expert in customer experience, service design and mobile experiences participating in entries evaluations as member of the jury for:

— Engage Awards, since 2023

recognising innovation and excellence across the entire spectrum of customer and employee experience.

— Global Service Design Jam, since 2023

a global service design hackathon celebrating a design-based approach to change.

— GSMA Global Mobile Awards (GLOMO), since 2019

the mobile world congress awards recognising mobile innovation, in the category "Best use of mobile for accessibility & inclusion" and "Best use of mobile for connected life".

CERTIFICATIONS

Preparing the ACC, International Coaching Federation, 2024
 Member of the EMCC Global, 2024
 Professional Scrum Product Owner (PSPO1) / Scrum.org, 2018
 Professional Scrum Master (PSM1) / Scrum.org, 2018
 Cambridge Certificate of Proficiency in English (C2), 2015

VOLUNTEER EXPERIENCE

Developing and co-organising the UX Masterminds events for Amsterdam UX since 2024.
 Funds-raising, photography and communication for the dance company Rose des Vents www.cie-rosedesvents.fr

ADDITIONAL INFORMATION

Bilingual French & English, Dutch level B2, and conversational Portuguese
 Black & white photography and contemporary dance lover - www.artegraphe.com
 Enjoys badminton, tap-dancing and voiceover acting.