



SHANNON ALEXANDRINE

LEAD DESIGNER – UX/UI

Information

Birth date 13/08/1990
shannon.alexandrine@gmail.com
Lausanne - Switzerland

Skills

RESEARCH

Interview - Survey - Contextual inquiry -
Usability testing - User testing

DESIGN

Personas - Wireframing - Storyboarding
-Prototyping - Information architecture -
User flow

TOOLS

Sketch - Adobe XD - Invision - Axure RP -
Figma - Framer - Photoshop - Illustrator

EXTRA

Project Management - Workshop
animation - Former - Basics HTML/CSS -
application testing - Wordpress

LANGUES

French : Native
Anglais : Intermediate B2
Espagnol : Intermediate B1

Hobbies



Travels



Creative hobbies,
Graphism, NFT



Fitness & fight sports



World cuisine



Chess



Investment

Work Experiences

2021 - Now

LEAD UX DESIGNER - ZF

Nov 2021 to now - Lausanne Suisse

Migration the Bestmile design system to ZF. Adapte product to the news context. Lead the UX for traveler App and Planning module for Operator and driver.

2019 - 2021

UX/UI DESIGNER - BESTMILE

2 years and 8 months - Lausanne Suisse

Optimise existing products to improve usability. Create new app or features mostly for: Fleet orchestration platform, Driver app, Traveler App, Attendant App. Build Design system.

2017 - 2018

SERVICE DESIGNER - UX/UI FREELANCER

1 year and 8 months - Paris, Dakar, Rennes, Sultanat d'Oman

Client: Backstory

RCI BANK : Lead designer - Redesign customer private account - 8 months

BPCE: UX designer - competitive benchmarking (banking sector, management tool)

2016 - 2017

PRODUCT DESIGNER - ESPHI

1 year - La Ciotat

uPulse, redesign services:

Sports/Health reporting App BtoB/BtoC, Fitness coaching App and Members management.

2015 - 2017

SPEAKER AT L'ECOLE DU MULTIMEDIA PARIS

Ponctual intervention - Paris

Propotyping tools former, supervision of end-of-year projects

2013 - 2015

UX/UI DESIGNER - BACKSTORY

2 years and 9 months - Paris

Clients: BPCE, Caisse d'Épargne, Natixis, Mercurochrome, Service public, Soprema, Basic Films

Education

2013

Master degree - Digital project Manager / UX Manager

Certification Manager in Interactive Digital Communication Engineering

GOBELINS L'école de l'image - Paris

2011

European Bachelor's Degree in Marketing

ESUP - Rennes