

CHARLOTTE BRETON SCHREINER

ABOUT ME

Driven by problem solving, I build products which empower people and grow businesses. I moved from Paris to London two years ago to expand my culture and vision of design. I am now **looking for a new UX designer role**.

5 years of experience

I worked for 8 different companies, including start-ups, mid-sized companies and agencies.

65+ projects

I designed dozens of projects, in various industries: health, insurance, bank, education, e-commerce, travel...

20+ hackathons

I teamed up with lots of developers and won 11 prizes, including 5 first place.

WORK EXPERIENCE

Senior UX Architect

Appear Here – London, UK

Since July 2017, full time, current position

Appear Here is the leading marketplace for retail in the UK. My role was to develop a deep understanding of our users and translate insights into successful products. In 75 days, I brought UX to life by:

- **Organising bi-weekly qualitative user sessions.**

I recruited and organised the first regular user sessions. In total, we interviewed 9 users for a £10/ user budget which is 5 times lower than the industry standard. Each session was led by me. Anyone from the company could attend as a notetaker or an observer to better understand our user's needs.

- **Sharing UX progress across the company.**

I presented to the company 4 projects and posted 3 internal blog posts. I also created a transparent in-depth documentation of every UX initiatives.

- **Involving the team in UX activities.**

I organised and led ideation workshops during discovery and design phases.

Head of User Experience

Enki Labs Inc. – London, UK

From March 2016 to July 2017, full time

Enki is a mobile app, with more than 240k users, which provides content to help developers improve their skills on a daily basis. My role was to advocate for the user and the user experience process. I was:

- Responsible for all stages of design: **user research**, **information architecture**, **user interface**, prototyping, visual design. I improved many aspects of our app which resulted in a higher retention and many positive reviews on Apple and Google stores.
- **Product owner of multiple features**: competition analysis, specifications, prioritisation, management and validation of the implementation, data analysis.
- Proactive in the **continuous improvement of our internal delivery process**. For example, I introduced and applied a continuous validation process which dramatically reduced the number of bugs in our app.
- **Heavily involved in strategic business decisions** as part of the weekly senior management meetings.

UX Designer

Theodo – Paris, France

From November 2015 to March 2016, full time

UX Designer

Freelance – Paris, France

From May 2015 to November 2015, full time

UX Designer

Agorize – Paris, France

From September 2014 to May 2015, part time

UI Designer

Toxicode – Paris, France

From September 2013 to August 2014, part time

SKILLS



User Research

Helping team learn about users and their needs.
Interviews, observation, surveys, personas...



Information Architecture

Organising content and functionality.
Mind mapping, card sorting, tree testing...



Interaction Design

Creating engaging interactions.
User flows, prototyping, usability testing...



Interface Design

Crafting usable and delightful interfaces.
Ergonomics, visual design, code...

TOOLS

Design

Sketch, Adobe suite (Illustrator, Photoshop, InDesign),
Invision, MarvelApp, PopApp, OptimalWorkshop
(OptimalSort, TreeJack), MindMeister, Typeform,
SurveyMonkey, DropboxPaper, Noun Project...

Code

HTML, Pug, Haml, CSS, Stylus, JavaScript, JQuery, Atom,
GitHub, Stylay...

INTERESTS AND HOBBIES

On my free time, I love to work on side projects, attend design conferences, participate to hackathons, share my user experience knowledge, study cognitive psychology, travel the world, play the piano and practice ballet.

Notetaker

IxDA – London, UK

Since July 2016, once a month

I am in charge of taking notes during the monthly **interaction design meetups** organised by Jason Mesut and Boon Yew Chew. The events are renowned in the user experience community and the tickets always sell out within a couple of minutes.

EDUCATION

Personas / Data Analysis

Nielsen Norman Group – London, UK

In March 2016, 2 days of in-depth courses

UX / Project Management

IESA Multimedia – Paris, France

3rd year of Bachelor's Degree (2nd year skipped)
From 2014 to 2015, alternating with Agorize

I followed classes on **user experience design**, project management and marketing. I scored higher than the majority of the students in most disciplines. Among the professors: **Johan Adda (Designer at Apple)**, Natacha Hennocq (Experience Design Strategist at Orange), Sylvie Daumal (renowned french UX author).

Front End Development / Webdesign

Fonderie de l'image – Paris, France

1st year of Bachelor's Degree
From 2013 to 2014, alternating with Toxicode

Design / Applied Arts

Ecole Boulle – Paris, France

3 years of High School
From 2009 to 2012

UX Teacher

Le Wagon – London, UK and Paris, France

Since April 2015, 5 days quarterly every year

Le Wagon is an unconventional school to learn how to code in Ruby. Every session brings together passionate people from various industries, often looking to reinvent themselves. My role is to:

- **Introduce students to user experience methods** during a 1h oral presentation.
- Guide students during their final project and **organize workshops** tailored to each team according to their level of progress.