CHARLOTTE BRETON SCHREINER

ABOUT ME

Driven by problem-solving, I build solutions which empower people and grow businesses. Originally from Paris in France, I'm delighted to bring my culture and energy to the United Kingdom and London's tech sphere.

6 years of experience
I worked for 10 different companies, including start-ups, mid-sized companies and agencies.

70+ 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

Lead User Experience Designer

Trussle – London, United Kingdom

Since October 2017, full time, current position

Trussle is the home of home ownership. Our mission is to help everyone love their journey of owning a home. Disrupting the mortgage industry, we strive to create the very best experience for one of the most important and emotional moments of our lives. I am in charge of:

- **Using empathy to highlight meaningful problems and spread a user-centric mindset in the company.**
  I organise and lead regular qualitative user sessions involving everyone in the company and translating insights into shareable information which is used as a decision-making tool for each of our projects.

- **Planning and running user experience activities to craft simple, delightful and usable solutions.**
  As well as designing solutions, I plan projects ahead, organise design pairing exercises and lead workshops including people from different parts of the business.

- **Creating and improving user experience processes to create a collaborative working environment.**

Senior User Experience Architect

Appear Here – London, United Kingdom

From July 2017 to October 2017, full time

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 – London, United Kingdom

From March 2016 to July 2017, full time

User Experience Designer

Theodo – Paris, France

From November 2015 to March 2016, full time

User Experience Designer

Freelance – Paris, France

From May 2015 to November 2015, full time

User Experience Designer

Agorize – Paris, France

From September 2014 to May 2015, part time

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.

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