

WORK EXPERIENCE

Service Design Consultant, *CATCH22*

Oct. 2023 - Feb. 2024

- Built a new method that shifted progress measurement from self-reported scores to capturing "micro-achievements," receiving commendations from Juda Armani, a leader in the field.
- Generated actionable insights that evaluated product experiences of the measuring impact tool and fueled ideation by using qualitative research methods (8 interviews, 6 workshops with ex-prisoners and Catch22 staff).

User Experience Designer/Researcher, Part-time, *Stellantis**

Sep. 2022 - Sep. 2023

- Using Figma, Overflow, and Teams, I collaborated within a design team of 8+ members to prototype and develop end-to-end user journeys for a next-generation car mobile app, positively impacting the user experience.
- Using user research and testing methods (20+ interviews, 1 focus group, 6 benchmarks, 40+ usability tests, and 2 surveys), I advocated for and created one new core feature while implementing over 20 small but important changes.
- Created design guidelines for haptic feedback implementation by leading a comprehensive study on haptic feedback integration within the radio app in collaboration with the RD team. Presented the results to the entire Digital Factory.
- Designed the user journey for an NFC-based app launch in the car's built-in smartphone holder (sole designer).

User Interface Designer, Part-time, *Stellantis**

Sep. 2021 - Sep. 2022

- Assisted the lead UI designer at PSA in creating a multi-brand design system with over 1,000 UI components, ensuring pixel-perfect functionality and quality, and guiding system adoption across designers, developers, and brands.
- Created a detailed library of 300+ brand-specific elements, significantly impacting design consistency across projects.

* *Stellantis is a multinational automotive manufacturing corporation, known for brands like Peugeot, Citroën and Fiat.*

EDUCATION

Service Design MA, *Royal College of Art*

Sep. 2023 - Sep. 2024

- Participated in many end-to-end projects applying human centred methods with cross-disciplinary teams.
- Creating improved shopping experiences, in collaboration with the Royal College of Art Neurodiversity Society, led research with 100+ interviews, fieldwork, and workshops, resulting in validated solutions under ex-IDEO mentor.

Entrepreneurial Innovation, MBA Elective, *Wicked Labs x MBARI (Research Institute)*

Jun. 2024 - Jul. 2024

Entrepreneurial Venture, MBA Elective, *Imperial Business School*

Feb. 2024 - Jun. 2024

- Collaborating with MBA students, created a prototype and pitch presentation for an AI solution for small businesses, resulting in 2nd place, and won £2,500 prize. Led 80+ interviews with potential clients and domain experts.
- Completed coursework in venture capital, A/B testing, project management, and business development.

Behavioral Economics MBA Elective, *London Business School*

May 2024 - Jun. 2024

Graphic Design BA, *École de Design de Nantes Atlantique*

Sep. 2020 - Jun. 2023

- Created posters, video content, graphic campaigns using tools like Illustrator, After effect, AR, Indesign and more.

OTHER EXPERIENCE

Workshop Facilitator and Organizer, *Service Design Network Switzerland*

Ongoing

UX/UI Designer, *Algogame*

Ongoing

- Collaborating with a developer to redesign a mobile game with thousands of users to enhance usability and engagement.

Service Designer, *Pharmacy of La Madeleine*

Oct 2024

- Reduced plastic use, eased staff workload, and raised €1,000 for ALS research; featured in La Dépêche.

Workshop Facilitator and Organizer, *Women's Health Unleash Hacks*

Jun 2024

Graphic Designer, *EY Seren x RCA report*

Apr. 2024 - May 2024

- Crafted Figma assets and LinkedIn communication visuals for design in regulated industries report campaign.

Awards

2024

- **RSA x Google DeepMind:** · Secured a position as a top 5 finalist (out of over 200 entries) recognizing groundbreaking applications of AI in design to empower marginalised communities in tackling local challenges related to climate change.
- **Design Jam Winner:** Sport England x Innovation Unit.

Extracurricular Activities: Volunteer, Incontro, Zurich (2024) - Lifeguard, Muret (2019-2021) - Member of the Regional Youth Council for sustainability, Occitanie, (2018-2020) - Exchange Student, South Dakota (2017)