



# MAXIME DE MATHAREL

PRODUCT OWNER &  
UX/UI DESIGNER

37 rue de Chézy, 92200

Neuilly sur Seine

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## BIOGRAPHY

Dynamic, creative and open-minded, I appreciate teamwork, especially on the development of new concepts!

I believe in user-orientation being the key to unlock product/market fit.

I will be grateful to bring my motivation and energy working on your projects!

in\_Maxime de Matharel



## EXPERIENCE

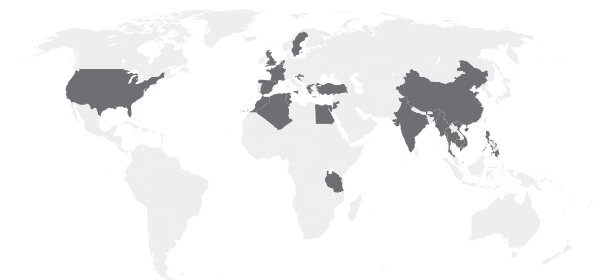
- PRODUCT OWNER & UX/UI DESIGNER**  
Blacksheep | Feb 19 - July 19  
**Online ordering and payment solution on smartphone**  
Responsible of the Product Backlog, user experience, model design and prototyping. User interviews and user tests. Launching bêta-test app version  
-> 60 bêta testeurs, 20% retention rate, 30 interviews  
Identification of communication channels and development of strategic plans. Development of 'drive to store' campaigns  
-> 7% transformation rate
- SALESFORCE PROJECT ASSISTANT**  
IDINVEST PARTNERS | Mai 18 - July 18  
Import data, CRM tools development, CRM reporting, on-boarding teams.
- CO-FOUNDER & VICE PRESIDENT**  
DIGITECH ASSOCIATION | Sept 17 - Sept 18  
Initiation to digital tools and personalized follow up for student wishing to undertake
- WEB DESIGNER & GROWTH HACKER**  
ZETAGAMMA | Jun 16 - Dec 16  
**Website development and maintenance, digital project management, digital strategy and marketing consulting**  
Website design, renewal of the communication plan and marketing strategy, client prospecting

## EDUCATION

- UX/UI DESIGN BOOTCAMP**  
IRONHACK Paris | Oct 19 - Dec 19  
Lectures: User research, Usability testing, Ideation, Information architecture, Wireframing, Prototyping and Micro interaction.  
Tools: Sketch, InVision, Marvel, Principle, Figma
- MASTER 2 : BUSINESS INNOVATION & DIGITAL MARKETING**  
INSEEC University London | Sept 18 - Dec 18  
Lectures: Web Design, Digital Advertising, Design Thinking, Content Marketing, FinTech, Projet Startup
- MASTER 1 : INTERNATIONAL BUSINESS MANAGEMENT**  
EUROPEAN BUSINESS SCHOOL Paris | Sep 14 - JUL 18  
Lectures: Cross Cultural Management, Corporate Social Responsibility, Corporate Strategy, Doing Business in India/China
- INTERNATIONAL EXCHANGE**  
Shanghai University | Jan 17 - Jul 17  
Lectures: Asian Economics, Chinese Communication, Modern Chinese Culture & Society

## LANGUAGE SKILLS

Born in France. Learned english and spanish in college and travelling.



## REFERENCES

Olivier Arbez | CTO at Blacksheep  
Arnaud de Rohden | CEO at Blacksheep  
Antoine Pham | COO at Blacksheep  
Zakaria Ghoula | CTO at Colis GP

## HARD & SOFT SKILLS

Illustrator	Ownership
Photoshop	Responsible
XD	Design thinking
Sketch	SCRUM
Pack Office	Product design