



MAXIME DE MATHAREL

PRODUCT OWNER &
UX/UI DESIGNER

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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



EXPERIENCE

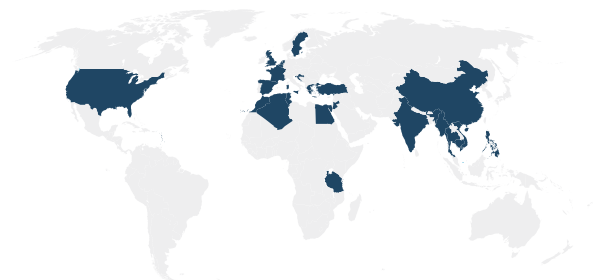
- **PRODUCT OWNER & UX/UI DESIGNER**
Blacksheep | Feb 19 - July 19
Online ordering and payment solution on smartphone
Responsible of the Product Backlog, user experience, model design and prototyping. User interviews and user tests. Launching bêta-test app version
-> 60 bêta testeurs, 20% retention rate, 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, lead generation

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 by travelling.



HOBBIES

Sailing
Skating
Badminton
Aeromodelism

HARD & SOFT SKILLS

Illustrator	Design thinking
Photoshop	Responsible
Sketch	Ownership
Figma	SCRUM
Principle	Product design