Caroline Dejeneffe

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  in/carolinedejeneffe/ **PORTFOLIO:** www.carolinedejeneffe.com

SUMMARY

• Award-winning designer with over 15 years of experience and a multi-disciplinary background, dedicated to helping international brands increase revenue and drive market leadership through innovative strategies that boost conversion rates and enhance customer retention.

• Known for simplifying complex business and customer challenges into elegant solutions while remaining adaptable and efficient in managing multiple projects.

• Committed to user-centric design, creating visually appealing products with impeccable attention to detail that enrich experiences and contribute to overall company success.

EXPERIENCE

CX UI UX Designer | FREELANCE | Los Angeles, CA | Nov 2023 - Present

 • Providing comprehensive CX, UI & UX design services and streamlined processes for brands seeking to level up customer experience and boost revenue through design strategies.

Principal Product Designer | Medialab | Los Angeles | Apr 2021 - Nov 2023

• Revamp a community app by incorporating gamification systems, monetization strategies, and implementing strategic App Store Optimization (ASO) techniques to enhance discoverability, increase conversion rates, and drive revenue growth.

• Collaborate cross-functionally with an agile team to create new features, develop a long-term design strategy, and conduct graphical quality assurance, improving user engagement, retention, and overall app performance.

• Collect and analyze user feedback through A/B testing, surveys, interviews, and usability testing while managing design requests and external resources for community event graphics.

Lead UI UX Designer | ABILIS SOLUTION | Montreal, QC + Los Angeles, CA | Apr 2015 - Apr 2021

• Led the UI/UX overhaul of a high-security enterprise software suite across mobile, tablet, and desktop, optimizing 5 applications managing over 100,000 probation records, schedules, and GPS routing.

• Supervised 4 junior designers, conducting weekly collaboration sessions to ensure on-time delivery of project milestones, while collaborating with engineering teams to design wireframes and high-fidelity UIs.

• Implemented UX processes, created WCAG-compliant system specifications, and developed 4 data visualization dashboards using Power BI, Birst, and Tableau, promoting design best practices and improving product quality.through clear visual communication.

Art Director | UI UX DESIGNER | HJP | Montreal, QC | Feb 2014 - Apr 2015

• Executed creative campaigns across print and digital platforms, increasing user engagement and boosting brand recognition through strategic marketing materials and photoshoots.

• Designed user-friendly interfaces, collaborating with product teams to improve product usability, meet deadlines, and enhance the overall user experience, including the creation of storyboards and game designs.

• Partnered with over 20 clients, delivering tailored solutions with a 95% satisfaction rate

UI UX Designer | Global Eagle Entertainment | Montreal, QC | Feb 2009 - Feb 2014

• Designed in-flight entertainment apps and GUIs for 95% of airlines, improving passenger experiences

• Developed a CMS app that reduced content creation time by 40% and optimized in-flight entertainment systems, enhancing graphics and performance across multiple airlines.

• Implemented branding and design guidelines for customized applications, ensuring cohesive, branded solutions across platforms, including Panasonic In-Flight Systems and Cabin Management Systems.

EDUCATION

• Associate Degree in Interior Design | Penn Foster | USA | 2016

• Bachelor's Degree in Fine Arts with Honours | UQAM | France - Canada | 2007

CERTIFICATIONS

• UX Design for Augmented Reality (AR) Certificate | Interaction Design Foundation | 2024

• UX Design for Virtual Reality (VR) Certificate | Interaction Design Foundation | 2024

• Level 4 CJIS Certification | US F.B.I. - For confidential information security requirements | 2022

• GRC (governance, risk, and compliance) Certification | 2017

• UX - Usability Testing | Interaction Design Foundation | 2016

SKILLS

**Methodologies**: Agile, Design Thinking, Lean UX, SAAS development, Waterfall

**Skills:** customer research activities, user testing, prototyping, product management, user engagement improvement, visual design, workflow, content strategy, Resource Allocation, Emerging Technologies, Multi-disciplinary Teams, Creative Strategy, Concept to Launch, 3D, CX (Customer Experience), UI (User Interface), UX (User Experience), Level Design, Product Design, iOS Development, Software as a Service (SaaS), B2B, B2C, User Persona, User Journey, Human Computer Interaction, Usability Testing, Game Design, Illustration, Research and Development (R&D), Experience Design, Brand Development, Quality Assurance (QA), Interaction Design, Marketing Strategy, Web Development, Web design, Mobile App, App Store Optimization, Information Architecture, Analytics, User-centered Design, Visual Arts, Team Management, Design Strategy, Graphic Design, Software Development, Art Direction, Interior Design, Data visualization, Innovative Solutions

**Software:** Adobe Creative Cloud (Acrobat, Photoshop, Illustrator, Lightroom), Atlassian Suite (Wiki, Confluence, JIRA), Axure RP (wireframes), Figma, Sketch, InVision, Lookback, Microsoft Office (Excel, PowerPoint, Word), Roadmunk, Trello, Xtensio, AutoCAD, Unreal Engine

**Development Languages:** CSS, HTML, JS, C++, React (not coder)

**Systems & Hardware**: Native Android, iOS, Apple OS, Microsoft Windows, Mobile, Tablet, Desktop, Cabin Management Systems, Arduino, Karma handset, Thales and Panasonic In-Flight Systems