

# Alexa Gueguen

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[www.alexa-gueguen.com](http://www.alexa-gueguen.com)

## UX DESIGNER

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- 4 years of experience in design and entrepreneurship
- Creation of a regional entrepreneurship community
- First designer in a growing startup (20 to 60 people now)
- Hiring and training experiences
- Artistic Direction experiences in advertising agencies
- UX & Design Evangelist

## SKILLS

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|---------------------------------|------------------------------|-----------------------|
| • Personas Creation             | • Good interpersonal skills  | • Adobe Suite         |
| • Information Architecture (IA) | • Team coordination          | • Atlasstian Suite    |
| • Usage Data Analysis           | • Good communication         | • Sketch              |
| • Prototyping                   | • Multitasking and organized | • InVisionApp, Marvel |
| • Usability testing             | • Agile (Scrum, Kanban)      | • Zeplin              |

## PROFESSIONAL EXPERIENCE

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### UI/UX Designer

#### Alkemics, Startup - Smart data management for Retail (Paris, France)

2015-Present

- Designed an online and mobile version of product pages viewed by 2M customers
- Created a clickable prototype that helped us win a CA\$1.43 million revenue partnership
- Collaborated daily with 2 product owners and around thirty developers
- Conducted weekly user interviews, having stakeholders, sales or developers participate
- Created personae that helped UX and developers focus on user goals
- Improved communication between divisions, leading workshop on each product « Initiatives »
- Translated concept into mockups, easing tech complexity estimate for bi-monthly sprint planning
- Helped stakeholders to prioritize work, reporting bi-weekly data-driven insights
- Decreased development costs, creating and reusing templates and patterns
- Maintained an up-to-date documentation on Confluence, illustrating the design process
- Evangelized on UX Expertise, through presentations
- Detected and listed bugs, avoiding Tech/Design Debt escalation

### Designer Freelancer

#### Entrepreneur - Communication & Design (Paris, France / London, UK)

2011-Present

- Help companies to define a communication plan to start or renew their strategy
- Create communication tools, invent products, imagine services that people could use and love

## EDUCATIONAL QUALIFICATIONS

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Completed Master's Degree in Communication from ISCOM, Paris in September, 2012

**REFERENCES** Applicable references shall be presented on request

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Online portfolio : [www.alexa-gueguen.com](http://www.alexa-gueguen.com)