

ALICE TAPIA

UX/UI DESIGNER



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alicetapia.com

EDUCATION

○ MASTER UX/UI DESIGN

2018 - 2019

INSEEC Group - Paris, France

○ BACHELOR UX/UI DESIGN

2017 - 2018

INSEEC Group - Paris, France

○ BTEC MARKETING & COMMUNICATION

2015-2017

INSEEC Group - Lyon, France

SKILLS

- Benchmark and audit
- Test & user research
- Persona, experience map, user journey
- Wireframing & prototype
- Design system
- Website & mobile app

- Figma, Sketch, Adobe XD
- Maze, UserTesting
- Suite Adobe CC
- HTML5 & CSS3
- Shopify, Wordpress
- Entrepreneurship (founder of a jewelry brand)

LANGUAGES

- French - Native
- English - Professional capacity
- Spanish - B2
- German - Learning in progress

INTERESTS

- Photography, videos (drone)
- Sport (ski, running, hiking...)
- Travel

PROFIL

Originally from the French Alps, I now reside in Zurich and bring over 6 years of experience as a UX/UI designer. My career has spanned various environments, including agencies, large corporations, and freelance work, across diverse industries such as health, insurance, banking, investment, luxury, energy, and fashion. This breadth of experience has honed my adaptability and independence. Driven by a passion for continuous learning and entrepreneurship, I am always eager to take on new challenges.

PROFESSIONAL EXPERIENCES (6 YEARS)

○ UX/UI DESIGNER - GOLD AVENUE - START UP

02.23 - Aujourd'hui / Geneva

Official online dealer of MKS PAMP GROUP, world leader in the precious metals sector. - Web & Mobile App

- Based on tasks/requests priorities by the team, producing solutions using user flow, interfaces, diagrams, graphic designs, and storyboards...
- Creating design systems and guidelines for developers
- Collaborating with the team to ensure the creation and delivery of tailored users experiences
- Analyzing user feedback and activity and iterating to enhance the user experience
- Using recent studies and findings to establish the best overall design elements to include in UX/UI design experiences

○ UX/UI DESIGNER - BAMBOU STUDIO - FREELANCER

01.20-02.23 (3 years) / France

Research, Wireframing, Workshops, Prototyping, Testing, Design System... on web & mobile app.

Main clients: Bel, Biogen, Soltracing, Frog, Louis Vuitton, BNP Leasing Solutions, Maison Avani, APRIL...

○ UX/UI DESIGNER - EXPERTIME - AGENCY

09.18-03.20 (1 year 1/2) / Paris

Delivering engaging user experience to improve clients' business performance (Sanofi, UEFA, Dassault, SNCF, Danone, Biomérieux)... Intranet under Powell 385, mobile application under Power Apps, datvisualization with Power BI, workshop facilitation.