

# alban carmet

Product Designer

## ABOUT ME

I'm a Product Designer firmly believing that design is first and foremost about solving problems. Thanks to my user centered approach and e-business background, I design elegant solutions matching their target audience. Team player, I value work environment where honest feedback and diversity are encouraged.

## EDUCATION

### RED Academy

Vancouver - Canada  
Full-Stack Designer degree  
March 2017

### Pôle Universitaire Léonard de Vinci

Paris La Défense - France  
MBA in digital marketing and ecommerce  
October 2008

### ISCOM

Paris - France  
Master degree in communication  
September 2007

## SKILLS

UX Research	Project management
Design	E-marketing
Prototyping	

## TOOLS

Sketch	Invision
Illustrator	Principle
Photoshop	Html / Css
Figma	

## LANGUAGES

French  
English

## CONTACT

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    /twitalban

## EXPERIENCE

### Rakuten Rewards | Senior Product Designer

San Francisco, CA | Nov 2018-June 2020

Design cross-platforms solutions to support key company metrics growth:

- Members acquisition
- Members activation

### Machobear Studios | UX/UI Designer

Vancouver, BC | Nov 2017-Oct 2018

Design a mobile app helping users find with ease either an apartment or tenant.

Key accomplishments:

- Contribute to create the app design system
- Design user onboarding, listing creation, renter/landlord profile, payment flows...

### Freelance | UX/UI Designer

Toronto, ON - Vancouver, BC | Dec 2014-Nov 2017

From research to planning to design and testing, I follow a user-centric approach to create engaging digital experiences.

Key accomplishments:

- A room/roommate finder iPhone application
- The redesign of the meal kit delivery service Fuud.ca
- The flight booking flow redesign of the WestJet iPhone/iPad application
- The Roku, Fire TV and Samsung Smart TV application for the STARZ's VOD service

### LVL Studio | UX Designer

Montreal, QC | Jan 2012-Nov 2014

Define concepts, create wireframes and draft functional specifications for the telecommunication and entertainment industry. Work closely with an interdisciplinary team to deliver solutions matching client expectations.

Key accomplishments:

- An iPad application and desktop transmedia experience related to a documentary
- The Samsung and LG Smart TV application for the Cineplex's VOD service
- Synced TV-tablets experiences for ABC - the Oscars ceremony, Revenge (TV show)
- An iPad / Android / online game dedicated to toddlers (À la ferme de Zénon)

### TVA Interactif | Digital Strategic Planner

Montreal, QC | Mar 2011-Dec 2011

Create strategic plan and information architecture of TV show websites. Define TVA Facebook page strategy. Conduct social media training sessions for internal teams.

### Le Site | UX Designer / Interactive Strategist

Montreal, QC | Feb 2010-Feb 2011

Define e-marketing strategic plan, create wireframes and prototypes for the fashion, cosmetic and food industries. Conduct Facebook training sessions (marketing).

Key accomplishments:

- Several ecommerce fashion websites (Bench, Ecko, Parasuco or Zutano)
- Brand websites (Sushi Shop, Greiche & Scaff) or portal (Garda World)