

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 a 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	Prototyping
Design	Project management

TOOLS

Sketch	Photoshop
Figma	Principle
Illustrator	Html / Css

LANGUAGES

French	English
--------	---------

CONTACT

albancarmet.com
albancarmet@gmail.com

    @twitalban

EXPERIENCE

Vibe | Lead Product Designer

Bordeaux, France | Since Jan 2025

Key accomplishments:

- Creating an AI tool to generate video ads
- Creating a video ads library
- Revamping the campaign creation experience
- Creating an integrations marketplace
- Building a design system

Vibe | Senior Product Designer

Bordeaux, France | Dec 2023-Dec 2024

Vibe.co is a CTV ad platform operating in the USA. Major features I launched:

Key accomplishments:

- A creative library allowing users to retrieve previously uploaded video ads
- An AI assistant feature that automatically generates campaign setup
- A reporting dashboard allowing users to compare ad campaign performances

Yousign | Senior Product Designer

Bordeaux, France | March 2021-August 2023

Yousign is a SaaS offering an eSignature solution. From research to design and testing, I launched major features:

- Workspaces (partitioned work environments accessible by a limited list of users)
- Forms (automation solution to generate documents to sign)

Rakuten Rewards | Senior Product Designer

San Francisco, USA | Nov 2018-June 2020

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

- Members acquisition
- Members activation

Liv.rent via Machobear Studios | UX/UI Designer

Vancouver, Canada | 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-Vancouver, Canada | 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 Roku, Fire TV and Samsung Smart TV application for the STARZ's VOD service

EXPERIENCE

LVL Studio | UX Designer

Montreal, Canada | 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)

Le Site | UX Designer / Interactive Strategist

Montreal, Canada | 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)