Caroline Dejeneffe

Creative Director | Product Design Leadership

✉ caroline.dejeneffe@gmail.com | ☎ (213) 732-0004 | 📍 Los Angeles | www.carolinedejeneffe.com

Authorized to work in USA, Canada and Europe without sponsorship

Award-winning artist with 13+ years of experience in product design and creative direction across 4 countries. I bring a unique perspective to the intersection of human interaction, space, technology, and the arts. My multi-disciplinary expertise enables me to create engaging and meaningful experiences across various disciplines.

SUMMARY

- Dynamic and well-travelled with a great sense of aesthetics
- Autonomous with an ability to handle multiple projects simultaneously. Roll-up my sleeves, get in the weeds and extremely adaptable to change
- Distills complex problems, using out-of-the-box approaches, into simple and elegant solutions
- User's advocate with a goal to solve their problems and enrich their lives
- Obsessed with attention to detail and only believes in creating stunning visuals
- Exceptional work ethic and commitment to or ganizational objectives
- Proactive time and space manager, team builder and tactical planner with an ability to face challenges head-on and execute sound decisions

EDUCATION / CERTIFICATIONS

Associate degree in Interior Design
Penn Foster College

Level 4 CJIS Certification (2022)
US F.B.I.
For confidential information security requirements

GRC Certification

UX Certificate
Interaction Design Foundation (2016) Usability testing

BA Hons in Fine Arts
Jean Monnet-UQAM Universities, France/Canada (2007)
Aesthetic, art history, fine art technics, photography

SKILLS

Design: Adobe CC (Photoshop, Illustrator, Lightroom) , Figma
Wireframes: Axure RP
Personas: Xtensio
Prototypes: InVision
Usability Testing: Lookback
Planning: Jira, Trello, Roadmunk, Confluence
Languages: CSS/HTML/JS/C++/React (not coder)
Methodologies: Agile, SAAS development
Platforms: iOS, Android, Tablet, Desktop, Panasonic In-Flight Systems, Cabin Management Systems, Karma handset, Arduino

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APR 2021 – PRESENT

ART DIRECTOR | LEAD PRODUCT DESIGNER
MEDIALAB - AMINO APP - LOS ANGELES, CA

Revamp of a community app by introducing new features and ensuring parity on web.

Working with a cross-functional agile team on the creation of new features. Crafting a long-term design strategy together with the product owner.

Gathering and analyzing users' feedback and conducting A/B testing to refine changes and enhance user experience.

Creating a design system and associated assets, such as illustrations, icons, banners, event-based app icons, and performing photo editing and retouching.

Graphical QA and collaboration with product managers and engineers to ensure integrity in final product.

Optimizing app store performance by managing, modifying, analyzing, and publishing new screenshots and app icons for both Google Play store and Apple Connect.

Manage relationship with external creative partners.

Embracing a mentality of fixing forward vs. strictly redesigning. Caroline is a strong voice of the customer, which helps decision making in feature design. She is a strong, collaborative partner in challenging, defining, and refining feature requirements.
Caroline is a strong culture add to the team and medialab. She does not assume the way something is done is the way it should be done, which allows us to break down barriers that the team otherwise inherited and never before questioned.

Julien Marlatt - Lead Product Owner at Medialab - Direct Manager -
(Annual Evaluation Review)

APR 2015 – APR 2021

LEAD UI-UX DESIGNER
ABILIS SOLUTIONS SOFTWARE COMPANY - MONTREAL, QC + LOS ANGELES, CA

Successfully executed a comprehensive UI/UX overhaul of a mission-critical, high-security, database-driven enterprise software suite comprising of five distinct applications, designed to function seamlessly across multiple platforms including desktops, tablets, and mobile devices.

Lead and oversee the UX/UI design workstream, including mentoring and coaching junior designers, facilitating collaboration, and documenting deliverables.

Collaboration with product owners, business analysts and engineering teams to define and implement innovative solutions for product direction and experience.

Caroline **Dejeneffe**

OTHER

ART
Art Installations and Digital Art

My work has been featured in numerous solo and group exhibitions including at The Centre Pompidou in Paris, V&A Museum in London; PH21 Gallery in Budapest and Society for Arts and Technology (SAT) in Montreal. I have also created large-scale interior installations for W Hotels, KPMG and TED talks. My photographic work has been published in several publications, including a full feature and interview for Reed Magazine.

I have recently won Exposed 2022, the New York Center of Photographic Art and the Dallas Center for Photography's competitions, was honored with the Tokyo International Foto Award, Mary Blair Award for Art and the Fine Art Photography Award.

www.carolinedejeneffe.art

Planning and implementation of UX processes, creation and maintenance of documentations, design system and system specifications. Promotion of design guidelines, best practices and standards within the company.

Creation of data visualization dashboards for business KPIs (Power BI, Birst, Tableau library)

Creating low to high-fidelity sketches, wireframes, visual mockups and prototypes to communicate design ideas.

Conducting usability sessions and evaluation of user feedback at customers location.

Ensuring consistency by performing quality control on designs and thereby managing tasks and bugs using an in-house ticketing system.(TFS)

> *...Caroline is a truly talented and creative individual; she can be given any design challenge and she will come up with great solutions that the clients would love at first sight. On a personal level, Caroline is easy to work with and adored by her colleagues. She is an asset to any organization.*

Raya Zachs - VP, product & Engineering at Abilis Solutions - Direct Manager -
(Linkedin Review)

FEB 2014 – APR 2015
ART DIRECTOR | UI-UX DESIGNER
HPJ AGENCY / SOFTWARE COMPANY - MONTREAL, QC (CAN)

Concept and execute campaign creative to drive measurable performance accross the conversion funnel.

Design intuitive and elegant user interfaces. Working with product managers and engineers to ensure that designs are technically feasible, scalable and aligned with project timelines.

Lead all photoshoots and creative execution to continuously set higher artistic and creative standards with each new campaign.

Conception of storyboards and game designs.

Collaboration with clients to define and implement innovative solutions for product direction, visuals and experience.

APR 2009 - FEB 2014
UI-UX DESIGNER
ANUVU (PREVIOUSLY DTI SOFTWARE) - MONTREAL, CAN

Spearheaded the conception and development of innovative in-flight entertainment applications, encompassing a broad spectrum of features such as connectivity portals, eReaders, eMeal menus, games, transaction interfaces, and TV shows/movies.

Successfully created complete graphical user interfaces (GUIs) for a multitude of airlines, utilizing wireframes, low fidelity and high fidelity prototypes.

Demonstrated proficiency in optimizing system graphics, resulting in improved performance and resource conservation.

Worked closely with clients to implement branding and design guidelines across customized applications, forging partnerships with third-party companies to ensure seamless execution.

Acquired hands-on experience working on a diverse range of devices, including Panasonic In-Flight Systems, Cabin Management Systems, web portals and Karma handsets.

APR 2008 - APR 2009
GRAPHIC DESIGNER
FREELANCE - PARIS, FR - LONDON, UK

Generate and implement design solutions across various platforms, including websites, event collaterals, marketing assets (both paid and organic), print materials, presentations decks, and style guides.