

Caroline Dejeneffe

Creative Director | Lead Product Designer

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Authorized to work in USA, Canada and Europe without sponsorship

SUMMARY

Award-winning artist with 13+ years of experience and a multi-disciplinary background spanning four countries, I offer a unique perspective at the intersection of human interaction, space, technology, and the arts. My value lies in my ability to create innovative, user-centric product solutions that not only meet functional and aesthetic standards but also resonate with users on a deeper, emotional level. My passion for crafting memorable user experiences makes me a valuable asset to any team or organization aiming to make a lasting impact in the design and product development arena.

Proven track record driving revenue growth and market leadership

- Achieved exceptional sales results and increased customer retention
- Improved conversion rates through innovative strategies
- Adaptable and efficient in managing multiple projects
- Known for simplifying complex challenges and delivering elegant solutions
- Committed to user-centric approaches, enriching experiences, and boosting company success
- Impeccable attention to detail, creating visually appealing and effective products
- Strong work ethic and dedication to organizational goals
- Proactive in team building and strategic planning, overcoming challenges for success

WORK EXPERIENCE

ART DIRECTOR | LEAD PRODUCT DESIGNER

APR 2021 – PRESENT

MEDIALAB - AMINO APP - LOS ANGELES, CA

- Revamp a community app by incorporating game design elements for platform uniformity and enhancing game monetization strategies to address a low retention rate among 26 million users.
- Collaborate with a cross-functional agile team to create features and develop a long-term design strategy, enhancing user engagement, retention, and driving revenue growth.
- Collect and analyze extensive user feedback, including a substantial dataset and numerous A/B tests, offering critical insights for targeted design enhancements.
- Foster creativity and consistency for a team of 17 people on the primary mobile application, utilizing a comprehensive design system with over 200 elements for visual unity, enhanced brand recognition, and streamlined development.
- Conduct graphical quality assurance for the entire app, collaborating with 3 product managers, 2 scrum teams, and 15 engineers to ensure the final product's integrity and optimize user experience.

LEAD UI/UX DESIGNER

APR 2015 – APR 2021

ABILIS SOLUTIONS SOFTWARE COMPANY - MONTREAL, QC + LOS ANGELES, CA

- Executed a comprehensive UI/UX overhaul of a mission-critical, high-security, database-driven enterprise software suite with 5 applications, ensuring seamless functionality across platforms, resulting in enhanced user satisfaction, increased productivity, and reduced error rates.
- Led the UX/UI Design workstream, overseeing 4 junior designers through weekly collaboration sessions and quarterly documentation of deliverables, contributing to a cohesive team dynamic and successful project outcomes.
- Collaborated with 2 product owners, 8 business analysts, and 36 engineers to define and implement innovative solutions, aligning product direction with user experience goals and maintaining high design standards.
- Planned and implemented UX processes, created system specifications, and promoted design guidelines and best practices, fostering a user-centric approach, enhancing product quality, and cultivating a culture of design excellence.
- Created data visualization dashboards for business KPIs using Power BI, Birst, and Tableau, providing actionable insights and facilitating data-driven decision-making across the organization.

ART DIRECTOR | UI-UX DESIGNER

HPJ AGENCY / SOFTWARE COMPANY - MONTREAL, QC (CAN)

FEB 2014 – APR 2015

- Executed creative campaigns, driving measurable improvements: increased user engagement, higher conversion rates, and enhanced digital presence.
- Designed user-friendly interfaces, collaborating with product teams to ensure feasibility, alignment with timelines, and enhanced product usability.
- Led photoshoots and creative execution to elevate artistic standards, creating captivating marketing materials that engage audiences and enhance brand recognition.
- Conceived storyboards and game designs
- Collaborated with 20+ clients to define and implement innovative solutions, resulting in enhanced products exceeding client expectations.

UI-UX DESIGNER

ANUVU (PREVIOUSLY DTI SOFTWARE) - MONTREAL, CAN

APR 2009 - FEB 2014

- Created in-flight entertainment apps, enhancing the passenger experience with features like connectivity portals, Meal Menu, Shopping, eReaders, and games. Designed complete GUIs for multiple airlines, boosting satisfaction and engagement.
- Collaborated on developing and implementing a CMS app, streamlining content creation, editing, and publication.
- Enhanced in-flight entertainment system for a national airline, optimizing graphics and improving performance.
- Implemented branding and design guidelines across customized applications, forging partnerships for cohesive and effectively branded solutions.
- Developed a versatile skill set across diverse devices, including Panasonic In-Flight Systems, Cabin Management Systems, web portals, and Karma handsets.

FREELANCE ARTIST

ART INSTALLATIONS AND DIGITAL ART | WWW.CAROLINEDEJENEFFE.ART

APR 2009 - PRESENT

- Created large-scale interior installations for W Hotels, KPMG and TED talks.
- 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.
- Published in several publications, including a full feature and interview for Reed Magazine.
- Won Exposed 2022, the New York Center of Photographic Art and the Dallas Center for Photography's competitions, was honored with the 2022 Tokyo International Foto Award, Mary Blair Award for Art, 2023's Lab Milan Art Prize in Milano, Italy, the Fine Art Photography Award in London, UK and the International Photography Awards in New York, USA.

SKILLS

Methodologies: Agile, Design Thinking, Lean UX, SAAS development, Waterfall

Software: Adobe Creative Cloud (Acrobat, Photoshop, Illustrator, Lightroom), Atlassian Suite (Wiki, Confluence, JIRA), Axure RP, Figma, InVision, Lookback, Microsoft Office (Excel, PowerPoint, Word), Roadmunk, Trello, Xtensio

Development Languages: CSS, HTML, JS, C++, React (not coder)

Systems & Hardware: Android, Apple OS, Arduino, Cabin Management Systems, Desktop, iOS, Karma handset, Microsoft Windows, Panasonic In-Flight Systems, Tablet

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 (governance, risk, and compliance) Certification

UX Certificate
Interaction Design Foundation (2016) Usability testing

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

HONORS & AWARDS

FAPA Award - 1st Prize Winner

TIFA - Gold winner

IPA Award - Honorable mention

reFocus Award - Honorable mention

Mary Blair Award for Art - Grand Prize winner