

## MARINE CACCIAGUERRA

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## ABOUT

After 4 years working in the digital field in Paris, I feel the need of change. This is why I came to work in the UK : different users, different culture, different needs, there is nothing more exciting to me.

My motto is “**be a ninja fighting for the user**”. I always want to make people’s life better and easier. And that is exactly what I try to do now as a digital native. To experience the digital as an easy and smooth path.

I always want to have the best results. Therefore I commit myself fully to all my projects, my work and my personal life, and my best strength is that I always keep fighting. I never give up.

## TOOLS

**SKETCH / INVISION**

**AXURE RP PRO 7.0**

**PRINCIPLE / FLINTO**

**ADOBE CREATIVE SUITE**

Photoshop  
InDesign  
Illustrator  
After Effects  
Premiere Pro  
Adobe XD

## UX DESIGNER

5 years experience in the digital field • Currently Freelancer  
I would love to work on a wide range of projects with Customer Experience, Service Design, lot or apps.

## EXPERIENCE

### FREELANCE UX DESIGNER

MAIF, AGORIZE, FRANCE HOSTELS, SUDLER & HENNESSEY... (PARIS, LONDON)

User Research, Workshops, Wireframing, UI Design, Multi-Device, Analytics, Usability Tests, Design Sprint.

NOV. 2015  
PRESENT

### UX DESIGNER

AMAZON DEVELOPMENT CENTRE SCOTLAND (EDINBURGH)

In partnership with the Global Talent Management team in Seattle, I was in charge of designing innovative employee focused products through User Research, Wireframing, Visual Design, Usability Tests and Design Sprint methodology.

JUNE 2017  
DEC. 2017

### UX DESIGNER

AXANCE (PARIS) - Pioneer of UX design in France, 50 employees.

Job for a major insurance company, my role was to prototype the new responsive website taking care of the users needs and expectations. I also made recommendations alongside my colleagues (benchmarking, brainstorming and co-creation workshops).

NOV. 2015  
JUNE 2016

### JUNIOR UX DESIGNER

SEME GAUCHE (PARIS) - Independant digital agency, 50 employees.

My role was to design personae, tree views, storyboards, sketches, interactive prototypes, wireframes, user journeys and user centered strategic recommendations for different types of projects. Clients : Yves Rocher, Dr Pierre Ricaud, Saint-Maclou, Afpa, Le Bon Marché, Quick.

I extensively learned Axure and Sketch. I proposed and defended recommendations.

MAY 2015  
SEPT. 2015

### GRAPHIC & WEB DESIGNER

CRÉDIT AGRICOLE CONSUMER FINANCE (PARIS) - Leading consumer credit provider in Europe, belonging to Crédit Agricole Group.

I designed GIF banners for campaigns, web interfaces for credit subscription, posters, newsletters, illustrations for the intranet, promotional emails.

I was entrusted with the responsibility of designing the new email and poster campaigns, as opposed to the company going to a digital agency. Through this, I actively participated in the creation of an in-house Graphic Design Department. Prior to my leaving the company, this permanent new role at the company was created.

OCT. 2012  
SEPT. 2014

### PRODUCTION CONTROLLER ASSISTANT

YVES ROCHER (ISSY-LES-MOULINEAUX) - N°1 in cosmetics & botanical beauty in France.

I managed the relationships between printing companies and creative agencies, the production control, scheduling and budgeting. I controlled the ok-to-print : pressbooks, Green Book of Beauty (products catalogue), Point of sale advertising. Briefing for retouchers (products pictures + models).

NOV. 2010  
AUG 2012

## SKILLS

### UX DESIGN

User research with different methods (focus group, ITW, survey, card sorting, analytics)  
Personae, wireframes, user journey and flow charts  
User testing sessions

### VIDEO

Storyboard  
Video editing  
Sound recording  
Film making with DSLR  
Motion design

### WEB

HTML & CSS  
Wordpress  
UI Graphic Design

### LANGUAGES

**French** Native  
**English** Professional working proficiency.

## EDUCATION

### MASTER'S DEGREE - DIGITAL DESIGN MANAGER & UX DESIGN

LES GOBELINS, L'ÉCOLE DE L'IMAGE - PARIS (FRANCE)

**MASTER'S DEGREE THESIS** about **Customer Experience**.

**ECHOES OF DESIGN** iPad App for the visually impaired and blind people.

**My role :** **Designing idea and Production management.**

**NOÉ** School entrepreneurship, business plan for a fictional start-up, in the field of IoT (Internet of Things) for pets.

**My role :** **Head of Marketing and in charge of the corporate identity.**

**LA PUTAIN D'APP** Usability and design challenge Conception for a mobile application to promote the Canal+ TV programs.

**My role :** **UX/UI Designer.**

### BACHELOR'S DEGREE - DIGITAL PROJECT MANAGEMENT, Major in Motion Design.

IESA MULTIMÉDIA - PARIS (FRANCE)

**TOTEM** Web strategy and viral content challenge about privacy life and data online.

**My role :** **Video Director / Motion Designer.**

**DOWIT** (Do What I'm Thinking) 360° strategy project about home 3D printers.

**My role :** **Video Director / Motion Designer**

**BTS (HIGHER NATIONAL DIPLOMA) IN GRAPHIC ARTS INDUSTRY, Major in Study & Creation of Graphic Arts Products.**

LES GOBELINS, L'ÉCOLE DE L'IMAGE - NOISY-LE-GRAND (FRANCE)

### INTENSIVE ONE-YEAR UNIVERSITY PROGRAM IN GRAPHIC ARTS INDUSTRY

LES GOBELINS, L'ÉCOLE DE L'IMAGE - NOISY-LE-GRAND (FRANCE)

SEPT. 2014

SEPT. 2015

**INTEL SKILLS CHALLENGE** Connected game created with Arduino technology, to promote Intel in the engineering schools.

**My role :** **Designer.**

### LE CORPS, UNE AUTOBIOGRAPHIE

Interactive documentary ordered by Darjeeling (production company).

**My role :** **UX / UI / Motion Designer.**

**LE CIEL, LES HOMMES ET TA MER** Transmedia project based on the documentary of Christophe Cousin, with Via Découverte and Tara Expéditions.

**My role :** **UI Designer.**

**TOURNEZ PARIS** Editorial strategy for the building of skyscrapers in Paris.

**My role :** **Project manager/coordinator.**

SEPT. 2012

SEPT. 2014

**EHPAD ANGERVILLIERS** Rework of the website for a retirement home.

**My role :** **UI/UX Designer.**

**#DÉCONNEXION** Webdocumentary about addiction and digital.

**My role :** **Video director.**

SEPT. 2010

AUG. 2012

## MISCELLANEOUS

### SIDE JOB

**Waitress** - Dec. 2016-April 2017

KENSINGTON WINE ROOMS (LONDON) - *One of london's best wine bars*

My role was to give customers advice about choice of wines and food, and to give an efficient and irreproachable customer service.

### VOLUNTEERING

**Director, camera operator and film editor** - 2014-2015

SEAWEB EUROPE (PARIS) - Environmental organisation that works to protect oceans and sealife.

Directing promotional films and interviews for the Olivier Roellinger gastronomical cooking contest. I was in charge of directing the documentary. I managed the team and the planning. I also shot and recorded sound during the competition. Then I partnered with my teammate to edit the film and design the motion animation.

### PERSONAL INTERESTS

**Exhibitions, events** Exhibitions give me an opportunity to expand my knowledge base and as a result do a better job. For example, I attend the annual Futur En Seine, which takes place in Paris every year and is a discussion on new trends and technology in the digital field.

**Sport** Fitness is important to me. It's also a way of learning more about digital trends, as people monitor their health so carefully nowadays. I also believe that it is important to exercise in order to have a healthier lifestyle.

**Travel photography** I enjoy hiking and am fortunate enough to have traveled to Ireland, Norway and Iceland for this, where I took a series of photos. I particularly enjoy taking photos during the golden hour.

**Food & Bakery** Cooking is an integral part of my everyday life. I love making french pastry and world cuisine as much as I love learning new things about food, chocolate, tea or wines (and recently scottish).