

# Charlotte Philippe

## UX Designer

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## Experience

### Service designer/ UX researcher | Easee

August 2022 - July 2023 / Stavanger, Norway

- Conducted discovery activities as the design lead in a product trio
- Organised and facilitated numerous strategy and design workshops to foster cross-functional alignment within the organisation and with external partners
- Produced early-stage prototypes to guide the development of a future support and troubleshooting ecosystem, effectively balancing user needs and business requirements

### Designer | Freelance

(part-time) April 2023 - now

- lead the design and visual communication efforts for the investor pitch decks of a biotech startup

### Service/ Business Design Intern | Laerdal Medical

January 2022 - July 2022 / Stavanger, Norway

- Led and pitched an initiative to redesign the onboarding experience within the company
- Analysed interviews and beta tests and in order to deliver a concise presentation of user insights, market landscape, and future opportunities to external partners
- Facilitated Business Model Innovation workshops to increase the team's awareness of the product's potential in the market and identify assumptions to validate

### Digital Design Intern | Daylight Design

July 2021 - November, 2021 / Munich, Germany

- Assisted in discovery stages of a project focusing on the management of aggregates by doing desktop research on main market trends and shifts
- Mapped out new experience use flows for an app connecting family members and their smart devices around shared experiences

## Education

### Masters in Interaction Design | Umeå Institute of Design

2020 - (Graduation: May 2024) / Umeå, Sweden

### Industrial Design Intensive | Umeå Institute of Design

2019 - 2020 / Umeå, Sweden

### Bachelor of Arts in Business Administration | University of St. Gallen

2014 - 2019 / St. Gallen, Switzerland

- Average grade: 5/6 (good), Bachelor thesis: 5.5/6 (very good)
- Contributed to organising an educational program in Social Entrepreneurship that sent 15 students to Jujuy in Northern Argentina as member of the university's Social Business Club

### Exchange semester | Universidad de Belgrano

2017 / Buenos Aires, Argentina

## Design methods

Workshop facilitation with participants of different seniority levels, Service blueprinting, Concept sketches, Experience mapping, User flows, User journeys, Wireframing, Personas

## Design tools

Figma/Adobe XD, Miro/Mural, Keynote, Adobe Illustrator, Adobe Premiere Pro, Procreate

## Business skills & tools

Business Model Innovation methodology, Strategyzer methods, Pitch decks, Lean canvas, Competitor analysis

## Research methods & tools

Research planning, Contextual analysis, User interviews, Usability testings, Academic research, Dovetail

## Languages

**French:** mother tongue

**English:** fluent

**German:** fluent

**Scandinavian languages:** Intermediate

**Spanish:** Intermediate