



# HI, 🙋 I'M CLEMENTINE CAROUBI

I'm *Senior Product Designer*. I design and create with passion.

After several years as a *Product Designer* for mobile applications (iOs, Android) web platforms, and as a *Freelancer @StationF* for several clients, I have been working for almost two years for *@SAPConversationalAI* (ex recast.ai) as a *Senior Product Designer*. My skills as a brand designer, UX and UI Designer, allow me to understand, interact with my clients and offer them the most relevant solutions.

## LET'S GET IN TOUCH 🙋

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## TOOLS & SKILLS 🙋

Adobe Suite

Sketch

Figma

InVision

Zeplin

Magento

Webflow

Notion

User Interface

User Experience

Responsive design

Emailing integration

Print

Team Spirit

Notion of development

English

## EDUCATION 🙋

2014, Project Management Training

Sèvres

2013, CRW Bachelor (Web Designer)

Efficom, Montrouge

2009, Higher National Diploma in Visual Communication

Efficom, Paris

2007, National Diploma in Visual Communication

(with honors), l'Initiative, Paris

2004, Youth Training diploma Graphic Communication

l'Initiative, Paris

## OTHER ACTIVITIES 🙋

### Jury

Every year for the last 8 years, in my former school for the Diploma of Visual Communication

### Mood Officer @SAPConversationalAI

Organization of events (semi-annual or daily), make sure that everyone is happy to come and work at SAP CAI, manage internal problems between employees

## HOBBIES 🙋

Toys - music show - art - photography - pastrami - 80s and 90s Us teenage movies

## SENIOR PRODUCT DESIGNER @SAP CONVERSATIONAL AI

2018/09 - today - Paris - Palo Alto - Bangalore

- Product Designer accross location
- Creation and UX thinking of new features for the platform
- Led the redesign of the Recast.ai website after the acquisition by SAP
- Led the implementation of a design system for a futur redesign of the platform

## FREELANCE

2015 - today - Paris

### Product Designer @Ponicode

- Consultant and designer for the website

### Lead Designer @Snipfeed

- UI and UX for the mobile application
- Refined the logo

### Lead Designer @Paycar (exit by LeBonCoin)

- Redesigned the brand identity and *design guidelines*,
- Led the creation design for the new website, dashboard for the webplatform

### Product Designer @StationF

- Redesigned of the website @StartupFlow - @WatchDogSystem - @JustBip - @MonSpecialisteAuto

- Web and Graphic Designer for brands like @Civissum - @LaBelleEtLaGraine - @OuiCar - @Séphora - @SociétéGénérale - @ChillorDie

### Brand Designer @DePiedFerme & @mothersocker (socks brands)

- Redefined and Created the brand identity - and the design styleguide to create identities accross media
- Integrated and redesigned website on Shopify - created Lookbooks

## LEAD PRODUCT DESIGNER @STOOTIE

2015/03 - 2017/06 - Paris - (alone at this position with a raise of 10 millions euros)

- Redesigned the entire platform (iOs, Android and webplatform)
- UI and UX the website and the platform everyday
- Advertising campaign targeting various media (web and print)
- Created identities for some events

## WEB AND GRAPHIC DESIGNER @SOLOCALGROUP

2012/03 - 2014/08 - Paris

- Managed print and digital graphic communication of brands @AVendreALouer, @AnnoncesJaunes ...
- Managed the new graphic and identity guidelines of the brand @AVendreALouer, as well as the implementation and integration of emailings and newsletters in Responsive Design

## GRAPHIC DESIGNER AND MODELMAKER @LEGITEAM

2011 - 2012 - Boulogne Billancourt

- In charge of print medium , I designed print mockups and ads for legal magazines

