



Christopher DE PAOLA

Product Designer

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Experience

Swile / Product Designer

JAN 2023 – PRESENT

- 👉 Support in defining the Swile product vision and producing materials to facilitate its implementation
- 👉 Support for the conduction of key stages of UX Research (preparation and conduction of workshops, writing and conduction of interviews, conduction and processing of questionnaires with customers, users or other people with the aim of consolidating our knowledge of the market and product)
- 👉 Construction of userflows to support user journeys within our products and ensure their fluidity
- 👉 Layout of wireframes and models to illustrate improvements to existing features
- 👉 Development of prototypes and conduct of usability tests with users to validate and adjust the work and refine the technical framework

BPCE Payment / Product Designer @Bimpli

SEPT 2021 – JAN 2022

- User-centered design
- Functional and prototyped models
- Organization of co-creation workshops
- User research and usability testing
- Enrichment of the Design system
- Evangelisation of UX Design and research among employees

Natixis Interépargne / UX/UI Designer

SEPT 2019 – AUG 2021

Creation of internal and external print and web communication supports (user interfaces, app and website updates, newsletters), for calls for tenders, trade fairs and events.
Website audit, user interviews and tests, monitoring of digital projects. Improvement of customer journeys using design thinking techniques.

Centre Culturel Antares / Marketing

MARCH 2017 – JUL 2019

- Creation of print and web designs (flyers, kakemonos, website)
- Social media management and customer relations
- Benchmark
- Management of a team of 4 people

Education

Gobelins, l'école de l'image

DIRECTEUR DE PROJET NUMÉRIQUE / UX MANAGER

2021 – 2022

DESIGNER WEB

2020 – 2021

CONCEPTEUR RÉALISATEUR GRAPHIQUE

2019 – 2020

Main Achievements

Paris Web 2022 / Talk with Chiara Angori

OCT 2022

[La grande absente : la communauté trans dans nos produits digitaux](#)

Solipopote / Co-founder

APR 2022

Startup creation project as part of my master 2, my role was Lead UX Researcher.

<https://solipopote.audela.net/>

Skills & Languages

Skills:

User flows · Wireframes · Mock ups · User testing · Data analysis · A/B Testing · Communicative · Detail oriented · Figma · Adobe Illustrator · Adobe Photoshop · Strategic thinking · Maze · User research · Workshops

Languages:

Italian (Native)
French (Fluent)
Spanish (Fluent)
English (Fluent)

Hobbies : Martial arts instructor since 2019