

MATHILDE AMITRANO

UX DESIGNER

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Profile I'm a UX Designer with a background in Marketing and Communications. I am passionate about problem-solving and helping businesses to find the right design that answers customers' needs. I'm French, I have been in Australia for 3 years and I am starting to call Australia home. I have full Australian working rights.

Skills

- UX Research
- Data analysing, Synthesising
- User interviews
- User Interface Design
- Prototyping
- Sketch, InVision, Axure
- Initiative with a high level of energy
- Tolerant and flexible
- Accuracy and attention to details

Experience **UX RESEARCHER** - Objective Experience, Sydney / Jan 2019
Research project for Caltex, using eye-tracking technology (on-site / 90 participants)
> I participated in the research process, I conducted interviews and analysed data

UX DESIGNER - General Assembly Sydney / Sept - Nov 2018
During my time with General Assembly, I had the opportunity to work on 3 key projects:
> Core Logic project: Improve the Real Estate Agent's experience on RP Data Professional.
> Woolworths concept project: Improve the grocery shopping experience.
> By Cycle concept project: Creation of an e-commerce mobile website.
[Check out my Portfolio](#)

MARKETING & COMMUNICATIONS MANAGER - LCS, Sydney / Feb 2017 - Jul 2018
LCS offers a bilingual educational experience (French/English) from Maternelle (aged 3) to Year 12.
> I created and implemented a marketing & communications plan. I managed 2 people.
> I lead the creation of a new enrolment platform (Eduka).
> I created digital content (website, social media, newsletters) and global event.
> I reported to the school board every month (data analysis).

Traveling 3 months around Australia - Education assistant at LCS / Dec 2016 - Dec 2017

EVENT PROJECT MANAGER - Danone Ecosystem Fund, Paris / Apr - Nov 2015
The Ecosystem Fund co-creates inclusive business solutions that answer local challenges.
> I was responsible for all organisational aspects of an international event. 300 people. 350k euros.

DIGITAL PROJECT MANAGER - Danone Dairy France / Oct 2013 - Dec 2014
Danone is a leading global food & beverage company.
> I managed the creation and the launch of the first intranet of Danone Dairy France. Budget 200k euros.

INTERNAL COMMUNICATION JUNIOR MANAGER - Danone Dairy France / Oct 2012 - Sept 2013
> I organised monthly live streaming conferences between the board of directors and all the employees.

Education **USER EXPERIENCE DESIGN IMMERSIVE**
General Assembly Sydney / 2018

MASTER'S DEGREE IN CORPORATE COMMUNICATIONS
NEOMA Business School, Paris / 2012 - 2013

MASTER'S DEGREE IN AGRICULTURAL ENGINEERING
Specialisation in industrial organisation in the food industry
UniLaSalle, Beauvais / 2008 - 2012