



*Designing high-performing digital products that serve users and business needs through **collaboration, curiosity, and empathy.***



CHARLES ROUSSARD

UX/UI DESIGNER



EXPERIENCES

UX Designer / Web project manager

2017 - 2026

Freelance

Creation of the Design System for the JTI group (Camel, Winston, etc.): multi-brand Design System, right-to-left language management, dark mode; Redesign of the Citadia group website (450 employees, merger of 5 brands): facilitation of UX workshops (Crazy 8's, Card Sorting); Creation of the international e-commerce website forsurevintage.com specializing in luxury fashion: brand design, responsive web-design...

UX/UI Designer

2024 - 2026

Associated with the studio Epistolaire | Geneva

Studio specializing in Digital Product Design. Services include: User interviews, workshop facilitation, user testing, user journey mapping, and expert interface analysis. UI and interaction design.

Web project manager

2013 - 2017

April | Insurance | Lyon

Redesign of the public website incorporating RGAA (AA) accessibility criteria; Integration of UX processes (prototyping, user testing) and ideation workshops around the mobile website redesign project, KPIs; Redesign of a secure area with high user stakes (improvement of the login process, improvement of user journeys with management benefits, etc.).

SEM/SEO Project manager

2010 - 2012

3w-online | Webmarketing Agency | Paris

Ergonomic redesign and A/B testing of landing pages to improve ROI; Definition of strategy, creation, and management of Google Ads and Microsoft Search Alliance sponsored link campaigns; Support for clients in their SEO strategy (real estate, e-commerce, tourism, finance, and healthcare sectors). Coordination with developers, web analytics monitoring, and reporting.

Webdesigner/webmaster

2007 - 2010

Smartbox®; emoi-emoi.com | Paris

Creation of logos and visual identities adapted for web and print media. Management of the newsletter and email marketing, ergonomic improvements to the website (Magento CMS).



QUALIFICATIONS

Master 2 Interactive Writing and Interaction Design

Les Gobelins / IAE Savoie Mt-Blanc | Annecy

Master Web and multimedia project manager

Ecole multimédia | Paris

Licence Web and multimedia designer/integrator

IUT Paris 13

BTS Visual Communication (graphic design, publishing, advertising)

CFA Com' | Bagnolet

PASSIONS

Mountain sports: Mountaineering, trail running, climbing, mountain biking
Football, Cooking, Hi-Fi, Drawing



SKILLS

UX Research

Surveys, interviews, affinity mapping, journey mapping, workshops, user testing

Design

Sketching, Wireframing, Prototyping, Visual Design, Interaction Design, Illustration

Tools

Figma, Trello, Notion, Suite Adobe, CMS (WP, Woocommerce, Magento), AI Tools

Tech

HTML5, CSS

Data and business

Webanalytics, Search Console



CERTIFICATIONS

Google UX Design

Lean UX

Google Ads



Lyon

40 ans

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