


Adeline Casagranda

Product designer

 French Native

 Conversational English

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Professional experiences

November 2023 - Today

UI/UX Designer |  Infomaniak infomaniak.com

- Creation of wireframes and high-fidelity prototypes.
- Working with the UX and Product design teams to ensure design consistency and contribute to the internal design system.
- Collaboration with developers to establish the feasibility of a project through to completion.

June 2018 - November 2023

Product Designer → Lead Product Designer |  Gmelius gmelius.com


- Driving product adoption by exploring new strategies to eliminate barriers to product understanding. Optimizing the platform, from onboarding to specific features.
- Collaborating across teams to understand user needs and requirements by conducting customer interviews, A/B testing analysis.
- Working hand-in-hand with developers to build the roadmap and the specifications.
- Creating visual assets to build brand and product awareness for social media, advertising, educational videos, internal communication, etc.
- Contributing to the design system based on Vuetify and Material Design.
- Responsible for the company's website on Webflow.

June 2017 - April 2018

UI/UX Designer and Front-end developer |  InvestGlass investglass.com

- Entire design revamp of the product & Implementing the changes.
- Collaborating with developers to make ensure the coherence.
- Usage of new technologies and languages such as: HAML, LESS, meya.ai, joomla.

February 2017

Graphic Designer |  Geneva International Film Festival 2024.giff.ch

- Creating printed and digital communications (brochures, web banners, postcards, etc.).

July 2016 - September 2016

Graphic Designer Intern | Ramon Valle, Senior Graphic Designer ramonvalle.cargo.site

- Participating in the creation of program layouts, social media banners, visual identity, roll-up signage for clients such as the United Nations, RTS, Cinébulletin and the GIFF.

Education

 2017

Bachelor of Arts HES-SO in Visual Communication

HEAD-Geneva, Switzerland

 2016

International Exchange, Bachelor Media Design

MOME University of Budapest, Hungary

 2014

BTS Graphic Design & Print Media

La Martinière-Diderot, Lyon, France

 2012

STI Applied Arts Graduation, Music option

Lycée Honoré d'Urfé, Saint-Étienne, France

Skills

Design & CMS

Figma, Design System, Material Design, Webflow, Wordpress

Adobe Suite

InDesign, Photoshop, Illustrator, After Effects, Premiere Pro

Project Management

Jira, Trello, Monday, Github, Slite, Cascade

Coding Languages

HTML, CSS, JSON, Vuetify, Bootstrap

Additional

Google Analytics, Metabase, Google Tag Manager, Hubspot, AppCues

Other experiences

2022 - Today

Member of the committee of the Association La Lyre de Chêne-Bougeries

lyrecb.ch

2019 - 2023

Member and creator of the Association and Cooperative L'Épivert

epivert.ch

2015

Volunteer for the Images Festival Vevey