

Charlotte Bocquet

Product UX/UI Designer

I'm an **Agile** Product UX/UI Designer based in Auckland. With a background in digital law, digital marketing and UX Design, I enjoy creating **beautiful and functional user experiences** that will fulfill your **business goals** 🚀

✉ charlottebocquet@gmail.com 📞 027 470 2205 🇳🇿 NZ Permanent Resident

 [charlottebocquet](#)  [Portfolio](#)



Experience

References available upon request

Oct. 2022 - Dec. 2022

UX Designer Foodstuffs

- Designed an app for in-store staff to improve the product scanning speed and generate more data for business analytics purposes. This app became the **most used app** in store after its launch. [Read Case Study](#)
- Created solutions including sketches, wireframes and interactive prototypes
- Facilitated workshops with stakeholders (e.g. collaborative design sessions, prototype demonstrations, interviews)
- Worked closely with developers to ensure designs were correctly implemented and functionally complete
- Redesigned in-store training materials to increase accessibility and effectiveness
- Additional projects: user research and ideation on advertising banners and product cards solutions, creation of components for Foodstuff's design system

Jan. 2022 - Oct. 2022

CRO & UX Consultant Yuri & Neil (Subcontractor)

- Identifying opportunities to improve the customer experience and conversion funnels for a portfolio of online stores, marketplaces and travel clients
- Performing UX research, UI Design and data analysis
- Monitoring and improving the User Experience via experimentation and A/B or multivariate testing
- Producing UX, SEO & SEM recommendations
- Google Analytics and Google Optimize setup and tracking
- Web design and creation of solutions on website builders

Apr. 2019 - Nov. 2021

Student Enrolment Manager Unitec Institute of Technology

- Collaborating with Schools and Marketing teams to improve CX, develop new marketing initiatives and create visual materials
- Optimising selection/enrolment activities and processes to enable the company to exceed sales, enrolment and retention targets
- Analysing and reporting on enrolment data

Jul. 2018 - Apr. 2019

Admissions Processing Officer Unitec Institute of Technology

- Supporting Continuous Improvement of Operations team's processes & work flows

Jan. 2017 - Jul. 2018

Manager Muriwai Surf School

- Rebranding and redesigning website
- Developing new partnerships and online presence

Feb. 2016 - Dec. 2016

In-house Legal Counsel Spideo (Paris, France)

- Ensuring the compliance of the SaaS and the application with Data Privacy laws
- Reviewing, drafting and negotiating contracts

General Skills

Agile Methodology • UI design • UX Research • Web Design • Design Systems • Design Thinking • User Testing • A/B Testing • Inbound Marketing • Online Advertising • SEO/SEM

Software Skills



& more!

Education/Training

2022

Certificate in Applied Technology Product Solutions (UX Design), NZQA Level 6

Mission Ready

2022

Postgraduate Certificate in Applied Business (Digital Marketing), NZQA Level 8

Unitec Institute of Technology

2021 & 2022

Courses in Design Thinking for Business & Data Analytics, NZQA Level 8

Unitec Institute of Technology

2016

Master's Degree in Digital Law

Université Paris 2 Panthéon-Assas (Paris, France)

2013

Bachelor's Degree in Business Law

Université Paris 1 Panthéon-Sorbonne (Paris, France)

Certifications

Udemy UI Design Bootcamp
Meta Certified Media Planning Professional
Advanced Google Analytics Certification
Hubspot Academy Inbound Marketing
Interior Design Certificate