

## Contact

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(LinkedIn)  
[www.jeremycarrara.com](http://www.jeremycarrara.com) (Portfolio)

## Top Skills

Adobe Creative Suite  
Midjourney  
Gestion d'équipe

## Languages

Français (Native or Bilingual)  
Anglais (Full Professional)  
Espagnol (Limited Working)

# Jeremy Carrara ★

Creative Director | Head of Design | Specialized in luxury and premium brands  
Charenton-le-Pont, Île-de-France, France

## Summary

As a freelance UX/UI Designer with over 10 years of experience, I've collaborated with renowned luxury brands on high-stakes strategic and business projects.

Since 2017, I founded and led UNI, a design agency specialized in luxury. I managed ambitious international projects with the LVMH Group (Rimowa, 24S, Tagheuer), L'Oréal, Renault, and others.

Today, I offer my unique expertise to luxury companies in search of a Head of Design or a Lead UX/UI designer profile with leadership qualities, autonomy, and creativity.

I also share my passion for design through speaking engagements, conferences, and training programs at various schools, as well as design coaching.

Portfolio: [www.jeremycarrara.com](http://www.jeremycarrara.com)

## DESIGN

- # UX/UI Design of a mobile application for iOS/Android
- # Product Design of a SaaS application or business software
- # UX/UI Design of an international e-commerce site, mobile-first, responsive design
- # Conducting project discovery and bringing it to life through mockups

## USER EXPERIENCE

- # Conducting user research, user interviews, and user tests
- # Organizing UX design workshops
- # Creating personas, user journeys, and wireframes

## TOOLS

- # Figma
- # Implementation of a Design System, Atomic Design
- # Creating animated prototypes on Figma
- # Animating interfaces with Lottie
- # Delivering assets to developers and creating technical documentation

## PROFILE

- # Presenting to stakeholders or investors
- # Leading a team of designers, management skills
- # Establishing a design workflow process
- # Being autonomous, proactive
- # Defending and articulating design choices

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## Experience

### Uni Agency

founder, CEO, Head of design

January 2016 - Present (7 years 11 months)

Région de Paris, France

I funded a digital design agency specialized in luxury. Recruiting and managing a team of 4 talents (UX/UI Designer, UX Writer & SEO). We worked for famous french luxury brands.

- ▶ Conduct client meetings, and commercial meetings
- ▶ Advise clients on marketing strategy
- ▶ Lead a project, manage a budget, collaborate with suppliers
- ▶ Facilitate a UX workshop, conduct user tests and the discovery
- ▶ Produce and oversee UX design : Wireframe, UX research, Persona, User flow...
- ▶ Produce and oversee design on Figma, design system and the design workflow
- ▶ Implement an SEO strategy

Clients : LVMH (Rimowa, Tag Heuer, 24 Sèvres), Arlettie Paris, L'Oréal, Charles Jourdan, Bpifrance, Biogen, Nunchi, Quantum, Antiopea, Halchimy Paris

## Orange

Lead Ux/UI Designer Senior

January 2023 - October 2023 (10 months)

Paris

Transforming Orange's advisor-client interactions through intuitive and immersive digital experience, boosting sales and enhancing customer relation.

- ▶ Elevated sales by 50% for sales advisors and improved incident resolution rates.
- ▶ Collaborated with diverse stakeholders, fostering strategic alignment.
- ▶ Crafted intuitive UI/UX designs, incorporating 3D and AR elements for immersive experiences.
- ▶ Enhanced customer satisfaction through improved communication tools (Visio, file projection, share screen, online signature...)
- ▶ Conducted extensive user research, including on-site visits to understand advisor pain points.

## Bpifrance

Senior Product Designer

June 2022 - December 2022 (7 months)

Paris et périphérie

Integrated into the team responsible for the entrepreneur client interfaces, I worked on the design of Bpifrance's application that allows entrepreneurs to submit online funding assistance requests.

- ▶ Design of the customer onboarding journeys within the application
- ▶ Design of Bpifrance's new value proposition: support services for entrepreneurs
- ▶ User testing & interviews
- ▶ Run & Discovery

## Biogen International GmbH

Lead Ux/UI Designer

February 2021 - June 2022 (1 year 5 months)

In an international context, I've been working on two projects :

- Advance Program : Designing the whole experience of an E-learning platform for neurology specialists
- Neuroflix : Designing a platform inspired by Netflix with neurology series and movies for specialists.

## RIMOWA

Head of Design | Lead UX / UI Designer Senior

February 2019 - May 2021 (2 years 4 months)

Région de Paris, France

On-site intervention as Lead designer for a Luxury french brand

- ▶ Redesign the purchase funnel and PDP to reduce bounce rates
- ▶ Overhaul UX/UI design to align with luxury branding
- ▶ Design mobile first to improve user journey
- ▶ Implement a 3D luggage customizer
- ▶ Design flows for key marketing campaigns to convert viewers into customers
- ▶ Lead the UX/UI design to ensure team delivery and coherence across the platform
- ▶ Build a Design system and create a design workflow process

<https://www.rimowa.com>

## Arlettie Paris

Lead UX / UI Designer

June 2018 - January 2019 (8 months)

Paris, Île-de-France, France

Supervision and realization of the entire UX and UI design of the Arlettie platform. Leading UX workshops. Working with the CEO

<https://www.arlettie.com/>

## TAG Heuer

Senior product designer

February 2018 - March 2018 (2 months)

Suisse

Intervention on-the-spot with the TagHeuer project team

UI design for the new connected watch

UI design of the mobile application

## Charles Jourdan

Lead UX / UI Design, Art director  
August 2017 - February 2018 (7 months)  
Paris, Île-de-France, France

Call for tenders won. Supervision of the entire UX and UI design of the e-commerce site for the luxury brand 'Charles Jourdan'. Mobile First Design  
Leading UX workshops with the client. Meeting with Decision makers.

L'Oréal  
Senior UX / UI Designer  
October 2017 - January 2018 (4 months)  
Paris, Île-de-France, France

On-site intervention with Publicis Luxe agency  
Strategic and ergonomic design of the loyalty program for the cosmetic brand 'Biotherm', affiliated to the l'Oreal Group.

[https://www.biotherm.fr/fr\\_FR/bioscan/Bioscan-skin-diagnosis.html](https://www.biotherm.fr/fr_FR/bioscan/Bioscan-skin-diagnosis.html)

Quantom  
Lead Ux/Ui Designer, Art Director  
January 2017 - January 2018 (1 year 1 month)  
Paris, Île-de-France, France

- Project management
- Design of a SaaS platform, for photovoltaic power plant
- Design of an online diagnostic tool
- Flyer, brochure design
- Design of a stand
- Illustrations, PowerPoint template design

24S  
Ux/Ui Designer  
May 2015 - 2017 (2 years)  
Paris 75015

On-site intervention. In charge of UX and UI, working in agile methodology

- Report directly to the CEO and User Experience director
- Design of the Mobile Application, using Atomic Design

<https://www.24s.com/>

- Design of the international e-commerce website, Desktop, tablet and responsive mobile
- Design system
- Interaction design

## Châteaux & Hôtels Collection - Alain Ducasse Group

Ux/UI Designer

February 2016 - May 2016 (4 months)

Paris, Île-de-France, France

Design of the of the Champeaux website, the new restaurant of Alain Ducasse the renowned award-winning chef. Worked with 'Extreme Agency'

<https://www.restaurant-champeaux.com/>

## Groupe Renault

Product Designer

January 2016 - May 2016 (5 months)

Technocentre Renault

On-site intervention

- Design of a big data dashboard for the automotive french group Renault
- Co-design with the internal team
- UX Workshops
- Creation of a Invision Prototype
- Assets delivery to the developpers

## Urgentime

Founding Partner, Communication, Marketing and Design Manager

September 2015 - February 2016 (6 months)

Paris

Creation of the Urgentime start up. Mission : Saving lives by using the potential of the smartphones ( vidéo, geo-tracking, 4G) in order to improve emergency services call.

Business Plan, Marketing & Communication strategy, UX and UI design for the website and the application. Art direction : Logo, Graphic chart, Business card etc...

## Disko

Junior digital art director

March 2014 - October 2015 (1 year 8 months)

Work in agency for key accounts: L'oréal, SNCF, Acer, Carrefour, Sephora...

Design of social media applications, web design, web & print Art direction, computer graphics, ebook, slideshares. Calls for tenders (Huawei, Lenovo, Sephora...).

Elected in 2014 «independent agency of the year».

INA - Institut national de l'audiovisuel  
Graphiste / Webdesigner  
March 2013 - July 2013 (5 months)  
- UX and UI Design for INA websites.

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## Education

e-artsup

Master bac+5 - Manager stratégique en design & création, Digital Design · (2012 - 2013)

HEC Paris

Formation, Entrepreneurship, e-commerce · (2015 - 2015)

Digital Campus Paris

Multimedia Project Manager, Multimedia, Design · (2009 - 2012)

Collège-Lycée Saint Louis

Bac S