JEREMY **CARRARA**

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Creative Digital Art Director

// UX • WEB3 • AI • LUXURY

// ENTREPRENEURSHIP

Studio Uni   JAN 2016 - JAN 2021

Founder & Creative Director

Founded and led a digital studio specializing in luxury digital art direction and UX design. Managed creative direction and digital strategy for major clients such as LVMH, L'Oréal, 24S, and Publicis, winning multiple competitive tenders. Designed high-end digital products while overseeing business development and establishing the studio's reputation in the luxury sector. Maintained direct communication with clients, ensuring alignment between creative vision and business objectives.

Urgentime   SEP 2015 – FEB 2016

Co-Founder & Design Lead

Co-founded a startup focused on improving emergency response times using smartphone technology. Developed the brand identity and product design for the web SaaS platform.

// SKILLS

Design: Figma, Sketch, Adobe Suite, Lottie, DS
Web3: WalletConnect, dApps, Defi, Trading, NFT
AI: Midjourney, ComfyUI, KlingAI, Veo2, Firefly, LLM
Dev: Html/Css, Wordpress, Webflow, Telegram
Tools: Hotjar, Google Analytics, A/B Testing
PM: Jira, Notion, Confluence, Trello, Zeroheigh

// EXPERIENCE (PART 1)

Symbiotic   SEP 2024 – PRESENT • Freelance

Art director, Webflow dev | *Web3 & Crypto*

Worked with Symbiotics AI, a pioneering cybersecurity startup, to craft a distinctive digital identity. Shaped the brand's creative direction, designing a sleek visual identity that embodies trust, innovation, and technical excellence. Built the front end of an interactive, animation-rich website on Webflow, enhancing user engagement. The company successfully secured $3M in pre-seed funding, reinforcing its position as a transformative force in cybersecurity.

Prodigy Bot   MAI 2024 – SEP 2024 • Freelance

Creative Lead, UX designer | *Web3 & Crypto*

Led the creative direction of a Web3 trading bot on Telegram, transforming complex crypto trading into an intuitive and visually compelling experience. Designed and built a dynamic landing page on Webflow. Produced AI-generated videos to clearly explain key functionalities, making advanced trading concepts more approachable, resulting in a 1200% increase in new users retention.

Peetchr   OCT 2023 – MAY 2024 • Freelance

Art director, Product Designer | *SaaS & AI Agent*

Designed an AI agent SaaS platform that enables HR recruiters to create engaging job offers for GenZ via social media. Led the entire product design process from scratch with the founders. Conducted user testing and research to refine the UX and onboarding process. Defined branding and executed the art direction and UI of the platform. Clients saw a 22% increase in applicants and reduced the recruitment process time by 79%.

Orange   JAN 2023 – OCT 2023 • Freelance

Creative Art Director | *AI & AR*

Transforming Orange's advisor-client interactions through intuitive digital experience, Incorporating 3D and AR (augmented reality) elements for immersive experiences. Enhanced customer satisfaction through improved communication tools. Conducted extensive user research, including on-site visits to understand advisor pain points. Using genAI (Midjourney) to produce assets. Elevated sales by 50% for sales advisors and improved incident resolution rates.

Valkyrie Order NFT 2025

Designed high-quality digital collectibles (NFTs) with a deep narrative universe tied to gaming, Web3 and AI mechanics.

Travel Paris - Santiago 2023

Pilgrimage from Paris to Santiago de Compostela. I walked 2200km in 3 months. Rich experience on the personal and relational level.

Travel Paris - Istanbul 2021

Travel from Paris to Istanbul by bicycle. A journey of 4000km done in 2 months. A very enlightening human experience.

// EDUCATION

HEC Paris 2015

Entrepreneurship & E-commerce Training

e-artsup 2012 - 2013

Master's Degree in Design & Creative direction

Digital Campus 2009 - 2012

Multimedia Project Manager

// LANGUAGES

French (Native)
English (Fluent).
Spanish (Intermediate)

Rimowa FEB 2019 – MAY 2021 • Freelance

Digital Art Director UX/UI | *E-commerce & Luxury*

Led the design overhaul for Rimowa's e-commerce rimowa.com , creating a seamless luxury shopping experience. Developed a 3D luggage customizer with BETC and built dedicated landing pages for collaborations with Chanel and Supreme. Optimized the mobile-first experience to enhance navigation and engagement, contributing to a 57.33% increase in Rimowa International's revenue, making the platform the brand's most profitable sales channel.

Tag Heuer FEB 2018 – MAI 2018 • Freelance

Creative Art Director | *Connected Luxury Watch*

Collaborated with Tag Heuer's innovation team, following a successful tender bid, to design their luxury connected watch and its companion mobile app. Crafted the art direction for the smartwatch's digital interface. Designed the mobile companion app to ensure a seamless user experience. The Tag Heuer Orbital Watch and its companion app are now recognized as industry leaders in the luxury connected watch market.

24S (LVMH) MAY 2016 – JAN 2018 • Freelance

Digital Art Director, UX/UI | *Luxury Marketplace*

Designed 24S.com marketplace from scratch, developing a comprehensive design system to ensure consistency and scalability. Defined the art direction to align the platform's aesthetics with LVMH's luxury standards. Collaborated closely with stakeholders and developers to optimize conversion rates and user engagement. Designed the native mobile application, which achieved a 4.8/5 rating on the Apple Store.

Publicis Luxe JAN 2016 – MAY 2016 • Freelance

Digital Art director, UX/UI | *Agency & Luxury*

Designed Biotherm's (L'Oréal) loyalty program, enhancing engagement and retention while aligning with the brand's luxury positioning. Crafted an interactive digital experience that scans users' skin to recommend personalized skincare routines.

Extreme NOV 2015 – JAN 2016 • Freelance

Digital Art director | *Agency & Food*

Designed the website for Champeaux, Alain Ducasse's restaurant, crafting a sleek and intuitive digital experience that reflects the brand's culinary excellence.

Disko MAR 2014 – OCT 2015 • Contract

UX/UI Designer | *Digital Agency*

Worked on digital campaigns and UX/UI design for major brands, creating social media applications, web experiences, and interactive content for clients such as L'Oréal, SNCF, Acer, Carrefour, and Sephora.