# Alice Verona

Creative designer

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Open to relocation

Creative designer with **4+ years building digital experiences across web, brand, and UX**. I work fast, own projects end-to-end, and focus on what matters: creating things that work well and look right. I collaborate with developers and marketing teams, learning how they work so we can solve problems together. Pragmatic and hands-on. Fluent in French and English.

## Areas of expertise

- Brand systems & visual identity
- Marketing assets (digital, print & events)
- B2B design & project delivery
- Cross-disciplinary collaboration
- Project ownership
- Figma & Adobe Creative Suite

## Key achievement

- **Rebranding of Hoppen**, enhancing brand recognition and unifying visual identity across web and print materials.
- **Redesigned a back-office platform** used daily by hospital staff, resulting in clearer navigation, simplified workflows, and improved stakeholder satisfaction.
- **Delivered user-centred B2B and B2C digital products** with refined UI, inclusive interaction patterns, and consistently positive feedback from collaborators and clients.

## Professional Experience

**Hoppen**  **Marseille, France**
Creative designer  August 2023 - February 2025

- Led **Hoppen's full rebranding**, crafting a cohesive **visual identity, UI components, and design guidelines** across print and digital platforms.
- Designed **website & Newsletters**, focusing on **clarity, usability, and brand consistency**.
- Collaborated with **product, marketing, and sales teams** to refine **UX strategy and optimise user engagement**.
- Managed **design execution for the SantExpo exhibition**, overseeing **stand visuals, event branding, and marketing materials**. Additionally, assisted the sales team on-site.

**Make it Créative**                                           **Aubagne, France**
Creative designer                                            Juin 2021 - February 2023

- Led the **UX/UI design** for **CRM platforms, e-commerce websites, and B2B tools**, creating **user-friendly, scalable interfaces**.
- Established **design systems and component libraries** to ensure **visual and functional consistency** across projects.
- Worked closely with **developers and marketing teams**, translating business needs into impactful digital solutions.

**Freelance**                                                 **Marseille, France**
Graphic & UX/UI Designer                                         Since March 2021

- Designed and launched **websites, brand identities, and digital experiences** for startups and businesses.
- Developed **interactive prototypes and user flows**, improving usability and engagement.
- Created **custom WordPress solutions**, optimising navigation and user experience.

**Monte Ma Vidéo**                                           **Marseille, France**
Graphic & UX/UI Designer                                  November 2020 – March 2021

- **Redesigned the company's website**, integrating a fresh **visual identity and user-friendly interface**.

**Matrice.io**                                                  **Paris, France**
Product Designer                                        January 2020 – February 2020

- Designed & prototyped a **mobile app**, ensuring **scalability, consistency, and smooth interactions**.

## Education

**Digital art direction trainingship**                                    **Studi**
*Centred on branding, creative direction, and multimedia design.*        2023 – 2025

**Bachelor's in UX/UI Design & Project Management**                       **Studi**
*Specialised in UX/UI methodologies, product strategy, and*              2021 – 2023
*cross-functional collaboration.*

**BTS Web Designer**                                                      **Afpa**
*Focused on digital communication, web integration, and interactive*     2020 – 2021
*content design.*

## Additional Skills

**UX/UI Research, Testing & Prototyping:** Figma, Figjam, Forms, Balsamiq, A/B Testing
**Graphic Design:** Adobe suite (Illustrator, Photoshop, InDesign, Premiere pro)
**Front-End & CMS:** HTML/CSS, WordPress, PrestaShop, Bootstrap, Tailwind
**Project Management:** Notion, ClickUp, Jira, Trello, Monday