

# Penelope MAXWELL

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PRODUCT & UX/UI DESIGNER

## PROFILE

Over 20 years experience designing digital products. An ability to think "big picture" and then get down into the details. At ease, collaborating on life-cycles for Design, Market & Competitive Analysis, SEO rankings, Customer/User experience and designing opportunities for User Generated Content (UGC), Information Architecture, Usability, Audits, Heuristic Evaluations, Testing and Taxonomy.

## WORK EXPERIENCE

**2020 -  
Present**

### DIGITAL PRODUCT DESIGNER | FREELANCE

I have been working across a variety of projects for small to medium businesses and entrepreneurial start-ups from Android to iOS applications, SaaS and PPaaS, Fitness and Lifestyle applications to Social API Sales funnels and platforms including e-commerce, liaising with clients, development teams both locally and internationally prototyping and presenting to clients for successful growth in their key markets.

**2018 -  
2020**

### UI/UX DESIGNER | INFOGENE

Collaboration across several projects from Data Visualisation and Dashboards for L'Oreal, to PWA (Progressive Web Applications) for clients including, AG2R Insurance. I worked on the rebranding and user experience design for Kaufman et Broad CMS for Marketing and activities in France.

- Animation, Prototypes
- Market Research, SWOT Analysis
- Data Visualisation, Dashboards, Branding

**2018 -  
2019**

### UI/UX DESIGNER | BNP PARIBAS BANK

Assisting Product Owners, Development and Quality Assurance on an end to end design for an API with DevOps facilitating the design, development and deployment of digital products at BNP Paribas. I also collaborated with other UX designers @BNP to create and build a UX community to elevate best practices in design.

- Workshops, Sprints, Agile Methodology & Presentations
- API Design, Cloud Services
- Qualitative & Quantative Data Analysis Informing & Refining Design Decisions.

**2013 -  
2018**

### UI/UX DESIGNER | SERVIER PHARMACEUTICALS

An end to end design for a salesforce CRM, incorporating a complete design system based on both iOS and Android specifications and multi-device requirements. Rolled out in over 140 countries around the world. I also designed the UI for a connected Cardiovascular T-shirt (IoT) as well as numerous other Health applications.

- Design Systems, Websites & MVP Design
- IoT Connected Devices
- Client Surveys, Tests, Feedback & Presentations

## WORK EXPERIENCE (CONTINUED)

2005 -  
2013

### WEB DESIGN - SEO - ANALYTICS | FREELANCE

Website design, SEO, Analytics and Development for numerous clients including an Architect firm in New York, fine artists for Palais Tokyo, jewellery designers, fashion designers, photographers based in New York and Paris.

2002 -  
2003

### DIGITAL ART DIRECTOR | PUBLICIS - LONDON

**Philips** Beauty digital Kiosks designed for Selfridges, I designed the user interface to help the customer with a brief self-analysis on their beauty needs and orientate them towards the right product in the Philips Beauty range. Philips saw an increase of 20% in sales at Selfridges.

2000 -  
2002

### CREATIVE DIRECTOR | AGENCY.COM - LONDON

Responsible for the **British Airways** Business Traveller customer experience online, working to integrate the Expedia booking engine while maintaining a seamless brand experience to foster brand loyalty with a discerning end user. I also managed a team of designers while working closely with Business stakeholders, QA and Dev.

- Brand experience
- Loyalty programmes

## EDUCATION

### BACHELOR OF DESIGN | UNIVERSITY TECHNOLOGY SYDNEY - AUSTRALIA

UTS is classed as one of the top 150 Universities worldwide.

### DIPLOMA VISUAL COMMUNICATION | KVB COLLEGE - SYDNEY

KVB college specialising in visual design and branding, I completed the one year course.

### RAPID APPLICATION DEVELOPMENT | IBM - LONDON

RAD training for an agile and reiterative development of software.









## SKILLS

Figma / Figjam	Asana
Sketch	Jira
CSS3 / HTML 5	Notion
Adobe XD	AirTable
Adobe Photoshop	Slack
Adobe Illustrator	Confluence
Adobe After Effects	Git / Github
Adobe Indesign	Mailchimp
Zeroheight	Zeroheight
Storybook	Typeform
Hotjar	IA intégration
Lookback	Growthbook
Maze	SEO

## AWARDS

I.D. Design Award - Finalist  
Invision Awards - Finalist

## INTERESTS

			
Architecture	Design	Technology	Reading
			
Travel	Photography	Horseriding	Sustainability