

Penelope Maxwell

PRODUCT & UX/UI DESIGNER

Digital product designer with 20+ years' experience, combining strategic "big-picture" thinking with hands-on execution, and collaboration with Technical Development Teams and Product Owners, across UX/UI design, research, and testing, for successful business outcomes.



EXPERIENCE

Freelance — Product Design & Strategy

Paris, France — January 2020 - Present

- Managed and delivered diverse projects across **Android/iOS Apps, SaaS, PPaaS, Social APIs, Sales funnels, e-learning, Fitness and Lifestyle** platforms.
- Partnered with global development teams to deliver digital solutions driving market growth, leveraging design systems, prototyping, iterative testing, audits, benchmarks, and sprint-based workflows.

Infogene — UX/UI Designer

Neuilly Sur Seine, France — April 2019 - January 2020

- Worked with clients such as **L'Oréal** and **AG2R Insurance** on data visualisation in dashboards, design systems, aligning digital strategy with business growth.
- UX optimisation of **Kaufman & Broad's CMS** to enhance marketing efficiency in France.

BNP Paribas Bank — UX/UI Designer

Paris, France — November 2018 - 2019

- End-to-end design of a cloud-based **DevOps API**, streamlining the design, development, and deployment of digital products.
- **Facilitated workshops** and **design sprints**, leveraged on **data- driven insights** to refine UX design on projects.

Servier — UX/UI Designer & Marketing

Suresnes, France — November 2013 - 2018

- Complete (end-to-end) design as the UX/UI designer leading a team of 8 engineers, for a salesforce **CRM, Design System** optimized for **iOS/Android** with **React** and **Bootstrap** multi-device specifications.
- Designed the onboarding UI for a **IoT- connected cardiovascular t-shirt**, UI/UX dashboards for Finance and Business Intelligence (BI) with **data-visualization**, websites, Medical Apps and more.

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SELECT CLIENTS

L'Oreal
Mercedes Benz
BNP PARIBAS
Barclays Bank
Deutsche Bank
British Airways
Servier Laboratory
Ingenico
Philips

TECH SKILLS

Figma + AI plugins
(Magical, Diagram, Autoflow)
Figjam / Figma Make
AI Integration + Prompts
Sketch
Adobe XD
Adobe Firefly
Adobe Photoshop + AI
Adobe Illustrator
Adobe After effects
Adobe Premier
Zeroheight
Storybook
Hotjar
Lookback
Maze
Asana
Jira
Notion + Notion AI
Slack

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TECH SKILLS (continued)

EXPERIENCE (CONT.D)

Website Design, Development, SEO & Analytics

Paris, France — 2005 - 2013

- Led end-to-end digital delivery (design, development, SEO, analytics) for architects and creative brands between Paris and New York, including projects at **Palais de Tokyo**, Paris.

Confluence

Git / Github

Bootstrap / CSS3 / HTML 5

Typeform

AirTable

AI intégration

Growthbook

SEO

Animation

Publicis — Digital Art Director

London, United Kingdom — 2002 - 2003

- Designed **Philips Beauty** digital kiosks for **Selfridges**, creating a guided self-analysis UI that directed customers to the right products, resulting in a **20% increase in sales**.

SOFT SKILLS

UX Strategy

Product Roadmaps

Stakeholder Management

Mentorship

Design Thinking

Solution-oriented

Results-oriented

AI Prompting

Conversation Design

User Interviews

User Testing

Competitive Audits

Usability

Information Architecture

Design Systems

WCAG Standards

Prototyping

Workshops

Cross-functional Collaboration

Agile methodologies

Visual Animation

Typography

Creative

Agency.com — Digital Art Director

London, United Kingdom — 2000 - 2002

- Responsible for the online customer experience for the **British Airways Business Traveller**, working on the integration of **Expedia** booking engine whilst maintaining a seamless brand experience to drive brand loyalty among a discerning user.

Batey Ads — Art Director

Singapore — 1998 - 1999

- Responsible for the above-the-line Creative Art Direction on key accounts such as, **Mercedes**, **Swatch**, **Tag Heuer**, **Hewlett Packard**, and **Singapore Airlines**.

Johnny 5, Digital Agency — Founding Partner

Sydney, Australia — 1996 - 1998

- Designed **e-learning** experiences for **IBM** and organized premium events for **Krug** Champagne, among other clients.

Information Architecture

Design Systems

WCAG Standards

Prototyping

Workshops

Cross-functional Collaboration

Agile methodologies

Visual Animation

Typography

Creative

HarperCollins Publishers — Senior Designer

Sydney, Australia — 1995 - 1996

- Typography, briefs, cover design, photo-shoots and colour proofing.

Information Architecture

Design Systems

WCAG Standards

Prototyping

Workshops

Cross-functional Collaboration

EDUCATION

Visual Communication Diploma

KVB College, Sydney, Australia

Bachelor of Design

University of Technology, Sydney, Australia

Information Architecture

Design Systems

WCAG Standards

Prototyping

Workshops

Cross-functional Collaboration