

# Arielle NTSONDE

UX Designer | Product Writer

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[antekadesign.fr](http://antekadesign.fr)

Using a user-focused design method, I help companies to create more accessible, intuitive and desirable products in alignment with business goals.

## EXPERIENCE

### 2021 | **User Experience & Marketing Manager**

2013 | LINK Mobility (CPaaS Provider) | Paris, FR

- Led the overhaul of [linkmobility.fr](http://linkmobility.fr) website and the UI redesign of the e-messaging software
- Co-designed the Rich SMS module
- Redesigned the SMS campaign software
- Optimized the visitor journey and the conversion tunnels
- Improved the user journey on the digital products

**Achievements** : + 200 landing pages | + 127% web visitors | + 88% incoming leads | +100 audited and redesigned screens | +300 users interviewed | +10 pts NPS score

### 2013 | **Head of Customer Support**

2011 | Netmessage, (CPaaS Provider) | Paris, FR

- Supported Advertisers and communication agencies in the deployment of their e-messaging campaigns
- Developed the customer onboarding process and the training on the CPaaS functionalities

**Achievements** : + 400 customers trainings | + 10 user guides created | -30% calls to customer support

## OTHER EXPERIENCE

### 2022 | **Bachelor Trainer**

2021 | NDSF Institution & Le Cnam Normandie | Evreux, FR

- Intro to Customer Relationship Management (CRM) course

**Réalisations** : 54 h of class | 400 slides | 25 part-time students

## EDUCATION

### **Professional Diploma in UX Design**

Glasgow Caledonian University & The UX Design Institute | 2021-2022

### **M.B.A Webmarketing Strategies & Digital Communication Projects**

ISCPA Paris & VISIPLUS Academy | 2019

### **Master's Degree Marketing**

PPA Business School, Paris | 2010

## HARD SKILLS

### **Design**

User research  
Usability testing  
User Journey Map  
Information Architecture  
Interaction Design  
Microcopy (UX writing)  
Sketching  
Wireframing  
Prototyping  
Design Thinking

### **Software**

Figma  
Miro  
Adobe Illustrator  
Adobe XD  
Adobe After Effect  
Google Analytics

## SOFT SKILLS

Empathetic  
Creative  
Problem-solver  
Self-starter  
Strong communicator  
Mentorship skills  
Stakeholders Management

## LANGUAGES

French (native)  
English (business proficiency)  
Spanish (notions)

## HOBBIES

Singing : jam sessions, open mics, studio  
Dancing : Jazz, Hip-Hop  
Writing : short-stories, autopublished novel on [lulu.fr](http://lulu.fr)