



CHARLOTTE BOTERMANS

UX/UI Designer

PERSONAL INFO

Nationality

Belgian

Location

Brussels/Barcelona

Phone

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Email

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IT SKILLS

Product Design Tools

Sketch, InVision, Principle, InDesign, HTML, CSS, Github

Mac OS & MS Office Programmes

PowerPoint, Word, Excel, WordPress, Google Marketing Suite, Facebook Ads, AdForm

LANGUAGES

French: Native

Dutch: Good Command

English: Fluent

Spanish: Fluent

ABOUT ME

I'm a curious UX & UI Designer eager to evolve and ready to take on new challenges in that field. As a flexible, determined and creative designer that loves storytelling, I want to be part of the future of design. I want to become part of the teams that create digital products and services improving user's experiences and using innovative designs.

EXPERIENCES

Dec 2017 - Dec 2018

eBusiness Analyst

Semetis - Data-Driven Media Agency

- Planned, managed and analyzed digital advertising campaigns on a variety of advertising platforms (Google Marketing Suite, Facebook Ads, etc.)
- Provided business-minded campaign updates
- Turned data into information by providing analysis and recommendations through web analytics & digital business intelligence
- Provided support, analysis, data, presentations and copywriting in the framework of existing missions and projects
- Collaborated with eBusiness Consultants in the account management of clients
- Advised clients on new market trends (web), services and any other opportunities

Jan 2017 - Apr 2017

eCommerce Intern

Devialet - International leader in high end amplifiers

- Designed reporting tables as new management tools
- Conceived and implemented digital marketing campaigns
- Worked on launching new e-commerce projects (payments methods...)

EDUCATION

Jan 2019 - Mar 2019

Ironhack

UX/UI Design Bootcamp

- Intensive 9 weeks course in UX/UI Design
- Good design practices: User-based research, Lean UX and Design Thinking
- UX/UI Product Design Technologies: Sketch, InVision, Principle, Wireframing & Prototyping

Sep 2015 - Sep 2017

Louvain School of Management (LSM)

Master Degree in Management

6 months Erasmus in Argentina (Buenos Aires)

- Major in Strategic Marketing: International Marketing, Brand Management, E-Marketing, Advanced Marketing Research Methods, Advanced Strategic Management, Advanced Mathematics and Fundamentals of Econometrics, Advanced Finance
- Master Thesis: "Analysis of Graphical User Interfaces Aesthetics based on Visual Metrics" (great distinction - 17/20)

Sep 2012 - Jun 2015

ICHEC Brussels Management School

Bachelor Degree in Business Administration

6 months Erasmus in Denmark (Sonderborg)

- Mathematics, Statistics, Macro and Microeconomics, Accounting, Finance, Marketing
- Political Economy, Economic History, Operational Research,
- Bachelor Thesis: Case study for a third-party marketing company. Analysed 5 departments and presented solutions for increasing EBIT in 6 months by 30%.



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