



Ilana Bettan

Product Designer

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About me

Moving from brand design to crafting powerful experiences and user-centered solutions. Passionate about photography, a fan of street art and in love with London, I don't spend a day without opening Deezer.

Education

- 2024** ● **Bootcamp Product Design**
The Design Crew
- 2017** ● **Master's degree in visual creativity in advertising**
Sup de Pub Paris
- 2016** ● **Vocational degree in editorial & digital Communication**
IUT Bordeaux Montaigne
- 2015** ● **Two-year degree in Marketing Techniques**
IUT Bordeaux Montesquieu

Skills

Figma | HTML/CSS | Photoshop | Illustrator | Indesign | Premiere Pro | After Effects

French | English C1 | German B2

Creative | Persistent | Reliable | Rigorous | Empathetic | Team player | Sociable | Priority management | Proactive

Interest

Music | Festivals | Photography | Street art | Travel | Series | Exhibitions

Work Experience

- 2024** ● **Product Designer**
The Design Crew - Paris
From Discovery to Delivery, for 3 projects:
 - **Deezer:** Encourage users to regularly add songs to their music library and maintain this habit over the long term.
 - **Happn:** Improve the feeling of reciprocity between two profiles and create an emotional ping.
 - **Se Logger:** Improve the home-hunting experience to make it more personal and qualitative.
- 2023** ● **Senior Brand Designer**
Trustpair - Paris
Brand Design referent. Creating assets across all channels to enhance the brand and empower sales.
- 2021 - 2023** ● **Brand Designer**
Néosoft - Paris
In charge of Neosoft group's visual identity. Management of an audiovisual officer & managing service providers. **Print, Web & Video.**
- 2019 - 2021** ● **Graphic Designer**
Efficacy CRM - Paris
In charge of the Efficacy group's graphic identity - **Print, Web & Video.**
- 2017 - 2018** ● **Graphic Designer**
Showroomprive.com - La Plaine Saint-Denis
- 2016 - 2017** ● **Communication assistant & Graphic Designer**
SNCF Direction de la Communication - La Plaine Saint-Denis
- 2016** ● **Music festival Ambassador**
Convergences Festival - Bordeaux
- 2016** ● **Receptionist & Waitress**
Searcys (Allen & Overy) - London

