



Ilana Bettan

Brand & UX/UI Designer

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Paris

About me

Designer for 7 years, I've developed an expertise in improving and adapting visual identities, while creating striking concepts. Passionate about photography, street art and in love with London, I find my inspiration in music and urban culture.

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

Design (Adobe, Figma & Office)

UX/UI | Prototyping | Wireframing
Graphic & Motion Design | Video
HTML/CSS | Photography | Powerpoint

Project management

User search | Cross-functional collaboration

Languages

French | English C1 | German B2

Soft skills

Sociable | Reliable | Rigorous
Proactive | Team player | Priority management

Interest

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

Work Experience

- 2024 ● **Brand Designer • Freelance - Paris**
- 2024 ● **UX/UI 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 Loger:** Improve the home-hunting experience to make it more personal and qualitative.
- 2023 ● **Brand Designer • Trustpair - Paris**
 - Lead referent for all Brand Design initiatives, ensuring consistency of visual identity across all channels.
 - Design and produce compelling visuals for digital and print media, to enhance brand recognition and drive sales growth.
 - Working closely with the product team and Product Designer to integrate brand elements into user interfaces, enhancing the user experience and ensuring consistent brand communication.
- 2021 - 2023 ● **Brand Designer • Néosoft - Paris**
 - Principal point of contact for all Brand Design initiatives. Designed and produced marketing and communication materials aligned with the group's strategy (Web/Print/Video).
 - Collaborated on Neosoft's rebranding, including redesigning the website and modernizing the user interface to improve the overall user experience.
 - Employer branding development with HR teams, implementing visual strategies to enhance attractiveness and talent retention.
 - Participated in bids and strategic sales projects, aligning design resources to optimize the impact of proposals.
 - Managed a Video Specialist and coordinated with external vendors (printers, web, audiovisual) to ensure the quality and compliance of deliverables with brand standards.
- 2019 - 2021 ● **Art Director • Efficacy CRM - Paris**
 - Responsible for the group's visual identity, ensuring consistency across all media.
 - Developed and produced impactful visuals for digital and print media to enhance brand recognition and drive sales growth.
- 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**

