

# PRODUCT MANAGER

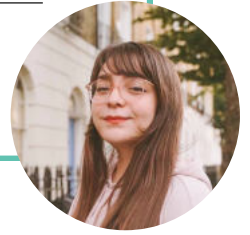
MARIE EVE CARLOTTI

[marie.carlotti@gmail.com](mailto:marie.carlotti@gmail.com)

[marievecarlotti.com](http://marievecarlotti.com)

06.37.39.13.27

Paris



## Web product manager / UX manager

2016 - Today [is&a bloom](#) (Paris, FR & Remote)

### KEY MISSIONS :

#### Creation of the new [senatoriales2023.fr](#)

- Built a file upload system, including error detection, large range of scenarios, files type, and tailored import rules.
- Designed workflows for election days, simplifying publication process.
- Coordinated external UX/UI teams and ensured the implementation of best practices and RGAA accessibility.
- Led the project from MVP to final website, managing planning, backlog, development, integration, test and delivery.

#### Creation of the new [invest.bnpparibas](#)

- Transformed the publication process into a "one-button" solution through agile method.
- Collaborated with technical teams to meet security requirements and high availability and resilience.
- Implementing GTM using strategical KPIs
- Gathered users research data and market analyses to create wireframes and prototype meeting target's needs.
- Drove UI team through iterations based on feedback, including legal requirements and accessibility testing.
- Managed the entire development lifecycle and still implementing continuous optimization based on data analytics.

#### Creation of the new [cercle-des-actionnaires.bnpparibas](#)

- Elaborated new user workflows (account creation, event registration, waiting list, order adjustments, cancellation..)
- Developed website's architecture, wireframes, and prototypes based on target audience (primarily +45 years old).
- Led the UI design team through iterative processes to modernize an existing branding.
- Coordinated development, launch, maintenance and ensuring new features to target new public based on analytics

**Clients :** BNP Paribas (Cercle des actionnaires, Group, Invest, Risk Culture...), Advenis, Celsa, Sénatoriales 2023, FOPH, Service médical...

## Web project manager (apprenticeship)

2014 - 2016 [ProfilCulture](#) (Paris)

- Drafted specifications and user guide of existing websites
- Collaborated with technical team to build new version of the main website, implementing collaboratives features
- Designed wireframes, prototypes, and storyboard according to business goals

## EDUCATION

2016 - 2017 [Les Gobelins](#) Web project director & UX manager Master  
2014 - 2016 [La Fonderie de l'image](#) Web project manager Bachelor  
2012 - 2014 [La Fonderie de l'image](#) Full stack developpement and design Bachelor  
2011 - 2012 [ESAA Duperré](#) Applied arts school graphic design course

## LANGUAGE

French - native  
English - fluent  
Spanish - intermediate

## OUTILS

Figma, Miro, Axure, Redmine, Trello, Adobe suite, Microsoft suite, Google suite...