

# Virginie Caplet

## Design Researcher

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## Hello

Hi there! My name is Vi and I am a design researcher from France. My passion for crafting experiences, building things, and making users happy inspired me to become a design researcher after working as a product designer for few years. My intention is to dive deeper into user-centered thinking, focus on strategy, and challenge status quos.

I have been using my design skills for more than 10 years in different kinds of projects, on a multitude of platforms, and with various team configurations. Most of my work experience is focused on concept generation and design oriented problem solving. During this time, I also gained experience in core product design skills like interaction design, user experience, wireframing, prototyping, user testing, and structural areas like agile facilitation, team setup, and product management.

I have been living in Berlin for 5 years and I am currently working as a design researcher for Babel.

## Qualifications

### *Platfoms and process knowledge*

- ※ solid knowledge and experience of different platforms and of their constraints (mobile, tablet, watch, desktop)
- ※ involvement in different stages of the creation (research, specs, ideation, brainstorming, sketching, wireframing, prototyping, design, testing, etc.) for a wide range of products (software, website, app, etc.)

### *Problem solver*

- ※ agile and lean UX methodologies enthusiast
- ※ global perception of problems and a keen ability to reformulate

### *Team person*

- ※ working, sharing, and learning with a large diversity of profiles and skills is something I enjoy a lot
- ※ sharing my knowledge and helping my peers sharing theirs is a strong focus

# Employment history

## **Design Researcher**

since August 2016

*Babbel - Lesson Nine  
Berlin, Germany*

User research planning, design, and analysis. Prototyping and design assets generation for testing purposes. Evangelization for user-centered thinking, research support, and guidance of agile teams.

## **Product designer**

May 2013 - July 2016

*Babbel - Lesson Nine  
Berlin, Germany*

Interface design on desktop, mobile, tablet, and wearable platforms. Concepts generation, prototyping, motion design, interaction design, user experience design, and testing. Problem solving and creative workshops organization, creation, and moderation.

## **Creative designer**

August 2008 – July 2013

*Freelance  
Paris, France & Berlin, Germany*

Art direction on creative challenges, with the web as the main platform. User interviews and design lead of small teams (1 to 3 people).

*Clients: Lush, Bouygues Telecom, MACSF, Parc Astérix, Walibi*

## **Art Director**

June 2008

*Lonely Planet  
Melbourne, Australia*

Christmas campaign concept proposals for websites and bookstores in the UK, the USA, and the Pacific.

## **Digital Designer**

April – June 2008

*George Patterson Y&R  
Melbourne, Australia*

Websites and interfaces design, story-boarding and shell propositions.

*Clients: Intralot, Cottees, Australian Royal Air Force, and Cadbury*

## **Junior Art Director**

2006 – 2007

*Vente-Privee.com  
Paris, France*

Art direction, webdesign, shooting ideation, and story-boarding.

*Brands: Bodum, Diesel, Givenchy, Rip Curl, Quiksilver, Puma, ...*

## **Graphic designer**

2003-2005

*L'Oréal  
Paris, France*

Design and content management of intranet websites, and graphic design for printed supports.

# Education & training

## Interaction Design Specialization

*in progress*

*University of California San Diego  
via Coursera*

## Scrum and Agile Bootcamp

*February 2014 (3 days)*

*Agile 42  
Berlin, Germany*

## Bachelor in Visual Communication specialized in Digital Design

*September 2003 - July 2005*

*Campus Fonderie de l'Image  
Paris, France*

# Extra- professional activities

## Babbel Hackday

*2014*

*Catering organization, t-shirts, and event moderation for the first editions*

## Babbel Brownbags

*2014 - 2015*

*Speakers relations and rehearsals, catering, and place organization.*

## Paris Web

*2011 - 2013*

*Design, communication, and speakers relations for the 6th and the 7th editions*

## Typographisme.net

*2010 - 2012*

*Edition of articles for a blog about web typography.*

# Skills

## Languages

- French: mother tongue
- English: professional efficiency
- German: intermediate
- Swedish, Danish and Japanese: white belt

## Software and tools

- Design and illustration: Adobe Creative Suite, Sketch, Zeplin
- Prototyping and wireframing: InVision, Balsamiq
- Motion: Principle
- Code: basic knowledge of HTML and CSS
- Project management: Trello, Pivotal, Jira, Confluence, LucidChart

# Achievements

## Talks & workshops

- ✧ *Brownbag: I wish you to fail*; a talk about the zen of failure and the quest for learning and knowledge gathering in software development.
- ✧ Upfront March 2015 and Paris Web 2015: *Confessions of a serial killer*; creativity is not only about generating ideas but also about killing a lot of them to deliver great experiences.
- ✧ Paris Web 2012: *Processus créatif (Creative process)*; an introductory workshop to the creative process used when answering to a brief.
- ✧ Paris Web 2010: *Au boulot les cerveaux (Brains at work)*; how understanding the impact of the brain configurations on our jobs can make us better professionals.

## Books & Articles

- ✧ *Petit Précis de Créativité*: my essay about creativity (currently working on the new edition and the English translation). Through my professional and personal experiences I often encountered conversations and reflections about creativity. I decided to synthesize all my learnings, recommendations, and ideas in a book, targeted not only at creative professionals but also everyday people.  
(Current publisher: En Voiture Simone - Wagon 42)
- ✧ *You Are Not a CEO, You Are a Guru*: an article about the importance of vision in the internal and external success of startups and innovative entrepreneurship  
(on Medium.com)
- ✧ *OFF/line life*: an article telling my experience and conclusions after living in an internet-free home for more than a year.  
(on Medium.com)

## Interests

Japanese woodblock printing, climbing, analog photography, writing, running, and hula-hoop.