

Alexandre Hureau

UX designer | Netherlands

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With extensive experience in UX design, research, and writing, I wield tools to significantly enhance user experiences. I've optimized user flows to obtain substantial financial gains, created new experiences from the ground up, and created multiple design systems.

WORK EXPERIENCE

• UX Designer Jul 2024 – Now

Global-Tickets – European market leader in motorsport travel

- Created new flows providing information about our events.
- Established the first research practices: continuous discovery, user interviews, surveys, prototype testing, and more.
- Reworked the way UX design is integrated within the company to make more space for the users' voices.

• Product & content designer Aug 2021 – Mar 2024

Grover – Leader in the "products-as-a-service" electronics market

- Combined user research and data to revamp the product page, resulting in an uplift of nearly two million euros per annum.
- Created a Grover checkout experience for users at MediaMarkt, resulting in a flow that's up to 12 times faster than financing.
- Reduced dropout rates in the checkout by nearly 20%.
- Created a design system as part of a small team, with dozens of components and workflows coming directly from me.
- Made an inaccessible checkout experience AA WCAG compliant.

• Sustainability writer Apr 2020 – Aug 2021

Freelance

- Conducted research on dozens of topics and data points.

• Researcher Feb 2019 – Apr 2020

Vrije Universiteit Brussel

- Conducted user research and industry benchmarking.

EDUCATION

• M.Sc. in sustainable development 2016 – 2018

Uppsala University

- Acquired skills in data analysis, usability testing, prototyping, human-centred design, adaptability, content design, and more.

• B.A. in anthropology 2013 – 2016

Concordia University

- Acquired skills in system-thinking, storytelling, user research, cultural sensitivity, stakeholder management, and more.

TOOLS

FIGMA

ADOBE XD

SKETCH

WEBFLOW

HOTJAR

MIRO

USEBERRY

GITHUB

SKILLS

INTERACTIVE DESIGN

VISUAL DESIGN

USER RESEARCH

A/B TESTING

PROJECT MANAGEMENT

DESIGN SYSTEMS

PROTOTYPING

USABILITY TESTING

RESPONSIVE DESIGN

DEVELOPMENT

HTML / CSS

JAVASCRIPT

LANGUAGES

ENGLISH

FRENCH

SPANISH

NATIONALITIES

FRANCE

CANADA