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Alexandre Hureau
Product designer

I focus on design systems and accessibility. My design system work has impacted millions of users. My accessibility work had a transformative impact on how to approach design.

WORK EXPERIENCE

• Product & content designer
Grover | 2021 – 2024
- Spearheaded the creation of the design system.
- Revamped the product page, resulting in a nearly 15% boost in conversion rates.
- Led research initiatives with >20% improvements in conversion.
- Created a new offline experience enabling users to check out up to 12 times faster.
- Implemented an address autocomplete feature that reduced dropouts by nearly 20%.
- Took an inaccessible experience and made it AA WCAG compliant

• Sustainability writer
Freelance | 2020 – 2021
- Wrote sustainability articles published in a variety of online publications.

• Researcher
Vrije Universiteit Brussel | 2019 – 2020
- Organized an international seminar bringing together industry and academic experts.
- Conducted industry research in the field of circular economy.

EDUCATION

• Introduction to Web Accessibility
W3C | 2022

• UX Design Professional Certificate
Google on Coursera | 2021

• M.Sc. in Sustainable Development
Uppsala University | 2016 – 2018

• B.A. in Anthropology
Concordia University | 2013 – 2016

TOOLS
- FIGMA
- ADOBE XD
- SKETCH
- WEBFLOW
- HOTJAR
- MIRO
- USEBERRY

SKILLS
- INTERACTIVE DESIGN
- VISUAL DESIGN
- USER RESEARCH
- A/B TESTING
- INTERVIEWING
- PROJECT MANAGEMENT
- DESIGN SYSTEMS
- PROTOTYPING
- STORYBOARDING
- DATA ANALYSIS
- RESPONSIVE DESIGN

DEVELOPMENT
- HTML / CSS
- JAVASCRIPT

LANGUAGES
- ENGLISH
- FRENCH
- SPANISH