

**David HERVE**  
**Senior UX/UI Designer,**  
**Product Designer**

Eichbühlstrasse 25, 8004 Zürich  
Tel: +41 (0)76 320 55 55  
info@davidherve.ch



51 years old (May 13, 1972)  
Nationality: CH/FR  
Two children

## Professional Career, Activities

### 2022-2024: Product Designer/Senior UX/UI Designer at Digital Strom AG, 8952 Schlieren:

- Led the comprehensive design and definition of smart home app automation for Android and iOS (smartphone and tablet) platforms, aligning with the product vision and catering to various user groups.
- Conducted extensive user research to analyze behaviors across various use cases, sub-markets, and countries, aiming to enhance user engagement and stimulate demand.
- Directed and coordinated the entire product design process, encompassing conception, architecture, ideation through Design Thinking Workshops, meticulous wireframing, and the development of high-fidelity templates. Ensured a seamless development process by working closely with developers, providing continuous support and collaboration throughout the implementation phase.

### 2016-2021: UI/UX Engineer at Arpage AG, 8700 Küsnacht:

Research, determination, and evaluation of user requirements. Design of information architecture, user flows, and wireframes. Design of low and high-fidelity prototypes. Creation of the design system and library. Briefing with the front-end team and quality control.

#### Projects:

- **ÄrzteKasse (CB8 Next):** Led comprehensive UX research, conducted interviews, and facilitated Design Thinking workshops to inform the conceptual phase. Ensured a user-centered approach throughout the entire project.
- **Meineimpfungen.ch (Relaunch):** Led efforts in UX research, developed personas, mapped user journeys, and created design prototypes for the successful relaunch.
- **Pet Health Data:** Conducted extensive UX research, defined user requirements, and delivered impactful UX/UI designs with a strong artistic focus.
- **HIN (EPDG: Electronic Patient Dossier), Spitex (PalliaCare):** Active participation in the design process by creating both low and high-fidelity prototypes for Android and desktop.

### 2014-2015: Interaction Designer, at X-Technology Swiss AG, 8832 Wollerau:

Strategic relaunch of the e-commerce website. My role included:

- Strategic relaunch of the e-commerce website
- Redesign of the information architecture
- Creation of wireframes
- Development of interactive prototypes

**2007-2013: Art Director and Web Designer on a freelance basis in Switzerland:**

**Clients** (Selection): **Crédit Suisse** (Intranet, Training Video Section for Incentives),  
**Susanne Kunz Production** (Various Advertising Websites).

**1995-2002: Founder of the web agency Concept Interactif, 75011 Paris (6 employees):**

In my role as Art Director at Concept Interactif in Paris, I led the creative process for numerous projects, especially for commercial websites, intranet solutions, mini-flash websites, promotion websites, and online campaigns.

My responsibilities included:

- Execution of client briefings, including requirement analysis, budget estimation, and comprehensive consultation.
- Establishment of production teams based on project requirements.
- Briefing on creative direction through 'Concept Boards.'
- Development and realization of creative graphics and animations.

**Clients** (Selection): Lexmark, Pinnacle, Leclerc, Eurodisney Paris, Champion USA.

## ● Education

**2016** (8 months): Training at the "Interaction Design Foundation" with a certificate in "Psychology of Interaction Design," "Web Design for Usability," and "User Research - Method and Best Practices".

**2011-2013:** Further education in Cinema 4D as additional skills in the field of Motion Design.

**2009-2012:** German lessons, Migros Club School, Level C1.

**1992-1995:** European Institute of Management (EIM), Business School, Maxim's Institute, Paris.

**1991:** Baccalauréat B. (A-levels, Economics and Social Policy).

## ● Languages and Software

**Languages:** French (native), German (fluent), English (fluent).

**Software :** Adobe XD, Figma, Photoshop, Illustrator, After Effect, Cinema 4D, Visual Studio Code.

**Programming languages:** HTML5 CSS3, JavaScript.

## ● Interests

Music (I play the piano), movies, illustration, photography, tennis (Classified 15/1), gastronomy.

## ● References:

Available upon request.