



Alexandre Nicol

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Summary

Hi, I'm Alexandre Nicol. I am a French digital designer currently looking for a new position. I have a masters degree in Interaction design and several years of experience working as a digital designer and front-end developer. I have worked in France, China and Australia for small agencies and large companies. I am now looking to find a new adventure where I can develop my skills and work as part of a team to create exciting products.

Employment

Mid level digital designer

► 2019 **Freelancer.com** 1 year 3 months . Sydney

Integrated as part of the freelancer team and later the enterprise team. I worked on the design, the prototyping and the testing of new features and the upgrade of old pages.

Key Achievements:

- *Built and document a design system for the freelancer brand, this system is now a base component of every new design and front-end development.*
- *Redesigned high traffic pages to help the freelancer find the perfect project. Conducted surveys and user testings to challenge hypotheses and followed the adoption of new feature with A/B testing.*
- *Updated Freelancer.com global style for an integration in white label with one of the U.S Fortune 500.*
- *Created the design of Freelancer Academy a platform of online education for our freelancers.*

Mid level digital designer & Front-end developer

► 2017 **Experience Digital** 1 year 8 months . Sydney

Integrated as part of the core team, my role was to prototype, design and develop mobile and web-applications.

Key Achievements:

- *Successfully designed, developed and launched a fintech mobile application to help user rounding up their transactions and saving it.*
- *Prototyped and designed Renterscard, a web-based application allowing renters to apply for property online.*
- *Successfully designed and launched a website and CRM for the Farming cooperation, a government department.*
- *Updated the brand identity of Experience digital, including website, print and social media.*
- *Mentored a junior front-end developer.*

Junior digital designer

► **2015 FaberNovel Innovate** 6 months . Paris

Integrated as part of the User Experience team. My role was to explore and develop ideas to help companies during their digital transition.

Key Achievements:

- *Designed a connected apartment companion app for Nexity, the french leader in real estate. Realised user scenarios and lead user interview in order to iterate on the design.*
- *Created and lead user testing on a mobile application for Keolis, a public transport company.*
- *Organised and supervised company workshop on the digital transformation for Leroy Merlin, the French leader in hardware.*

Junior digital designer & Front-end Developer

► **2013 Arobase Communication** 6 months . Shanghai

Integrated as part of the marketing team, I worked on online & offline communication and build web-applications.

Key Achievements:

- *Designed and developed a platform of communication for the clothing company Dormeuil France.*
- *Worked on a visual communication for General Electric.*

Design Intern & Front-end Developer

► **2011 Les Polypodes** 3 months . Nantes, France

Integrated as part of the core business, worked on interactive exhibition for the city of Nantes, email marketing, and video editing.

Key Achievements:

- *Designed elements of the interactive exhibition "Nantes 2030".*
- *Designed and developed marketing email for a clothing company.*

Education

Master's degree

► **2015 Interaction design** 2 years . Shanghai

Integrated as part as the China Studio, this curriculum allowed me to obtain a diploma from the Shanghai university as well as a master from the Nantes School of design.

Key Achievements:

- *Designed a concept for a connected wristband to help the Chinese population to be more active, in partnership with Decathlon, the French leader in sport retailer.*
- *Wrote a thesis and developed a project on the role of digital transformation in the context of Chinese urban participation.*

Bachelor's Degree

► **2013 Interaction Design** 3 years . Nantes, France

Integrated in the Nantes School of design (EDNA). Studied one year the general laws of design before focussing on Interaction design.

Key Achievements:

- *Learn and develop prototype using Arduino and created an understanding of electronics and IOT.*
- *Introduced to front-end development, HTML, CSS & javascript and started a love story who continues to this day.*
- *Mastering Adobe creative suite.*

Skills

years of practice

User centered design

5

User Experience

8

Angular.js

3

Sketch

2

User Interface

8

Adobe CC Suite

8

Ionic

2

Service Design

4

Javascript

5

React.js

1

Invision

4

Languages

French

[Mother Tongue]

English

[TOEIC: 805]
[IELTS: 7.5]

Html/Css/Js

[professional capability]

Interests & Activities

I like to think of myself as curious and entrepreneurs. I swim, bike and play table tennis on a weekly basis, and I seize all opportunities to try new sports. I am continuously working on a new project, none of them had the success I wished, but all teach me a good lesson. I recently started to cook. I am a big podcast nerd, I read often, and like to keep up to date with Modern art exhibition.

Referees

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