



Alexandre Nicol

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Summary

Hi, I'm Alexandre Nicol. I am a French user experience designer currently working at QIMA. I have a masters degree in Interaction design and several years of experience working as a user experience designer. I have worked in France, China and Australia and Luxembourg for small agencies and large companies. I am always looking to find a new challenge where I can develop my skills and work as part of a team to create exciting products.

Employment

Senior UX designer

► **2020 QIMA** Current . Lille

Integrated both in the design team and in one of the functional team. My role was to define user's needs and improve their experience across the app. I also worked on adding analytics data as an input for decision making.

Key Achievements:

- *Integrated the Google analytics suite with QIMAone. Train the Designer & Pms team to create dashboard on specifics flow and bring quantifiable results to our projects. Created and displayed dashboards to our offices screens.*
- *Worked in pair with my product manager to integrate blueberry's inspection. We closely worked with the South American QIMA office. Organized multiple workshop with the team both remotely and in Rotterdam to define the MVP. I followed the project from day 1 to release.*
- *Evangelize UX design internally and across the multiple entity of QIMA across the world, with company wide presentation and workshops.*
- *Organized a dozen plus Ux designer interview and mentored a junior ux designer.*
- *Conceptualize multiple new or improved flow using Origami studio.*

Senior UX designer - Consultant

► **2020 BPI france** 7 months . Lille

Integrated first in the investment, and then in the processes division. I worked on two short term projects, create a companion app for a specific type of investment, then on a platform to share and store the company processes.

Key Achievements:

- *Create a companion app based on extensive user research to create a deeply tailored interface for their needs (20 users total).*
- *I designed a simple but efficient tool for a very complex concept. The companion app was to help investors follow their investments in investment companies and the startup they invested in.*
- *I created a design system to streamline the creation of processes while making these processes far easier to read.*

Senior UX designer - Consultant

► **2019 Kozikaza (Adeo group)** 9 months . Lille

Integrated as part of the core team, I worked on improving the user experience for both the social platform and the 3D builder. I also train the current team to the basis of User centered research.

Key Achievements:

- *Ux research on the current user behaviour on the platform using Qualitative and Quantitative data. Create data visualisation to help the team digest it.*
- *Entirely re-design the social posting flow to be in-line with the current user expectations.*
- *Organised a workshop to study the Ux impact of having our 3D builder working with tactile screen.*
- *Create a kitchen builder tool, to help our users create a kitchen in the 3D builder in only a few clicks.*

Senior UX designer

► **2019 World of digits** 1 year 5 months . Luxembourg

Integrated with the Ux team, I spent all of my time at World of digits doing consulting for Kozikaza and Bpifrance.

Key Achievements:

- *Design and build an Ux audit website, with the goal to help World of Digits customer define their Ux needs.*
- *Lead 25+ Ux designer interview for the Berlin, Luxembourg and Lille offices.*

Mid level digital designer

► **2018 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 Deloitte & Arrow electronic, a Fortune 500 company.*
- *Created the design of Freelancer Academy, a platform for online education for our freelancers.*

Mid level digital designer & Front-end developer

► **2016 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.*
- *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.*
- *Created and lead user testing on a mobile application for Keolis, a public transportation 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:

- *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".*

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

7

User Experience

9

Angular

4

Figma

2

User Interface

9

Origami studio

3

Sketch

5

Service Design

6

Javascript

4

Abstract

4

Invision

7

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 run, bike and play table tennis on a weekly basis. I am continuously working on a new project, none of them had any success, but all taught me interesting lessons. I like to cook and above all I am a big podcast nerd, I'm currently trying to launch a podcast about design, technology and architecture inspiration.

Referees

Daniel Fitzgerald

CPO - Expensya (former QIMA)

Romain Knecht

Project Manager - QIMAone

Franco Roncoroni

Head of design - QIMA

Anshul Jain

Founder - Menith (former Freelancer)