.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Régine Lambrecht**

Date of birth: 22/08/1973 **|** Nationality:BE **|** Gender: Female  **|**

Kouter 7B/202, 9000 Gent, Belgium

**PROPOSED POSITION: UX Expert**

Régine Lambrecht is an IAAP-certified Web Accessibility Specialist who has worked in the field of accessibility since 2004.Her core activities are training stakeholders to raise their maturity in accessibility, auditing and testing interfaces with disabled people. In addition, she has extensive experience in the adjacent fields of User eXperience design, UX writing and Search Engine Optimisation.

**WORK EXPERIENCE**



02/2022 – Ongoing; Brussels (Belgium)

**Accessibility Expert** – Eleven Ways

Accessibility consultancy

* Eurostat: WCAG audit, full compliance trajectories
* European Commission (DG COMM): strategic consulting on accessibility, awareness workshops, Web and document compliance
* Movify: coaching their design team who is revamping a Belgian public TV website

Accessibility Training

* Eurostat: webinars
* ULB: introduction to accessibility (3h training)
* European Commission: introduction to accessibility (1 day training)
* SODEXO: introduction to accessibility, managing accessibility, accessible PDF, accessible Powerpoint, writing accessible content



03/2017 - Ongoing; Brussels (Belgium)

**Accessibility Lecturer** - ULB

3h introduction training to accessibility, within the continuous learning course « UX Design & Research »



05/2016 – 01/2022; Brussels (Belgium)

**User eXperience Architect** – Anais Digital

Accessibility consultancy

* Beobank: WCAG Audit, Inclusive User Testing
* Belgian Constitutional Court, EURES (among others): WCAG 2.x Audit
* “Recettes 4 Saisons”, ONE, STIB: Full compliance trajectories
* Axa Bank Belgium: coaching, training, user testing
* RTBF (Belgian Public Radio & TV): internal training sessions

UX and Accessibility Training

* ULB (Université Libre de Bruxelles): evening and day training on UX Writing and Accessibility, User Surveys, User Log Analytics (twice a year since 2017)
* Oniryx, EWBS, EPITECH, HighCo (and others): In-depth Accessibility Trainings
* “Cars on the web”: UX writing courses in English

Stakeholder insights (interviews, design thinking, focus groups, surveys, observation, reporting)

* Actiris: stakeholder and user interviews for a new website information architecture
* Beobank: user testing with eyetracking
* European Parliament: stakeholder and user interviews for a new intranet information architecture, project in EN
* Solvay: user interviews for intranet revamping, in EN, IT, PT, FR ONE: interviews of parents
* AXA: online survey for entrepreneurs
* Brussels airlines: app guerilla testing
* Sodexo Belgium: user Testing (using eyetracking technology)

Information architecture (content gap analysis, content categorisation, content mapping, terminology)

* Actiris
* Voo
* Infobel corporate website
* Edenred
* Agoria
* Interparking, project in EN
* Hilbert Paradox, project in EN

Expert analysis and reporting, user journeys

* Mainsys: banking interfaces
* P&V: banking interfaces
* Vermeg: insurance interfaces
* EURES, project in EN
* BCE Luxembourg, project in EN

SEO on-site optimisation and benchmarking

* Infobel
* Waoukids
* WKTS (transport dashboards, project in EN)
* Voo (telecommunication marketing websites)
* P&V (benchmark of insurance websites)
* Solvay (benchmark of Intranets, project in EN)

Information architecture

* Upcall - call marketing campaign platform (co-design workshops, wireframing)
* Mainsys, Vermeg - banking and insurance front and back-end interfaces
* Sodexo - e-commerce wireframing
* Hilbert Paradox: wireframing of a web App for doctors



08/2015 – 03/2016; Brussels (Belgium)

**User eXperience Strategist** – ING Bank

Technical WCAG2.0 compliance audits

* On revamping prototypes, styleguide, and online corporate website

Desktop design - wireframing

* increase customer engagement, satisfaction and retention via all corporate touchpoints, particularly the digital cross-channel service
* apply design strategies and requirements to achieve business objectives
* run workshops for product co-creation, design thinking and service design
* participate in defining a Customer eXperience research strategy in agile environment

UX evangelisation

* evangelize User eXperience across the organization, mainly accessibility
* build an accessibility business plan



10/2014 – 08/2015; Brussels (Belgium)

**Digital Project Manager** – Tipik SA

Resource management, product quality insurance, client relation

* European Union External Action
* European Council



09/2013 – 08/2025; Brussels (Belgium)

**User eXperience Strategist** – Tipik SA

Stakeholder insights (interviews, brainstormings, focus groups, surveys, observation, reporting)

* European Council : hallway testing on paper prototypes and low-definition prototypes (desktop and mobile)
* DG Justice, European Commission : user survey
* OPOCE : remote user test on EU Bookshop
* General Secretariat of the Council, European Council: user test on new president website

Data visualization applied to website user logs analysis

* DG Research and Innovation, European Commission : Science it's a girl thing
* DG Enterprise and Industry, European Commission
* DG DIGIT, European Commission : ISA actions statistics

Information visualisation

* + DG Enterprise and Industry, European Commission : infographics

Information architecture (content gap analysis, content categorisation, content mapping, terminology)

* + EACI – Executive Agency for Competitiveness and Innovation
  + DG Enterprise and Industry, European Commission : SME Portal
  + DG Mobility and Transport, European Commission : Encasia website

Benchmarks

* + General Secretariat of the Council, European Council: new president website

User logs analysis (SASTool, GoogleAnalytics)

* + DG Research and Innovation, European Commission : Science it's a girl thing
  + DG Enterprise and Industry, European Commission : The European Small Business portal
  + DG DIGIT, European Commission : ISA actions statistics

Desktop design – wireframing

* + DG Mobility and Transport, European Commission : Driving licence checker
  + DG Mobility and Transport, European Commission : Encasia website
  + European Council

Mobile design – wireframing

* + European Council

Application design – wireframing

* + DG Regional Policy, European Commission : newsletter statistics



04/2010 – 09/2013; Brussels (Belgium)

**Department manager, Information Architecture, Web Usability, Web Accessibility, Search Engine Optimisation** – Tipik SA

Team management (5 persons) and human resource follow-up:

* + Follow-up on job trends :
  + current usability / information architecture / accessibility / search engine marketing approaches/ debates,
  + newly proposed good practices,
  + tracking new developments, new publications, workshops and events, etc.
  + Setting-up of the co-design process at Tipik: ensuring the collaborative design of websites for higher creativity, usability, accessibility, search engine optimisation and technical feasibility from the early stage of the project.
  + Monitoring the day-to-day follow-up of specific project tasks & deadlines.
  + Knowledge management
  + Human resource management (recruiting, training, follow-up, evaluation)

Stakeholder insights (interviews, brainstormings, focus groups, surveys, observation, reporting)

* + DG Employment, social affairs and inclusion, European Commission
  + Belgian government, cfwb.be
  + DG Internal Market and Services, European Commission : Your Europe Citizens, Your Europe Business websites (card sorting)

Information architecture (content gap analysis, content categorisation, content mapping, terminology)

* + Belgian government, cfwb.be

Expert analysis and reporting

* + Belgian government, cfwb.be
  + DG Internal Market and Services, European Commission : Solvit

User logs analysis (SASTool, WebHound)

* + DG Internal Market and Services, European Commission : Your Europe Citizens, Your Europe Business websites, Solvit

Desktop design – wireframing

* + DG Internal Market and Services, European Commission : Your Europe Citizens, Your Europe Business websites
  + Rossel Le soir Subscriber community

Mobile design – wireframing

* + DG Justice, European Commission : ec.europa.eu/justice
  + Huawei (Chinese ICT solutions providers), Huawei.eu website
  + DG Internal Market and Services, European Commission : Your Europe Citizens
  + Nespresso cash-back campaign • DG Agriculture and Rural development : online forum

Application design – wireframing

* + DG Health and Consumers, European Commission : Farmland conference game
  + Be-Brussels campaign
  + CIRB (Brussels Informatics Centre) : BO Secretariat, Publication e-guichet
  + ITU Dubai, World Telecommunication Development Conference : mobile app

Technical WCAG2.0 / Accessiweb compliance audits

* + DG Justice, European Commission : Access city award 2012
  + STIF (French public transport) : WCAG2.0 compliant website • Infomobi (French public transport for impaired travellers): WCAG2.0 compliant website

Standards and guidelines writing

* + DG Internal Market and Services, European Commission (Your Europe Citizens) (SEO guide)
  + SMALS (ICT for society), website styleguide Training 5 / 12
  + SMALS (ICT for society), website styleguide: Visio training



12/2000 – 04/2010; Brussels (Belgium)

I**nformation architect, Usability, Accessibility, Search Engine Optimisation consultant** -Tipik

Stakeholder insights (interviews, brainstormings, focus groups, surveys, observation, reporting)

• SPF Justice : accessibility user testing on public website

• National Assembly (Assemblée Nationale) website, France : focus groups with deputees

• University of Paris12 website : focus groups with students and teachers

• European Union Publication Office OPOCE : Eurlex website, Simap website

Information architecture (content gap analysis, content categorisation, content mapping, terminology)

• Schaerbeek city, Schaerbeek.be

• National Assembly (Assemblée Nationale) website, France

• Belgian social security, socialsecurity.be

• DG Enlargement, European Commission

Expert analysis and reporting

• Schaerbeek city, Schaerbeek.be

• National Assembly (Assemblée Nationale website), France

• University of Paris12 website

• European Union Publication Office OPOCE : Eurlex website, Simap website

Benchmarks

• Schaerbeek city, Schaerbeek.be

• National Assembly (Assemblée Nationale) website, France

• European parliament: benchmark of national parliament websites

User logs analysis (JawStats, SASTool, WebHound, Google Analytics)

• Schaerbeek city, Schaerbeek.be

• University of Paris12 website Wireframing

• Schaerbeek city, Schaerbeek.be

• DG Communication, European Commission

Technical WCAG1.0 and 2.0 / Anysurfer / Accessiweb compliance audits

• Schaerbeek city, Schaerbeek.be

• National Assembly (Assemblée Nationale) website, France

• European Parliament revamping

HTML editing

• SPF Justice (Belgian Government): justice.belgium.be

Standards and guidelines writing

• DG Communication, European Commission : Participation in accessibility workshops for the revamp of the IPG corporate styleguide

• CEN/ISSS : Participating in a study of the Dublin Core metadata for accessibility

Training

• SPF Justice (Belgian Government) : Accessibility training

• MS Office trainings (Word, Excel, Powerpoint)

Website quality checks against guidelines

• DG Communication, European Commission : Technical quality control of websites from the europa.eu domain to bring them into line with the technical and editorial style guide of the European Commission (IPG)

• (ex-)DG Education And Culture, European Commission : ScadPlus Activities of the European Union - europa.eu/legislation\_summaries



03/2006 – 07/2006; Sao Carlos (Brazil)

**Special Educator** - APAE

Voluntary activity during a 3-months professional break. I built up education materials and assisted special educators in a centre for autistic children in Brazil



03/2006 – 06/2006; Sao Carlos (Brazil)

**French as a foreign language teacher** – Alliance française

Voluntary teaching activity during a 3-months professional break, 27h/week.



09/2000 – 10/2000; Brussels (Belgium)

**Production and operations department manager in communications** – Family Promotion

Editorial and technical quality control of the site baby.be. Web marketing.



10/1997 -08/2000; Brussels (Belgium)

**Production and operations department manager in communications** – ITP Europe

Coordination of proofreading of technical manuals. Proofreading of technical translations EN>FR and EN>IT. Technical translation EN>FR.



10/1996 -11/1998; Louvain-La-Neuve (Belgium)

**Production and operations department manager in communications** – ITP Europe

Multiple short contracts with breaks.

Game-based pedagogy.



01/1998 -03/1998; Louvain-La-Neuve (Belgium)

**Translator** – Stefano Allievi

Translation from Italian into French of the book "Les convertis à l'Islam"

**EDUCATION AND TRAINING**



09/1994 – 08/1996

**Master’s Degree in Italian studies** - Université catholique de Louvain

09/1993 – 08/1995

**Master’s in Education** - Université catholique de Louvain

09/1993 – 08/1995

**Master of Romance Philology** - Université catholique de Louvain

09/1991 – 06/1993

**Bachelor of Romance Philology** – Université de Namur

**Trainings and certifications**



01/2021 – 04/2021

**DHS trusted tester of accessibility** - US department of Homeland Security DHS

2020 – 2020

**Scrum** – Exploration Labs SRL

2020 – 2020

**The Complete Copywriting Course : Write to Sell Like a Pro, UX writing** – Udemy

17/12/2018 – 18/12/2018

**Bikablo** - Bikablo International, Brussels (Belgium)

17/10/2017 – 23/12/2017

**Psychology of Interaction Design: The Ultimate Guide** - Interaction Design Foundation, Aarhus (Denmark)

06/10/2017 – 06/10/2017

**Design Thinking** - Cefora

2016 – 2016

**Public Speaking** – University of Washington

20/01/2014 – 10/04/2014

**Human Computer Interaction** - University of San Diego

01/01/2014 – 27/02/2014

**Design thinking** - Emlyon Business School

01/09/2012 – 15/12/2012

**Negociation** - PENTA Management

01/11/2011 – 10/11/2011

**Executive management and Agile project management** - PENTA Management

04/08/2009 – 06/08/2009

**ISO 9001 Internal Auditor** - DNV

17/04/2007 – 24/04/2007

**Prevention adviser certification** - Prevent

12/10/2004 – 04/11/2004

**AccessiWeb Expert** - Braillenet

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **French** | C2 | C2 | C2 | C2 | C2 | |
| **Dutch** | B2 | B2 | A2 | A2 | A2 | |
| **English** | C1 | C1 | B2 | B2 | B2 | |
| **Italian** | C2 | C2 | C2 | C2 | C2 | |
| **Portuguese** | C1 | C1 | B2 | B2 | B2 | |
| **Spanish** | B1 | C1 | A2 | A2 | A2 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



Web Accessibility

Document accessibility

User Experience Design UxD

User-centered design UCD

Task-oriented design

Human Computer Interaction HCI

User Interaction UI

Data analysis

Data visualization

Responsive design

Mobile-first design

Organic Search Engine Optimisation (keyword research, Dublin Core metadata, HTML semantic coding...) SEO

User logs analysis

Expert reviewing

User testing

User survey

Eye-tracking data mining

**COMMUNICATION, INTERPERSONAL AND JOB-RELATED SKILLS**



**Communication skills**



My experience as a language teacher and as a professional trainer (in usability and accessibility) gave me a good facility for public speaking, pedagogy and improvisation. I also trained in public speaking through webinars and registered exercises.

**Organisational skills**



At Tipik, at a time where the term UX didn't even exist, I founded a visionary department combining four areas related to the quality of a website : website architecture, usability, accessibility and organic ranking optimisation. With this innovative approach to website quality, the client benefits from the efforts made in one area to improve the quality of the site in other areas. By creating versatile profiles, I managed to motivate the members of my team.

I built a dedicated library and an internal newsletter to raise the collective awareness of website architecture, usability, accessibility and organic ranking optimisation.

My management style combines productivity, quality, and humanism, keeping the team motivation as core objective. I look for the right balance between cost-effectiveness, client satisfaction and wellbeing of the team.

I apply the "Getting Things Done" method in my daily work: task-based e-mail organisation, and "zero inbox" policy

**Job-related skills**



Information Architecture

Neuromarketing

Persuasive design

Emotive design

Collaborative design (Co-design)

E-gov

Web writing & plain language