



Nicolas Ménard

Senior UX Designer

10+ years of experience

Available now

33 years old

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[LinkedIn profile](#)

[Portfolio](#)

Results-driven UX Designer with experience in leading teams and creating user-centered mobile and web experiences across multiple countries.

EXPERIENCE OVERVIEW

EF Education First, UX Lead · Zurich

MAY 2023 - APRIL 2025

BlackWood Seven, Senior UX Designer · Copenhagen

FEBRUARY 2023 - MAY 2023

Electromaps, Lead User Researcher · Remote

OCTOBER 2022 - FEBRUARY 2023

LightOn - Muse.AI, Senior UX Designer · Remote

AUGUST 2022 - OCTOBER 2022

Allianz Technology, Senior User Researcher · Remote

APRIL 2022 - JULY 2022

Talent Garden, UX Teacher · Copenhagen

FEBRUARY 2022 - MARCH 2022

Barry Energy, UX Researcher & Designer · Copenhagen

MARCH 2020 - DECEMBER 2021

Stanley Robotics, UX Designer · Paris

NOVEMBER 2015 - MARCH 2020

Erashome, UI Designer · Paris

SEPTEMBER 2014 - NOVEMBER 2015

SKILLS

UX/UI Design

User research

Management

Leadership

User testing

Qual/Quant research

Design strategy

Interaction design

Workshop facilitation

SOFTWARE

Figma

Airtable

Jira/Confluence

Excel/Google Sheet

Miro

Dovetail

Condens

Zapier

TRAININGS & AWARDS

Data-Driven Design:

Quantitative Research for UX

(Certificate)

UX Management: Strategy and

Tactics (Certificate)

Best UX Designer (Bachelor)

Best Project Strategy

(Bachelor)

EXPERIENCE

EF Education First, UX Lead · Zurich

MAY 2023 - APRIL 2025

EF Education First is an international education company offering language training, educational travel, and cultural exchange programs to foster global understanding.

I led a UX team of 4 designers to deliver Design System components for multiple EF Education First products worldwide.

Responsibilities

- Designed and improved numerous components to ensure greater design consistency, efficiency, and scalability across product teams.
- Creating Comprehensive Internal Documentation: Developed clear guidelines and best practices for component usage to promote more usable, accessible, and brand-consistent designs.
- Leading High-Impact User Research: Conducted extensive research across multiple countries, delivering actionable insights to product leaders and executives to inform strategic decisions.
- Driving Collaborative Design Workshops: Facilitated workshops to reimagine EF.com's global and product navigation for desktop and mobile platforms, optimizing usability for a diverse, global audience.
- Leading and Mentoring the UX Team: Fostered a culture of innovation by encouraging early experimentation, cross-functional collaboration, adoption of new tools and methodologies, and professional growth through training and mentorship.

BlackWood Seven | Kantar, Senior UX Designer · Copenhagen

FEBRUARY 2023 - MAY 2023

AI-driven Unified Marketing Modeling platform to attribute, predict, and optimize the business outcomes of marketing and media plans for brands globally.

I designed data and predictive modeling tools with a simple, actionable interface to support informed brand health and media strategy decisions.

Responsibilities

- Conduct user research to understand marketing professionals' needs
- Design intuitive navigation and structure for brand health data and modeling tools
- Create wireframes and prototypes for key tasks like attribution and

PUBLICATIONS

Working as a UX design team of one in a startup environment

[Design d'Expérience Utilisateur : Principes et méthodes UX — Sylvie Daumal](#)

[Accessible Parking Gets Inclusive with Robot Parking](#)

Test utilisateur : Par où commencer (User Testing: Where to begin)
Newflux (blog article)

LANGUAGES

English (proficient)
French (native speaker)

HOBBIES

Climbing
Ski touring
Running
Paragliding

optimization

- Develop clear, actionable data visualizations (e.g., charts, dashboards)
- Ensure visual design aligns with branding and enhances readability
- Test usability and iterate based on feedback
- Collaborate with product managers, developers, and data scientists
- Design efficient workflows for media plan analysis and scenario planning
- Ensure accessibility compliance (e.g., WCAG)
- Create onboarding guides and in-app support features
- Gather post-launch feedback for continuous improvement

Electromaps, Lead User Researcher · Copenhagen

OCTOBER 2022 - FEBRUARY 2023

Electromaps is a digital platform connecting electric vehicle drivers to a global network of charging stations while facilitating payments and real-time availability information.

I led the B2C User Research for the mobile app in France, Spain, and Italy.

Responsibilities

- Improve the user experience on the Electromaps app
- Lead a product team of 3 to conduct qualitative & quantitative user research across 3 countries (3 people)
- Conceive and conduct user research, interviews, and surveys
- Translate complex user and business needs and insights into concepts, sitemaps, user flows, customer journey maps, wireframes, mock-ups, and prototypes
- Conducting comprehensive, in-depth interviews remotely to get a full understanding of user needs, anxieties, & behaviors.
- User testing the usability of new features on Figma prototypes remotely
- A/B testing more advanced solutions for optimized user flow based on usability & business goals
- Collaborate with the product team to prioritize and design new features or required improvements based on research findings
- Prototyping early ideas on Figma based on users' feedback
- Present & communicate insights to executive-level and company-wide

LightOn - Muse.AI, UX Designer · Remote

AUGUST 2022 - OCTOBER 2022

AI for natural language understanding & text generation. Muse is a state-of-the-art large language models in French, English, Italian, German,

and Spanish. The models can help build conversational AI, copywriting tools, text classifiers, semantic search, and more.

[My role there was to design the B2B/C website.](#)

Responsibilities & results

- Redesign the web interface of muse.lighton.ai applying a responsive design approach
- Develop interaction concepts and translate them into design brief and specifications
- Apply and improve the brand identity according to UX requirements
- Design interactive prototypes and high-fidelity mockups design guideline information architecture, interaction design guideline
- Review and improve the copy of the overall website
- Redesign the documentation sub-pages to makes it easier for tech and non-tech people to use the API

Allianz Technology, User Researcher · Remote

FEBRUARY 2022 - MARCH 2022

IT provider of the Allianz Group, Allianz Technology is tasked to run optimize, transform and innovate infrastructure, applications and services together with Allianz companies to co-create the best customer experience.

[My role there was to conduct B2B User Research in France.](#)

Responsibilities

- Improve the user experience on Allianz corporate platform
- Help the global user research team conduct user research in France
- Conceive and conduct user research, interviews, and surveys
- Conducting comprehensive, in-depth interviews remotely to get a full understanding of user needs, anxieties, & behaviors of Allianz collaborators
- Present & communicate insights to executive-level and company-wide
- Facilitate workshops within Research and Product teams to improve workflow and priorities alignment with stakeholder

Talent Garden/KEA, UX Teacher · Remote

FEBRUARY 2022 - MARCH 2022

Talent Garden Innovation School is an innovative educational institute that uses a disruptive learning approach that puts people at the center through a cutting-edge training methodology. The school delivers in-depth courses and training programs for both individuals and companies, focusing on five key areas: coding, data, marketing, design, and business.

[My role there was to introduce User Research to future UX Designers.](#)

Responsibilities

- Teach fundamentals of User Experience including User Research, Heuristics, Cognitive Psychology laws, and User Tests methodologies for professional certification
- Write class material and periodic reviews to improve information retention by using a space-learning approach
- Develop rich inquiry by asking concrete open-ended questions to check students understanding
- Apply iterations principle to revisit already-introduced information using quizzes, open-ended questions, pair/group discussions and building on the previous stage of the project
- Use a micro-learning approach to conduct short activities for a more effective internalization of new information
- Plan & encourage social learning through workshops and exercises
- Provide assessments to help students evaluate their learning path using tools such as quiz, retrospectives, project presentation, peer feedbacks and so on

Barry Energy, UX Researcher & Designer · Copenhagen

Barry is a 100% digital electricity supplier, providing electricity at spot (dynamic) price allowing customers to optimize electricity consumption based on price or CO2 emissions.

[My role there was to conduct the B2C user research for the mobile app.](#)

Responsibilities

- Led qualitative (generative and evaluative) and quantitative research in different countries, involving business & individual customers
- Reporting & communicating insights to several company levels and external stakeholders, collaborating on recommendations by facilitating cross-functional team workshops
- Created user-centric deliverables such as Experience Maps, User Journeys, Personas, Mind Maps, Task Analysis and so on
- Conducted in-person & remote moderated usability tests in France & Denmark.
- Defined user research strategy to apply relevant methodology following the product's development stage and business goals.
- Elaborate personas (4 in total)
- Cohort analysis to track UI improvements
- Organize and facilitate cross-functional workshops
- Define UX OKRs with the product team
- Build Barry communities (from 0 to 600+ members) in both countries to leverage co-creation and user research
- Close collaboration with CS teams and Marketing to address UX

OKRs and business objectives

- Prototype MVP solutions and quick iterations along user tests
- Documenting functional specs
- Close collaboration with engineering teams (Barry app and API)
- Data analysis to improve the API
- Participation in international events to promote the Barry product
- Automation of user feedbacks and reporting with top management using Zapier and Slack
- Copywriting in French and English

Stanley Robotics, UX Designer · Paris

NOVEMBER 2015 - MARCH 2020

Stanley Robotics develops a robot able to move any car to provide a valet parking service in all car parks.

[My role there was to design a B2B2C service through a variety of touchpoints.](#)

Responsibilities & results

- Conduct independent research on multiple aspects of products and experiences
- Collect and analyze user behavior through field visits, ethnography, surveys, benchmark studies, and server logs
- Understand and incorporate technology and business requirements into research
- Advocate research findings to diverse audiences through written reports and in-person presentations.
- Create analyzed value propositions with user-centered design methods
- Develop interaction concepts and translate them into design brief and specifications
- Lead the clients in the workshops and design strategy
- Create diagrams to communicate service concepts
- Collaborating with clients to clarify user stories and set UX acceptance criteria to lead the design quality of the product development
- Collaboration in setting the project design process to (design, business, technology, domain expertise)
- Delivery of standard deliverables of human-centered design and digital product design: personas, user journeys, storyboards, scenarios, taxonomy, information architecture, interaction design guideline

Erashome, UI Designer · Paris

SEPTEMBER 2014 - NOVEMBER 2015

Erashome offers students upon arrival services tailored to their needs like

housing solutions, phone, bank account, language courses, administrative documents management, and many other services to help for their integration in Paris.

My role there was to design the B2C website.

Responsibilities

- Design responsive user interfaces for the web
- Develop interaction concepts and translate them into design briefs and specifications
- Design interactive prototypes
- Create human-centered design deliverables and digital product design: personas, user journeys, storyboards, scenarios, taxonomy, information architecture, interaction design guideline information architecture, interaction design guideline
- Create diagrams to communicate service concepts
- Design high fidelity mockups

EDUCATION

L'École Multimédia, Master of UX Design · Paris

SEPTEMBER 2014 - SEPTEMBER 2016

Human Centric and Interface Design. Topics included user-centered design, participatory design, interface prototyping, information visualization, service design, and groupware.

IESA, Bachelor of Multimedia (Experience Design) · Paris

SEPTEMBER 2012 - AUGUST 2014

Digital technologies and creative arts. Topics included multimedia design, production, management, and evaluation skills with Experience Design specialization.