

Simon Vandereecken

FREELANCE
UX DESIGNER

28 y.o **ux designer** with a
focus on **digital transformation**
and developing **user experiences**.

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LANGUAGES

FRENCH

Mother language

ENGLISH

Good

DUTCH

Basic, a bit rusty. Good passive
understanding.

TECH SKILLS

HTML5

CSS3

Javascript

TOOLS

Adobe Suite

Invision

Balsamiq

UXPin

Axure

Drupal

WordPress

Hotjar

Optimizely

Mousestats

Google Analytics

WORK EXPERIENCE

FREELANCE UX DESIGNER @ ORANGE BELGIUM

September 2016 - October 2016

Follow up on the last projects at Orange : organize **card sorting** session and **user interviews**, finalize improvements proposals for the website and applications.

UX & WEB DESIGNER @ ORANGE BELGIUM

October 2012 - September 2016

Information Architecture & UX: Use of heatmaps, A/B testing, analytics, customer analysis, customer paths to improve the overall experience of the website and increase sales.

UX Research: Conduct user interviews, build personas, conduct various user testing to propose improvements for the websites and projects.

Define & evolve **design guidelines** in line with Communication Department. Coordinate with developer teams to propose improvements and challenge proposed solutions.

PROJECT MANAGER & DESIGNER @ PILLOWS FACTORY

April 2012 - October 2012

Managed a team of 2 designers and one developer, prepare client meetings and **identify business needs**, develop design critic and constructive feedback.

Craft **identities and websites** based on identified needs and business needs identified with the client. Develop **digital strategies**.

WEB DESIGNER & SOCIAL MEDIA @ SERIAL DESIGNERS

February 2011 - February 2012

Develop new WordPress website for client needs, based on client briefing, meetings and feedback. Develop a **centralized plugin & parent theme** system, to ensure a quick and **efficient** update and a seamless experience to every client website. Develop **social media strategies** based on previous experience on viral actions.

DIGITAL DESIGNER @ GENERALI

September 2010 - January 2011

Working in the marketing department, I helped developing several design works inside the company, from the **intranet UI redesign**, logo design for several projects, **newsletters** for team members & associates.

EDUCATION

GAMIFICATION & DESIGN THINKING FOR BUSINESS

August 2013 & September 2014

GRAPHIC DESIGN @ LE 75

September 2007 - June 2010