

# Simon Vandereecken

FREELANCE  
UX CONSULTANT

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

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Belgium

## 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 @ VANDEN BORRE

December 2016 - March 2017

Work on website **improvements** based on several **user tests**,  
**concurrency analysis**, analytics... Propose evolutions based on the  
created analysis

### 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** and develop  
**digital strategies** based on identified client needs.

### 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.

### DIGITAL DESIGNER @ GENERALI

September 2010 - January 2011

Working in the marketing department, I helped developing several  
design works inside the company, (**intranet redesign, newsletters,...**)

## EDUCATION

### GAMIFICATION & DESIGN THINKING FOR BUSINESS

August 2013 & September 2014

### BACHELOR DEGREE IN GRAPHIC DESIGN @ LE 75

September 2007 - June 2010