Simon Vandereecken

FREELANCE
UX DESIGNER

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

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