



# Simon Vandereecken

FREELANCE  
UX DESIGNER & FRONT END

## PROFILE

28 y.o **ux designer & front end** developer with a focus on digital branding and developing **user experiences**.

## WORK EXPERIENCE

### UX & WEB DESIGNER @ ORANGE BELGIUM

October 2012 - September 2016

Define & evolve **design guidelines** in line with Communication Department : propose **digital solutions and evolutions** to answer at the best to the **customer needs**.

Day to day **website evolutions** : create and deploy new commercial actions in **coordination** with Online Sales and Marketing Department

**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.

### PROJECT MANAGER & DESIGNER @ PILLOWS FACTORY

April 2012 - October 2012

Develop new identities based on **client briefing** : create logo proposals and brand identities, follow up with several services providers to ensure the **best quality delivery** to the final clients, work on developing an identity that suits the needs and purposes of the client. Propose **convergent experiences** with fully **responsive websites** and automated systems.

### 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.

## LANGUAGES

### FRENCH

Mother language

### ENGLISH

Good

### DUTCH

Basic, a bit rusty

## EDUCATION

### GAMIFICATION & DESIGN THINKING FOR BUSINESS

August 2013 & September 2014

Improve business based on design thinking methodology, implement gamification in a business strategy

### GRAPHIC DESIGN @ LE 75

September 2007 - June 2010

Graphic design learning : how it works, psychology, typography, art history, rules, advertising, ...