RACHEL LACROIX

UX Designer

Optimistic, solution-oriented, endowed with creative and analytical skills. Developed complex, cross-disciplinary models integrating disruptive technologies and a customer-centric approach. Gained exposure to user-experience design, industrial, R&D, and business areas, at the intersection of innovation, operations management, economics, and marketing. My objective is to use these polyvalent skills to help building a better future for companies and their customers — and by extension for our economy, society, and the environment.

CONTACT

- 📞 +41 78 610 97 91
- ✉️ rachel.lacroix@gadz.org
- in linkedin.com/in/lacroixrachel
- 📍 St-Sulpice, VD, Switzerland
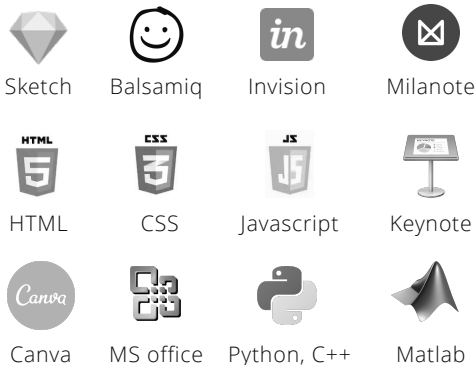- 📇 French
- 💼 B working permit available

DESIGN THOUGHTS

Why UX and Design Thinking?
Place the need and well-being of customers we design for first. Build accessible, trustworthy, and transparent user experiences. Take social and environmental responsibilities starting with product design and development.
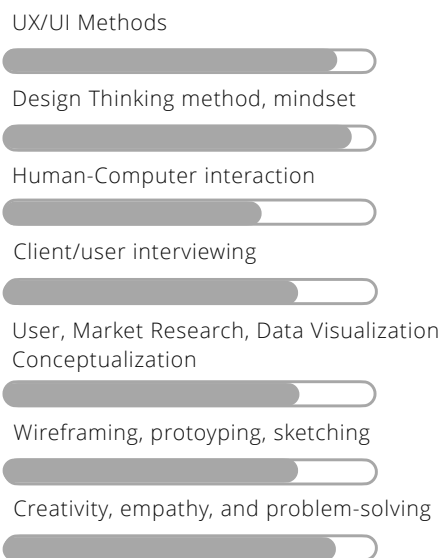
SKILLS

Technical

Sketch	Balsamiq	Invision	Milanote
HTML	CSS	Javascript	Keynote
Canva	MS office	Python, C++	Matlab

INTERESTS

Design Thinking · Sketching · Blockchain · Teaching · Hiking · Social/Sport events · Mindfulness · Running · Theatre · Photography · Windsurfing · Swimming · Cooking

SKILLS

Design & UX Research

- UX/UI Methods
- Design Thinking method, mindset
- Human-Computer interaction
- Client/user interviewing
- User, Market Research, Data Visualization Conceptualization
- Wireframing, protoyping, sketching
- Creativity, empathy, and problem-solving

Professional

- Communication, presentation and teaching
- Decentralized technologies: Blockchain, Cryptocurrencies, applications
- Business, strategy and marketing know-how, project management
- Supply Chain Management, Technology Management, Operations Research, Optimization
- Collaboration with multi-disciplinary team
- Adaptability, critical thinking, autonomy

WORK EXPERIENCE

PhD Candidate | Digital Supply Chain Management
Ecole Polytechnique Fédérale de Lausanne (EPFL)
03/2017 – present   *Lausanne, Switzerland*

Thesis: *Leveraging Industry 4.0 (I4.0) technologies and customer-centricity to optimize marketing and operations decisions*. Supervisor: Prof. Ralf Seifert.

Teaching assistantship:
- Supply Chain Management | Prof. Ralf Seifert | Spring 2018, 2019, 2020.
- Design Thinking: Real Problems, Human-focused Solutions | Prof. Chris Tucci | Fall 2019.
- Strategic Marketing & Technology Commercialization | Prof. Thilo Eckardt | Fall 2017, 2018.

Doctoral courses: Supply Chain Management (SCM) | Mathematical Models for SCM | Design Thinking: Real Problems, Human-focused Solutions | Blockchain | Machine Learning | Microeconomics | Econometrics | Optimization and Simulation | Data Analysis for Management Research | Healthcare Applications for Operations Research.

Master thesis co-supervision: *SCM performance dashboard: replenishment policy at different reference scopes,* for Richemont, by Clément Barberis. *Variety-induced complexity cost framework*, for EyeOn, by Enrique de La Fuente Favela.

Conferences: INFORMS Annual Meeting | Washington State Convention Center, Seattle, USA | October 2019. Workshop "Transitioning 3D Printing from Niche to Mainstream Markets" | École Polytechnique, Palaiseau, France | June 2018. POMS 28th Annual Conference | Hyatt Regency Bellevue, Seattle, USA | May 2017.

Consultant | Business Project Management Support
AERIAL | Strategy and Management Consulting
03/2016 – 11/2016   *Paris, France*

- Assisted projects, risks and budget management support for the digital transformation of the public sector and its modernization. Communication to stakeholders, strategic decisions support.

RACHEL LACROIX

UX Designer

AWARDS 🏆

Best Teaching Assistant Award
October 2019   *Lausanne, Switzerland*
Awarded annually by the graduating Master student cohort, EPFL.

AMJE-Orange Business Game
September 2013   *Cluny, France*
Awarded annually by a jury for the best Junior Enterprise project.

VOLUNTEERING 🤝

Team leader | Figaro's 10km corporate challenge, charity event
10/2016 – 11/2016   *Paris, France*
Organized the event for the company, Aerial. Team composed of 10 people, ranked 12/60. Designed technical T-shirts for the team.

President | AMJE
01/2013 – 02/2014   *Cluny, France*
Arts et Métiers Junior Enterprise. Managed a team of 12 persons - 6 projects handled.

Teacher | OPTIM Program
10/2012 – 06/2013   *Cluny, France*
Program designed to support the education of young people from modest backgrounds. Tutored maths for senior high school students.
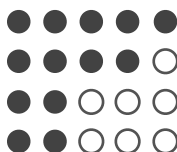

LANGUAGES 💬

French *(native)* ● ● ● ● ●
English *(fluent)* ● ● ● ● ○
Italian *(basics)* ● ● ○ ○ ○
Spanish *(basics)* ● ● ○ ○ ○

R&D Assistant Engineer | Master Thesis
CENBG - CNRS/IN2P3 | Nuclear Physics Research Center
03/2016 – 11/2016   *Gradignan, France*
- **Thesis**: *Cellular dosimetry by Monte Carlo methods in Geant4 simulator*.
- Successfully designed a medical beam for Bergonié Institute applied to irradiating tumor cells containing nanoparticles.

R&D Assistant Engineer | CERN Summer Student Program
CERN | European Organization for Nuclear Research
07/2016 – 08/2014   *Meyrin, Switzerland*
- Successfully designed, built and tested a "UCx fission targets oxidation test stand", within the ISOLDE project team, completed in 2 months instead of 6.

EDUCATION & CERTIFICATES

Interaction Design Foundation | IDF online certificate
User Experience (UX) Designer - Design Thinker
Ongoing   *Online learning platform*
- UX Designer learning path. Skills: Design Thinking, User Experience, Human-Computer Interaction, User-Research Methods, UI Design Patterns, Emotional Design, Mobile User Experience Design, Accessibility, and Usability.

SuperDataScience | Udemy online certificate
Blockchain A-Z™: Learn How To Build Your First Blockchain
Ongoing   *Online learning platform*
- Blockchain, Cryptocurrency, Smart Contracts, Initial Coin Offerings, Decentralized Applications (DApps), Digital Wallet, Distributed P2P Network. Learnt the theory behind, and created, Blockchain (BC), cryptocurrency transactions, and smart contracts.

Johns Hopkins University | Coursera online certificate
HTML, CSS, and Javascript for Web Developers
Fall 2020   *Online learning platform*
- HTML, JavaScript, Css frameworks, Cascading Style Sheets (CCS). Implemented modern responsive web pages with HTML and CSS, using Javascript and Ajax.

EDHEC Business School | Master's (M.Sc) module
Top-ranking Business School | Strategic Brand Management
09/2015 – 01/2016   *Lille, France*
- "Strategic Brand Management" module from the Marketing Management M.Sc.

Arts et Métiers ParisTech (ENSAM) | Master's Degree (M.Sc)
Top-ranking Mechanical Engineering School
09/2012 – 01/2016   *Cluny, France*
- Industrial Engineering and Management, Operations Research, Production Management, Key Account Management, Strategic Management.

University Institute of Technology | Glyndwr University | Bachelor's Degree (B.Sc.)
BTEC HND Mechanical Engineering | HNC Aeronautical Engineering
09/2009 – 06/2012   *Toulon, France / Glyndwr, Wales*
- Industrial Sciences, Mechanical Design, Structural Analysis, Material Sciences.
- Aerodynamics, Engineering Design, Aircraft systems.