

Yannick Grossard

Service/UX Designer

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Summary

- Deep focus on user experience through analysis of complex tasks and processes, workshop facilitation, advanced prototyping, and usability testing.
- Delivering designs built on well-founded decisions, aimed at meeting the actual needs of end users is key.
- Broad perspective of a company's strategy and offering to make sure deliverables are aligned.
- Strong sense for visual aspects like user interface and user interaction design.
- Lots of experience working for large corporations in banking, insurance, pharmaceutical, industrial, and non-profit.

Experience

Portima (with agency Accenture Song)

2022/08 – Present

- Helping an Insurtech company transform their offering to align with the future of insurance, with a strong emphasis on user experience for the customers (insurance brokers) and collaboration with insurance companies and third parties.
- Translating the priorities of the company into an actionable strategy for the products and services, including roadmaps with the right projects to be able to take steps towards our goals.
- Maintaining close relationships with insurance brokers and companies, capturing their needs, workshopping and testing products, and aligning with stakeholders.
- Lead of design, responsible for the deliverables of the team, management of other designers, internal alignment with product teams, and reporting to upper management.

Sofico (with agency Accenture Song)

2022/06 – 2022/08

- Guiding a provider of software products and consultancy services for fleet management towards a better public narrative and content strategy by better understanding their clients.

- Qualitative research by interviewing all types of internal stakeholders (management, sales, marketing, development) and external stakeholders (leasing companies, banks, mobility service providers).
- Compiling the resulting insights into mindsets that can be used as a tool for transformation.
- Outlining initiatives to redesign the customer facing website and create new types of content. Leading UI designers and following up with client until delivery.

CodeNPlay (with agency Accenture Song)

2022/04 – 2022/06

- Helping a digital education non-profit to evolve their offering and adapt it to new regulations and needs of schools.
- Qualitative research by interviewing teachers, directors and government officials on their needs and pain points on integrating digital education in Belgian schools.
- Facilitating ideation workshops on how CodeNPlay could on the one hand scale up the impact of their current work, and on the other expand the types of services they provide to support new and future needs.
- Delivering value propositions, service blueprints, and a roadmap on how to first scale their business and then in a feasible and sustainable way expand their services.

Unilever (with agency Accenture Song)

2022/02 – 2022/04

- Analysis of the onboarding process of their vendors with the goal of delivering a roadmap with clear and actionable initiatives to speed up this process.
- Qualitative research by interviewing different stakeholders, both internally and externally, on the onboarding process of the global vendors of Unilever.
- Quantitative research by analyzing survey and customer satisfaction data of all types of users of the different applications involved in the process.
- Mapping the different steps users in this process take with their pain points, unmet wants and needs, and expectations into a service blueprint.
- Doing ideation workshops with the stakeholders of the project on finding solutions for the pain points with the goal to reduce the length of the process and improve the user experience.

BNP Paribas Fortis (with agency Accenture Song)

2022/01 – 2022/02

- Research on the mobility mindsets of Belgians to help BNP make the right strategic choices for future financial products and services related to mobility.
- Qualitative research by interviewing a cross-section of Belgians on their daily patterns, pain points and expectations of the current state of mobility facilities, and the future of mobility.
- Analysis on the difference in needs of Belgians vs global mobility users, to deliver as a report to the client for ideation on possible future services.

Johnson & Johnson (with agency Digiti)

2019/01 – 2021/11

- Designing an application from the ground up that is being used globally to support patients going through various treatments and the medical professionals treating them. This was done in cooperation with J&J stakeholders, but also actual patients and medical professionals, like care coordinators, surgeons and physicians. This included user interviews, task analysis and qualitative usability testing, and regularly presenting and motivating designs in design reviews.
- Responsible for training the analytics branch of the company to use design thinking in their projects. As part of this training, taking the lead in several of these projects, and designing and facilitating workshops, building prototypes and reviewing results with end users. Delivering a framework and toolkit for design thinking as a result.
- Keynote speaker at the global, company-wide Johnson & Johnson Technology Innovation Week 2021 conference to promote design thinking.
- Helping build the new global branding of the company by delivering a design system with patterns and components.

Red Nose Day (with agency Digiti)

2019/01 – 2021/08

- Fully redesigning the Red Nose Day platform that allows volunteers and schools to plan and execute fundraising initiatives. This process included designing and facilitating several workshops with stakeholders within the company, but also end users, and afterwards presenting and motivating designs in design reviews.
- Fully redesigning the Red Nose Day website to promote fundraising initiatives, participating schools and the impact and results of the funds raised.
- Won FeWeb Excellence Award for best non-profit website of 2019.

Bank van Breda (with agency November Five)

2018/01 – 2018/12

- Responsible for a full redesign of the company's intranet. This was achieved by doing extensive analysis of the information architecture, the company's processes, and the different roles and needs inside the organization.
- Designing and facilitating a large range of workshops with stakeholders and users across the organization.
- Presenting and motivating designs to stakeholders and upper management.

Belfius (with agency PlayCo)

2015/12 – 2018/01

- Helping design a completely new design system with new patterns and paradigms to allow the bank to transition all the processes their clients could go through (insurances, loans, investing, etc.) from the physical bank office to mobile apps and web platforms.
- Responsible for analyzing these processes by doing user interviews and facilitating workshops, and then designing flows using our newly established design system.

- Regularly testing designs with end users ranging from retail to government and private banking.
- Regularly presenting and motivating designs to different stakeholders inside the organization, including upper management.
- Helping completely redesign the brand, and as a result, the different apps and platforms.

Brain²

2007/09 – 2015/04

- Started as a software consultant working for companies like Atlas Copco and Asco, designing and developing global supply chain and production line platforms.
- Responsible for global rollouts and communication between various global teams.
- Eventually focused more on the functional and visual aspects of the software, got trained as a UX specialist and became part of the team responsible for UX improvements.

Skills

- **User experience design:** design thinking, workshop facilitation, information architecture, user interviews, user personas, empathy mapping, task analysis, customer journeys, competitive analysis, wireframing, rapid prototyping, design reviews, qualitative and quantitative usability testing, analytics/metrics
- **Collaboration:** Miro, FigJam, Mural
- **User interface design:** Figma, Sketch
- **Interaction design:** After Effects, Principle, Framer
- **Coding:** HTML, CSS

Education

- Design Thinking Specialist (2021)
- Workshop Facilitation Masterclass (2021)
- UX Specialist (2012)
- Bachelor of Computer Science (2006)

Education

- **Dutch:** native
- **English:** fluent
- **French:** intermediate
- **German:** basic