

Profile

I am an expert in end-to-end design processes, putting the end user at the heart of every design. With a strong technical background and experience leading multiple teams of designers and developers, I excel in guiding cross-functional teams to deliver high-quality solutions on time and within budget. My business acumen ensures that every project aligns with both user needs and strategic goals.

Skills

Product Design, User Experience Design, User Interface Design, Design Systems, UX Research, Interaction Design, Service Design, Usability Testing, Prototyping, Wireframing, Information Architecture, User journey, Lean UX, Stakeholder Management, Product Strategy, Leadership, Accessibility, Inclusive Design, HCD Principles, CSS, HTML, Javascript, Bootstrap, PHP, C++.

Tools

Figma, Jira, Linear, Confluence, Notion, Miro, FigJam, FeatureBase, Zeplin, Hotjar, AirTable, Git, Visual Studio, Unreal Engine 4 & 5.

Experience

Lead Product Designer @ Code for Australia - Sydney, AU (Sep 2023 – May 2024)

- Executed end-to-end design process for the AQVx redesign, an air quality visualisation system, reducing the need for training, improving usability and discoverability.
- Set the design strategy, conducted discovery and user research, 3 rounds of usability testing, composed a new design system and delivered the final design.

Career Break (Nov 2022 – Aug 2023)

Senior Product Designer @ Dendra - Sydney, AU (Mar 2021 – Oct 2022)

- Redesigned Dendra's customer-facing SaaS platform, creating a modern user interface based on a scalable design system and a new information architecture, resulting in a 310% increase in monthly connections.
- Conducted the entire design process, including discovery, UX research, ideation, prototyping, and usability testing, ensuring the final product was user-centered and aligned with business goals.
- Launched data-driven management tools powered by AI for ecosystem restoration projects, achieving a 100% subscription rate for the Weed Manager.

Product Design Team Lead @ Cropster - Vienna, AT (Nov 2019 – Oct 2020)

- Led and mentored a team of 3 product designers, helping them grow their skills and improve collaboration, fostering a strong and cohesive design team.
- Collaborated with 3 product owners, contributing to the creation of a new product specifically for Cafes, expanding the company's product offerings.
- Participated in the urgent development of an easy-to-set-up ecommerce platform for our customers impacted by Covid, helping 100+ businesses to stay alive during challenging times.
- Championed user-centered design across the organisation, ensuring that all products, including web (SaaS), mobile apps, and software, provided a consistent experience. This approach boosted user trust in the product ecosystem, increased user engagement, and drove sign-ups to new products.

Senior UX Designer @ Designit - Sydney, AU (Jul 2018 – Sep 2019)

- Uplifted Qantas flight search widget, which flagged purchased tickets as business trips, redirecting high revenue to Qantas Business Reward program and contributing to its ongoing success.
- Improved the booking management experience for SMEs, providing an enhanced view of employees' bookings and allowing businesses to easily book and modify tickets on their behalf.

- Increased program benefits awareness and streamlined the Frequent Flyer account linkage process, improving user engagement and satisfaction.

Lead Product Designer @ Inteligo - Sydney, AU (Mar 2018 – Apr 2018)

- Initiated the discovery and business analysis to inform product design decisions.
- Sketched and prototyped concepts and created the Minimum Viable Product (MVP).

Senior UX/UI Designer @ Satsumas - Sydney, AU (Aug 2015 – Feb 2018)

- Delivered intuitive and visually appealing BI solutions, websites, and web apps for major companies in finance, insurance, and automotive industries.
- Gathered detailed business requirements and user needs to craft tailored data visualisations and high-level executive dashboards for the banking industry, providing critical insights and a comprehensive overview to senior management.
- Transformed the dashboard and analytics screen for major car manufacturing companies, significantly improving the user experience and decision-making process.

UX/UI Designer @ Touch Payments - Sydney, AU (Mar 2015 – Apr 2015)

- Spearheaded UX improvements for mobile checkout and customer dashboards, significantly reducing mobile checkout drop-out rates, with 68% of users opting to connect their social media during checkout to finalise an order and use the try-before-you-buy offer.
- Leveraged analytics data, user research and surveys to produce personas, ensuring that the improvements were data-driven and aligned with customer needs.

Chief Architect @ Henley iT - Paris, FR (Mar 2012 – Jan 2014)

- Coordinated the delivery and monitored quality and performance in an Agile environment, ensuring timely and efficient project completion.
- Simplified the user interface and screen flows, making the SaaS accounting product intuitive and accessible for non-accountants.
- Recruited and managed a dedicated three-person developer team, fostering collaboration and maintaining high development standards.
- Reduced support requests by 45% by increasing software reliability and stability, leading to a more seamless user experience.
- Put in place significant process improvements, enabling the creation of new client production environments 5x faster than before.

Lead Developer @ GWI - Reims, FR (Apr 2010 – Mar 2012)

- Collected requirements and developed intuitive software solutions for the medical industry, including risk management, document management and intranet software.
- Deployed risk management software across 110 private hospitals in Europe, ensuring compliance with industry standards.

Co-Founder @ AkaWAM - Lille, FR (Jun 2008 – Apr 2010)

- Started a successful web agency in a competitive industry, coordinating projects and business strategy, financial targets, and HR management.
- Built partnerships with communication agencies for high-end projects and led a team of 1 designer and 3 developers on various digital initiatives.
- Served as the principal developer for all client-specific software, driving custom solutions and innovation.
- Engaged with a national client to redesign their website, leading to a 27% increase in sales.
- Implemented an emailing and e-ticketing software used by 120 restaurants, an SMS marketing software and an API adopted by 90+ companies in its first year.
- Set up an opt-in e-ticketing website for several McDonald's restaurants, generating unique coupons that were redeemed 68% of the time.

Lead Developer @ BCP Info - Lille, FR (Oct 2007 – Jun 2008)

- Coded client-specific desktop and online software, managing digital projects from planning and implementation to testing and validation.
- Led a team of 2 developers and 1 hardware technician, ensuring successful project delivery and resource allocation.

- Maintained web applications across both front-end and back-end systems, including the creation of internal ERP software.
- Managed client requests and project costs, writing and reviewing technical documents to support development and implementation.

Analyst Engineer SAP @ Unilog, a LogicaCMG Company - Paris, FR (Nov 2006 – Oct 2007)

- Focused on the design and development of accounting management reports.
- Ensured accurate and efficient report generation to support client accounting processes.

Analyst Developer @ GWI - Reims, FR (Jun 2003 – Nov 2006)

- Programmed traceability software solutions for cornea transplants used by La Banque Française des Yeux (French National Eye Bank).
- Started software to monitor patient identity conflicts, ensuring compliance with medical standards.
- Created a web service to integrate multiple applications using the national unique patient identifier, enhancing data consistency across systems.

Education

Game Design - CG Spectrum – Remote (Nov 2022 – Feb 2023)

UX Design Immersive - General Assembly - Sydney, AU (12.2014 - 02.2015)

Associate's degree in IT - Institute of Technology - Reims, FR

Language

French – *Native*

English – *Fluent*