

NICOLAS CATHERIN SENIOR INTERACTION/UX DESIGNER

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SKILL SET	Research	Design	
	<ul style="list-style-type: none"> • Face to face Interviews, • User Testing, • Personas, • Customer Journey Map, • Competitor Analysis 	<ul style="list-style-type: none"> • Concept & sketching, • Interaction Design, • Information Architecture, • App & Responsive Design • UI & Visual Design 	<ul style="list-style-type: none"> • HTML & CSS basics • Design Thinkin • Design Sprint

RESPONSIBILITIES **SENIOR EXPERIENCE DESIGNER** / Symplicit / Jan 2016 to current
Symplicit is a market leader Design/Consultancy agency based in Melbourne working mainly through the Design Thinking methodology. The company is mainly known for its research background.

• **NAB** / Business Transaction Account, Customer Journey team.

Business Banking website optimisation

- Based on insights from customers interviews, design of different screens flows;
- Prototype and User Testing;
- Responsive website.

Bankers application form

- Usability and interaction design;
- Prototype and User Testing with bankers.

• **GUILD INSURANCE** / Insurance for medical practitioners

Website and application form new design

- Customers interviews (16 participants accross Melbourne region, 2h each);
- Design Thinking process from insights to website new design;

• **TELSTRA** / Connected Home service

Home monitoring mobile application

- Data driven (data from Home Smart Objects – cameras, smart lock, smart plugs, thermostats...);
- Interface concept;
- Prototype and User Tesing.

SENIOR UX/UI DESIGNER / Freelance / Apr 2015 to current

• **MECCA brands** / Australian leader of cosmetic retails

Concept Design for digital in store.

- Field research (observation of interactions between sales staff and customers, customers and products and sales staff and products);
- Concept iterations based on eBeacon Technology (visual poster);

E-commerce website Home Page new design with responsive optimization.

- New concept definition based on storytelling and user engagement (workshops, sketch & wireframes);
- Mobile first approach (wireframes & content choreography);
- UI Design.

• **CARREFOUR ONLINE** / French leader of global retails, work in collaboration with Publicis Modem, the french digital advertising company

E-commerce website Home Page new responsive design.

- Concepts definition based on storytelling and user engagement (workshops, sketch & wireframes);
- Mobile first approach (wireframes & content choreography);
- Design in close team with Marketing and Art Direction only.

• **VEOLIA** / French leader of water supply, work un collaboration with Axance, the french UX Design leading agency

Innovative Cross-platform eco-system (dedicated mobile application, tablet and desktop Web application) designed to improve quality and save budget. Based on a collaborative process with 10 others designers, I focused on workload schedule tool, managing tools and backoffice setting interfaces.

- Definition of user needs and key touchpoints (workshops);
- user flow (personæ, user stories, user journey);
- wireframes and interactive prototype (Axure RP);
- user testing (interviews & interfaces test based on Axure prototype);
- design and interaction specifications (documentation).

LEAD / SENIOR UX DESIGNER

/ Oct 2014 to apr 2015

Clever Age (technical leading agency - Paris, France)

TEAM LEADER RESPONSIBILITIES:

- Improve UX Design business (pitch, internal evangelization);
- Define design team process (workshops, process optimization, team training);
- UX strategy (pitch, workshops);
- Talents recruitment.

UX DESIGNER RESPONSIBILITIES:

• **HANDICAP INTERNATIONAL** / International Non-Governmental Organisation for war victims.

Handicap International ask us to improve their online fundraising collect. The design principles are based on a «field» storytelling and a content strategy.

- storytelling strategy (workshops);
- fundraising funnel optimization (workshops, user flow & wireframes);
- global responsive website new design (workshops, user flow & wireframes);
- content choreography for mobile and tablet resolutions (sketching & wireframes);
- information architecture (guidelines & content tree);
- UX Guidelines for UI Design, Front and Back development (documentation & quality check).

• **GEMALTO TECHNOLOGIES** / International chipset leader and technical innovation company

Tablet and Web application for ID verification order by the african governments. Agile environment and Lean approach lead by Product Owner (MVP, guerilla testing & fail-fast methodology). Because of african context, performances and security was the key points of the Design. We worked in a small-mixed team with engineers, front-dev expert and PO.

- Wireframing and pair designing with Front-dev expert (live prototyping & optimization);
- UI Design and guidelines (documentation).

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- **CHANEL** / fashion

Tablet application concept to manage new stuff ordering with sells analytics, remote collaborative decision and help to choose.

- Concept from scratch, based on Product Owner needs (workshop & wireframes);
- Guerilla research (Axure interactive prototype & user testing);
- End user presentation and optimization (workshop & wireframes).

- **UX DESIGNER** / Clever Age (technical leading agency)

/ Jul 2010 to oct 2014

I Provided user experience design and usability consulting for a number of clients. Services covered the multi-devices user experience (Responsive Web Design, CXM, Digital Transformation) and creative design process, including user and market research, workshops facilitation, personas, usability tests, wireframes, site maps and visual design.

- **LONGCHAMP** / fashion

Tablet application which allow sellers to manage their clients accounts, appointments and orders at each steps of their working day. It allows the seller to be in front of their client or side-by-side: the content adapt itself for the best readability. The app also provides datas analytics and recommandations.

- Guerilla research (interviews & shadowing);
- User journey & user flow (documentation);
- Navigation principles (documentation);
- UI (hi-fi wireframes & interactive prototype).

- **INVACARE INTERNATIONAL** / European leader of homecare supply

Responsive new design of the european websites based on a CXM/PIM transformation. The template is made in order to facilitate local contribution and optimization.

- European managers phone interviews;
- 3 days workshop with european managers: card-sorting, sketching, visual design benchmark and brainstorming;
- Online survey for manager's teams;
- Responsive wireframes;
- Art direction.

- **MIRAKL** / Global leader in e-commerce marketplace platforms

Design of the back-office (seller's side) of the product in a Startup context.

Project made in a mixed-team collaborative process (PO, engineers and designer).

- User flows (workshops & documentation);
- UI (wireframes & prototype).

- **ALDEBARAN ROBOTICS** / The company behind humanoid Nao and Pepper robots

Responsive new design of the developpers community webplatform including a knowledge base, a Q/A and a project management feature.

- Needs definition and user flows (workshops & documentation);
- UI (wireframes & prototype);
- Guerilla testing (user testing)
- UX Quality check during the webdesign & front-dev processes.

- **GEMALTO TECHNOLOGIES** / International chipset leader and technical innovation company

Mobile application for the management of digital business cards using the NFC technology, Startup context and design in a mixed-team collaborative process.

- Heuristic evaluation (documentation);
- User testing of the previous version of the app to demonstrate pain points;

ACHIEVEMENT:

"best new services" from the "E-commerce awards" - 2012.

Mirakl is now the world global leader.

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- Design in close team with Product Owner, Marketing and Technical Directions (wireframes & prototype);
- User testing (based on the Axure RP interactive prototype);
- Art Direction (guidelines, designer team management).

WEB DESIGNER / USABILITY EXPERT / ADLPartners (marketing leader) / Jun 2009 to jul 2010

Main webdesigner in a strong marketing context, leading the “user side” vision and sharing usability processes with work team.

Main references:

- Design of press e-commerce websites to different clients leaders in their industries.
- Design of new digital press subscription services (Zineway, previously named OneKiosk).

WEB DESIGNER / Adventury Agency (agency specialized in e-commerce) / Sep 2007 to jan 2009

Webdesign and printed material, brands identities, advertising campaigns...

VOLUNTEER AT PARIS WEB ASSOCIATION, event organizing / Jan 2013 to 2015

600 people, 60 speakers, 3 days of conferences and workshops in Paris. Each year we invite some great names of design and web technologies.

Main doing:

- Offline medias design/printed material;
- Editorial choices and speaker' selection;
- Organization of an informal meeting between speakers and people.

EDUCATION **Master's degree in Communication Sciences,**
option Digital Design

Institut Communication and Media – Stendhal University – Grenoble, France

Bachelor's degree in Communication Sciences
major in Digital Design

Institut Communication and Media – Stendhal University – Grenoble, France

Advanced technical diploma in Visual Design and Communication Design

André Argouges school - Grenoble, France

LANGUAGES French: mother tongue
English: good**OTHER** Bass player, board games addict and homemade australian beer lover!

NICOLAS CATHERIN SENIOR USER EXPERIENCE DESIGNER

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Annexes