

NICOLAS CATHERIN

LEAD UX DESIGNER / UI DESIGNER
PROBLEM SOLVER / DESIGN THINKER

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SKILLSET

- UX Strategy
- Design Thinking
- User Research
- Interface Design
- Competitors Analysis
- Workshops, focus group
- Mapping (experience map, user flow, service blueprint)
- User Interviews
- Personas
- Information Architecture
- Wireframes, prototypes and user testing
- Mobile app and responsive web design websites
- Mentoring, talent recruitment

CLIENTS NAB and ANZ (banks, Australia), MECCA Brands (beauty and care, Australie), Guild Insurance (insurance, Australia), Handicap International, Invacare Europe, Soleil Synchrotron (CNRS), Veolia, Voyages-sncf, Softbank Robotics, Gemalto, CEVA, Mirakl, Mitsubishi Electric, Bioderma, CEVA, Celio, Longchamp, MACSF, BNP Paribas.

BACKGROUND **SENIOR UX/UI DESIGNER** / freelance / Current

Senior UX et Design Thinking Consultant.

Main works :

- **Devoteam** (Paris, France) : **innovative and complex eco-system designed to improve quality of services, save time of interventions and optimize the budget.** Based on a collaborative process with 10 designers, I focused on the workload schedule tool, the managing tool and the backoffice setting interfaces. Collaboration between both designers and stakeholders, findings sharing and consistency were the key factors of success in this huge product design.
 - Workshops / wireframes / Axure prototypes / user testing

SENIOR UX/UI DESIGNER / Symplicit (Australia) Jan. 2016 to Apr. 2017

Senior UX et Design Thinking Consultant.

Main works:

- **Telstra** (Telecom, Australia) : **mobile and TV app to monitor customer home health and manage smart devices.**
 - wireframes, prototype, visual design and user testing.
- **NAB** (Bank, Australia) : **bankers application tool to open a new account for professional customers** including bank security check and ID verification (I worked with NAB Lab, the innovation center)
 - customer interviews, stakeholders workshops, wireframes, prototypes and user testing.
- **Chemist Warehouse** (Retail, Australia) : **Indoor location mobile app to use in store.** Based on beacon technology, customers had a handy shopping list and the best way to go through the aisles of the shop, avoiding wasting time and asking staff for help.
 - users interviews (contextual inquiries), workshops wireframes, prototype, user testing and visual design.

LEAD DESIGNER / PRACTICE MANAGER / Clever Age / Oct. 2014 to Apr. 2015

I made the **UX business grown, collaborating with the sales team to improve the UX business strategy.** As lead designer I defined the **UX process and methodology of the UX team, mentoring designers and evangelising devs.** I also worked as UX consultant senior.

Main works:

- **Handicap International, RWD website**, UX strategy and fundraising optimization;
- **Gemalto, borders identity check tool** for customs in Africa;
- **Longchamp, app helping staff to order new collections products** including sell analytics and remote team collaboration tools.

UX/UI DESIGNER / Clever Age

/ July 2010 to Oct. 2014

UX/UI Design Consultant.

Main works:

- **Invacare Europe, global brand responsive websites redesign** for all european markets, 3 days bootcamp with european managers, workshops, user research, wireframes, prototype and visual design.
- **Mirakl, user interface for the rewarded marketplace solution** ("best new service" – e-commerce Awards 2012)
- **Softbank Robotics, customers community responsive website redesign** including a Q&A, a documentation and resources center, and a project/team collaborative space.
- **Gemalto, mobile app to manage a NFC business card** including managing your contact book and the visual design of your card.

WEB DESIGNER / Adventury Agency puis ADLPartner

/ Sep. 2007 to July 2010

Art Direction for all the brand e-commerce websites.

Main works:

- Magazines and newspapers e-stores for Auchan, Carrefour, Air France, Banque Accord...
- Digital newspapers e-store.

VOLUNTEER AT PARIS WEB ASSOCIATION
/ WEB CONFERENCES IN PARIS

/ Jan. 2013 to Jan. 2016

800 attendees, 80 speakers, 3 days conferences and workshops in Paris.

Main works:

- Attendees/crowd management (signage, waiting queues and waiting time management).
- Speakers selection and 3 days program.
- Visual Design/edition identity.
- Networking and relaxing event management on conference first night.

DEGREES

- **Master degree in Communication Sciences - multimedia specialization**
Institut Communication et Médias – Université Stendhal – Grenoble, France
- **Bachelor degree in Communication Sciences - multimedia specialization**
Institut Communication et Médias – Université Stendhal – Grenoble, France
- **Technical Diploma in Visual Design**
André Argouges - Grenoble, France

LANGUAGES

French: native language
English: fluent (2 years in Australia)

MISC

Musician, board game addict and locally crafted beer fan.