

Nicolas El Azzi, Sr. UX Designer

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37 years old - French nationality - 457 visa

SUMMARY

In 14 years of experience, I've gained a design expertise based on transversal interactive experience and user needs. Throughout my career, I have been involved in a multitude of projects, at many different steps and levels, which taught me the importance of building strong relationships across the board. I love working within diverse teams and the feeling of accomplishing something together.

I'm organised, team player, used to work with international team and I'm always looking for new methods and technologies to help deliver great work.

EXPERIENCE

Since November 2014

Commonwealth Bank of Australia - Sydney, Australia

Sr. UX Designer

- In charge of the design improvements for MyWealth product
- Redesigned the retirement hub and created a new article template
- Created the SMSF hub in MyWealth

September 2008 - October 2014

Axance - Paris, France

Sr. UX Designer (Since January 2012)

- Led a 2 days workshop about "how to design for mobile devices"
- Helped project managers to set up and scope the project, estimate task and guide the design
- Guided product managers and led the UX design in order to create a collaborative platform between retailers, manufacturers and suppliers
- Created a B2B portal which allows IT managers to build their own catalog of services and constitute profiles for unified communication and collaborations
- Led and created the European's guidelines iPad app for a medical firm and translated them into an ebook
- Redesigned a responsive website for an insurance company

UX Designer (September 2008 - December 2011)

- Led the introduction of mobile devices in Natixis' ecosystem by writing the mobile white paper
- Designed the checkout process for a hotel group using OTA best practices
- Created a specific checkout process for ordering lenses and frame

June 2001 - March 2008

AOL FRANCE - Neuilly, France

Principal Designer (January 2007 - March 2008)

- Worked closely with the French product managers and the English and German design team in order to harmonize the French, English and German Home Pages and websites
- Created a "website pack" based on blog technology in order to produce editorial content websites in 2 weeks at low cost

Designer (April 2005 - December 2006)

- Played a major role in the creation of the AOL France websites considering the SEO and W3C constraints
- Worked closely with designers in order to provide AOL's modules catalog
- Graphic person in charge of Branding: established AOL France's brand online content (web, mobile, TV)
- Translated AOL's portal experience into mobile device (WAP and imode)

Graphic Designer (June 2001 - March 2005)

- Graphic person in charge of the AOL Marketing areas and "Member Education" areas
- In charge of the graphic development of AOL 9.0 in association with the US graphic team

SKILLS & EXPERTISE

UX Strategy consulting

- Evaluating competitors, benchmarking
- Concept model
- Personas
- User journey
- Sensitive to the balance between user requirements and business goals
- Knowledgeable in corporate branding, marketing and SEO

User Centered Design

- Agile methodology
- Strong knowledge of current trends and best practices
- Early concept sketching
- Site map, structure and navigation system
- Multi-devices interface design
- Responsive design and adaptive design
- Ix design
- Information architecture
- Functional specifications

Teaching and lecturing

- Adviser role in actual design team
- Used to work and animate workshop with international team
- Speaker at Paris Web 2014 : "how to optimize a checkout for mobile"

EDUCATION

- September 2014: UX-PM Level 1 certification by UXalliance
- August 2008: "Manage and lead your project team" training by Cegos
- May 2001: certificate in visual communication
- 1998 - 2001: student at Créapôle ESDI, Paris, school of design management in visual communication

LANGUAGES

- French: mother tongue
- English: fluent

HOBBIES

- Culture: travels, cooking, movie
- Sport: swimming, skiing, bicycle