Nicolas LUCAS
Senior Product designer
Data driven & User focused

6+ years building digital products & experiences.
Delivered 50+ successful projects accross European and Chinese markets, managed full product-lifecycles by collaborating with teams & stakeholders.
Able to wear many hats, including design, strategy, & product management.

+ Hard skills

Design

Creative Direction
Design Strategy
Design systems
User Experience &
User Interface Design
Hypothesis Testing & Validation
Customer Interviews

Product & business

Market research
Concept Development
Business Planning
Product Strategy
Project management
Product Launch
WeChat ecosystem
Content strategy

+ Soft skills

Team spirit
Team leadership
Business oriented
Creative, Challenger
Problem solving,
Critical & Analytical thinking

+ Tools

Figma, Excel, Google sheets
SQL, Documentation, Asana
Figma, Principle, Notion

Adobe suite:
Illustrator, Photoshop, Premiere,
Substance, After effects, XD

HTML, CSS, WeChat ecosystem,
Ant design, JingSocial

Storyboarding, Prototyping,
User stories, Journey maps, User
tests, Agile methodology, Trello,
GetFlow, CRM tools, Marketing
automations

+ Projects

Building a metaverse DAO
project launching Q4 2022

+ Lead Product Designer

Independent
Remote Freelance
04/2019-02/2022   🇫🇷 Paris, France

- Building the China digital strategy for the French wine lobby leader. Creative director for a dedicated wine metaverse and NFT project.

Slingshot (former Mediasia Interactive)
Digital creative agency
04/2019-02/2022   🇨🇳 Shanghai, China

- Collaboration with cross-functional teams to launch +50 projects in 3 years.
- Strategic redesign of a streaming video platform, that helped to increase user social engagement by 70%, and active users by 30%.
- Managed China's digital strategy of a top tech company by rethinking their WeChat & mobile ecosystem, and raised the conversion from prospects to clients by 30%.
- Intensive market research to help +20 western companies enter the Chinese market and succeed.

+ Co-founder & CDO

Habli
Touchless sanitizer advertising kiosks
02/2020-03/2021   🇨🇳 Shanghai, China

- Developed the business and product strategy for a licensing advertising kiosk displaying media content in contextual environments.
- Partnership with a China factory to build our product
- Launched a MVP web platform to create advertising content, schedule it, monitor kiosk health and user rights.
- Sold 300 kiosk across multiple shops in France to 20+ clients

+ UX/UI Designer

Horoquartz
B2B software company, leader in Human Resources solutions
02/2018-02/2019   🇫🇷 Nantes, France

- Daily agile collaboration with designers, engineers, product owners & sales
- Organized weekly accessibility workshops and code reviews sessions.
- Conducted in-depth user research and presented report to stakeholders, suggesting feature improvement that save ~18M€ / year to a major client.
- Increased user satisfaction from 90 to 94% by creating high demanded features discovered through user interviews.

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+ Languages

French: Native
English: Business (daily)
Mandarin: Beginner

+ Interests

Craftsmanship & traditions,
History, Chinese culture,
Fine wines & liquors,
Metaverse ecosystems,
NFTs, Romanticism &
Neoclassicism art,
Writing, Formula 1

+ Contact

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productand.me

+ UX/UI Designer

Independent
Freelance
01/2017-02/2018   🇫🇷 Nantes, France

- Design projects for small business including websites and logos

Orange Labs
CAC 40 company, Telecom leader
09-2014-09-2016   🇫🇷 Rennes, France

- Transformed a theory into a real product for 44+ millions of users by conducting user & market research, protyping and testing an MVP
- Conducted user research with 20+ interviews and focus groups
- Organized monthly design and creative workshops with 40+ stakeholders from different internal departments and positions

+ Professional certificates

Google Data analytics - certification (2022) - In progress
Data analysis lifecycle, SQL -- Online learning path - Coursera, Google

Become a product manager - certification (2022) - Earned
20h course -- Online learning path - Linkedin Learn

+ Design Master degree

L'École de Design Nantes Atlantique
Major: Interaction design, Management of design and innovation
09-2011 - 09-2016   🇫🇷 Nantes, France

BVLGARI   HYATT   narciso rodriguez   R   orange Orange Labs   The MACALLAN   PINEL ⊕ PINEL PARIS   Lindt MASTER CHOCOLATIER SINCE 1845   VINS DE BORDEAUX B