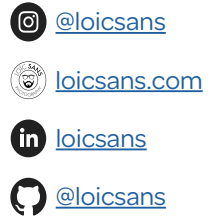


I am a multidisciplinary digital product designer with a passion for technology, nature, and music. My curiosity, humility, and meticulous attention to detail drive my approach to UX design. I approach UX holistically by harmonizing design-driven problem-solving with a profound empathy for users. I am capable of delivering this through a diverse range of methods, even though I like to follow the UX "sacred" process, over the years, I have learned and developed my skills in adapting and finding compromises, allowing me to navigate challenging situations effectively. I thrive in collaborative environments, working closely with the entire product team in an agile setting but I am highly flexible and can readily adapt to specific requirements.



Employment history*

- **Studying and Freelancing**
November 2022 - *Ongoing*
 - I pursued and completed two university degrees and other online certifications.
 - I also freelanced on several creative projects.
- **Design and UX Lead at Akvo**
Amsterdam, NL (Remote) - May 2012 – November 2022

I joined the organisation at early startup phase as Lead design generalist, responsible from UX / UI to frontend development. Over the years, Akvo has transitioned from a SAAS organization to a Data and software consultancy

 - Led design across the organisation, including digital product R&D, internal product design, and digital product design consultancy.
 - As a team lead I managed teams of up to 6 UX/UI designers and front-end developers.
 - As a pivotal advocate for user-centricity within the organization, I played a significant role in facilitating the transition from a purely engineering-driven culture to one that prioritizes the voice of the user.
 - Advocated for and Implemented Lean UX principles and promoted a user-centric mindset across the organisation.
 - Pushed for recurrent validation and research through creation and maintenance of personas, prototyping, user-testing and depth interviews.
 - Collaborated and led design projects with notable clients such as The Dutch government, EUTF, Plan Finland, Nuffic(NL), UNICEF, and the UN Environment Program.
- **Head of Design ("Hands-on") at Arkkeo Oy**
Helsinki, Fi - August 2011 - May 2012
 - Responsible for early branding work and UX/UI design of the product (Web + mobile) for a newly founded startup
 - Contributed to define early product strategy through user and market research.
 - Engaged in user testing, depth interviews, prototyping, and HTML / CSS (SASS) coding user interfaces.
- **Head of Design at blinkbox**
London, UK - November 2007 - August 2011

blinkbox was a start-up launched in 2007 and was the first independent Movies and TV on-demand service in the UK, competing with Netflix in the UK when it was still sending out DVD rental.

 - Initially created company's visual identity and branding
 - Designed and develop the first version of its website and video player.
 - Worked closely with Product Director and Product Manager and continuously meeting evolving business needs, strategies and objectives.
 - Over the years I have designed a dozen versions of the website and apps for multiple devices (Apple iPad, Samsung, LG internet TV's and numerous mobile prototypes)

Blinkbox grew to more than 2 million unique users per month (January 2011). In June 2011, Blinkbox was bought by Tesco PLC (<http://www.tescopl.com/>), and so decided to move onto a new adventure.
- * Visit loicsans.me for more details

Skills & Tools

User research	Figma
UX Design	Adobe XD
UI Design	Pen and Paper
Prototyping	Adobe Photoshop
Wireframing	Adobe illustrator
Mockups	Adobe InDesign
User testing	GitHub
Sketching	Trello
User flows	Miro
Journey Mapping	Mural
Affinity Diagrams	HTML
Leadership	CSS3 / SASS
Creativity	Javascript
Attention to detail	
Communication	French
Collaboration	English
Empathy	Finnish
Problem-solving	

Education & Certifications

- Ongoing certifications
 - Interaction Design foundation - IxDF - 2023
- UX Management: Strategy and Tactics
 - Interaction Design foundation - IxDF - 2023
- Professional Diploma in Visual & UI Design
 - Glasgow Caledonian University - UX Design Institute Dublin, Ireland - 2023
- Professional Diploma in UX Design
 - Glasgow Caledonian University - UX Design Institute Dublin, Ireland - 2022 – 2023
- Diploma in Computer programming
 - C.N.A.M (Conservatoire National des Arts et Métiers) Paris, France - 1998 – 2001
- Deug A Maths / Science
 - University of Science Bordeaux, France - 1995 – 1997