



Nicolas Ménard

Senior UX/UI Designer

Over 10 years of experience

Available

Räbacher 7

8143 Stallikon, Zurich

B permit · Age 34

(+41) 077 812 74 69

hi@nicolasmenard.design

nicolasmenard.design

[LinkedIn](#)

I design interfaces for users who make decisions based on dense data: predictive marketing modeling at Kantar, autonomous robotics supervision at Stanley Robotics, and electricity markets at Barry Energy and Yutugy.

My work is about bringing together the needs of expert users, technical constraints, and business goals, then maintaining that coherence over time with a documented Figma design system. I have worked in B2B2C, designing screens with professional clients for their end users, as well as in regulated environments.

Skills

Design systems	Figma component libraries, variants and auto layout, variables and tokens, developer documentation, versioning and maintenance
Product design	Wireframes, user flows, interactive prototypes, final UI screens, responsive web and mobile, WCAG accessibility, UX acceptance criteria with developers
Data	Information-dense interfaces, dashboards, data visualization, and presentation of statistical model outputs
Research	Usability testing, interviews, qualitative and quantitative studies, and executive-level presentations
Code	HTML and CSS, tokens as CSS variables, working knowledge of React and TypeScript: enough to collaborate with developers and prototype in real conditions
Tools	Figma, Framer, Miro, Dovetail, Condens, Zapier
Languages	Native French · Fluent English

Experience

Since 2026 Geneva / Remote	Yutugy , UX Designer Consumer energy platform: hourly spot prices, dynamic pricing, solar self-consumption simulation and electric vehicle charging. - Designed and implemented the public website, from design through coded components, in French and English - Turned market data (hourly prices, generation, scores) into interfaces that are understandable to non-experts - Defined the information architecture for the offering and regulatory pages
2023-2025 Zurich	EF Education First , UX Lead - Led a team of four designers on the design system used across several EF products worldwide - Designed and maintained Figma component libraries, with versioning and consistency across product teams - Wrote documentation for designers and developers: usage guidelines, states, responsive behavior and accessibility - Prioritized change requests from product teams and presented the rationale for decisions to stakeholders

2023 Copenhagen	BlackWood Seven Kantar , Senior UX Designer Unified AI-driven marketing modeling platform for attributing, predicting and optimizing media plans for international brands. - Designed attribution and predictive modeling tools for expert marketing users - Turned statistical models into dashboards and visualizations that support decision-making - Worked continuously with product managers, developers and data scientists to balance what could be modeled, displayed and used effectively - Ensured WCAG compliance and designed in-app onboarding
2022-2023 Remote	Electromaps , Lead User Researcher - Led a three-person B2C research team across three countries - Translated user and business needs into user flows, wireframes and Figma prototypes tested remotely
2022 Remote	Allianz Technology , User Researcher - Conducted B2B research with Allianz employees in France in a regulated insurance environment - Presented findings to leadership and facilitated alignment workshops across research, product and stakeholder teams
2022	LightOn / Muse.AI , UX Designer: responsive redesign of the website and language-model API documentation · Talent Garden / KEA , UX instructor: user research and usability testing
2020-2021 Copenhagen	Barry Energy , UX Researcher & Designer 100% digital electricity provider with spot pricing, helping customers optimize consumption based on hourly prices or CO2 emissions. - Designed dynamic pricing and consumption screens for an app connected to an hourly electricity market - Collaborated closely with engineering on the app and API, and wrote functional specifications - Conducted qualitative and quantitative research in two countries with consumer and business customers
2015-2020 Paris	Stanley Robotics , UX Designer Automated valet-parking robot deployed by parking operators. B2B2C service: interfaces were designed with business clients for their end users. - Fifth employee, responsible for end-to-end UX, from building the design system from scratch to interface design - Designed supervision interfaces for expert operators in a safety-critical environment with significant physical constraints - Ran workshops with client operators, clarified user stories and defined UX acceptance criteria - Collaborated with engineering teams to ensure implementation fidelity

Education

2014-2016

Master's in UX Design, L'École Multimédia · Paris.
 Human-centered design, participatory design, prototyping, information visualization.

2012-2014

Bachelor's in Multimedia (Experience Design), IESA · Paris.
 Awards: Best UX Designer, Best Project Strategy.

Additional

Certificates & publication

Data-Driven Design: Quantitative Research for UX · UX AI for UX Design

Interests

Rock climbing, ski touring, running, paragliding, mountaineering.