

Cedric MADELAINE swiss | 40 yo | creative | structured | caring | adapted | curious

Certified UX User Experience Designer | UX Analyst | IxD Interaction & Visual Designer

"To collaborate on user-centered innovative products and services with a design thinking mindset"

General Links:

[Contact me](#)

[LinkedIn Profile](#)

[Portfolio](#)

Career highlights

EPFL Swiss Federal
Institute Technology
2017–current

User Experience Designer | Interaction Designer

EPFL Cooperation & Development Center (CODEV) EssentialTech: GlobalDiagnostiX product

Link to:

[Job Description](#)

World Trade
Organization
2009–2016

User Experience Designer | Interaction & Visual Designer * [PM, BA, SA, DEV, TST]

2 Products: Intl. Air Service: Private Software | Public Visualization Web-Application

- delivered early **iterative wireframes and documents** that helped users to participate in design process
- improved previous interface to follow UX best practices and assist users in their analysis
- communicated **efficiently with various stakeholders** about complex business rules and user tasks

Praxo SARL
2014–2016

User Experience Designer | Interaction & Visual Designer * [PM, BA, SD, SA, DEV, TST]

Product: Medical Practice Management Solution: Multi-screens Responsive Web Application

Link to:

[Case Study PDF](#)

- led a software platform **from idea to pre-product** with challenging context of use and user groups
- designed a global interactive concept including user interface guidelines and **high-fidelity prototypes**
- improved helpdesk user satisfaction through **customer experience design** and tools integration

Trivadis SA
2012

Interaction Designer | Front-End Developer * [SA, VD]

Product: Private Banking Management Solution: Web Application

Link to:

[Case Study PDF](#)

- contributed to obtain signature on a difficult step within 3 weeks
- streamlined perceived performance, responsiveness and information overload in the application
- integrated efficiently into an **Agile team** of 8 multidisciplinary experts within a **Scrum** process

Firmenich SA
2007–2012

User Experience Designer | Interaction & Visual Designer | Front-End Developer * [PM, BA, SD, TST]

Product: Advanced Marketing Presentation Platform: Connected Desktop Application

- provided an **innovative solution** through careful **context of use** analysis and **user needs** capture
- improved fieldwork productivity of sales representatives by ensuring work process within solution
- enhanced consistency of corporate identity by designing a system with "controlled freedom"

Hewlett-Packard
2011

Interaction & Visual Designer * [PM, SA, DEV, TST]

2 Products: "Make it big" European Campaign: Video Web-Application & Game | Admin Tools

- participated in **successful on-time launch in 6 European zones** within a 3 month schedule
- designed a single-click move & explore navigation to match target audience and game concept
- delivered an admin interface to allow agencies to visually prepare their own local setups and data

Union Cycliste
Internationale
2001–2005

Web Application Producer * [PM, BA, SD, SA, DEV, TST]

3 Products: Mountain Bike Season Guides, 3D BMX Track Building Tool, BMX Coaching Guide: Web-Applications

- made technical information accessible to a wide audience in an interactive fashion
- **reduced production costs** by making the product visually updatable **for 3 years**

* Legend

[Additional
Responsibilities]

PM: Project Management

BA: Business Analysis

VD: Visual Design

SD: Service Design

SA: Software Architecture

DEV: F-E Development

TST: Software Testing

Other Clients

Worked also since 1996 for companies such as: Nestlé, Altran, Sanofi, Radio TV Swiss, EMI Records, Virgin Records, ... Startups & small to medium businesses in Switzerland, Europe and USA.

Languages

French Native speaker, **English** professional daily practice of written and oral C2, C1 certified
Japanese Beginner (5 years), **German** Bac level, **Latin** Bac level, **Ancient Greek** Bac level

Education & Certificates

2016–2017 ISO 941-42 UXQB Certified Professional for Usability & User Experience – Usability Testing and Evaluation – Advanced Level CPUX-UT (certification done in English)
Certification provided by the International Usability and User Experience Qualification Board.

2016 ISO 941-42 UXQB Certified Professional for Usability & User Experience – Foundation Level (CPUX-F) (certification done in English)

2001–03 auditor in Business School, complete Marketing courses attended, University of Lausanne

2001 (ECAL HES/SO) Bachelor of Design degree in Visual Communication, specialising in **Media & Interaction**, University of Art & Design of Lausanne/ Ecole d'Art de Lausanne

1997 Baccalauréat/Maturité Fédérale in Latin and Ancient Greek, Gymnase du Bugnon

Provided courses and provided trainings

04-06.2015 to two interns at Praxo sàrl
Introduction to Business & UX analysis processes. Hands-on on standard tools and methodologies.

09.2009 to Minsh's team, a spinoff company of VR Lab at EPFL Swiss Federal Institute of Technology
Business analysis processes from analysis to software architecture. MVC architecture challenges.

05.2009 to an expert at World Trade Organization (WTO-OMC)
Which best practices to create usable and dynamic interactive products.

06.2008 to a few members of a designers team at Logitech SA
Programmed animated visuals & media interactions. Introduction to Object Oriented Programming.

04.2008 to part of a team at Services Industriels Geneva (SIG)
User interaction design and user interface design. Introduction to OO programming.

Provided workshop & involvement in events

04.2017 Participation to Startup Weekend Fin Tech Geneva event
54 hours startup creation from scratch to sell pitch within an organically formed multidisciplinary team.

06.2009 Workshop provided at Flex Boot Camp Berlin
Think in 3D, 3D real time interactions for the web: history, tools, workflows, hands-on sessions.

12.2008 Event involvement at Adobe Max Milan
Official Adobe Community Leader. Visitors' assistance about usage's tips and upcoming technologies.
Participation to Nokia OpenLab Innovation workshop.

10.2007–12.2014 Adobe User Group Geneva co-manager & provided presentations

- **11.2012** Universal mobile & tablet apps for the post native-only era: constraints and solutions.
- **06.2010** Efficient application & software production workflow from design to development.
- **04.2009** AR you there? Introduction to Augmented Reality and Tangible Interfaces.
- **09.2008** Design In Mind: flexible & adaptable user interface components.
- **05.2008** Real time 3D interactive technologies for the web.
- **10.2007** Analysis tools for business analysis and efficient work processes: tools & methods.

Written papers

10.2001 Bachelor in Media & Interaction end of studies report:
"Metaphors' history in human-computer interactions".

Software identity

	Name	Category	Rate Self Eval. 10=expert 1=beginner	
ANALYTIC	Sparx Enterprise Architect	BI/BA/Software Architecture	7	
	UML	BI/BA/Software Architecture	7	
DESIGN	Axure RP Pro	Wireframes/Proto./Docu.	9	
	Adobe Experience Design	Wireframes/Proto.	6	
	Ethn.io Webapplication	UX Tests Recruitment Management	8	
	Adobe Illustrator	Graphic Design/Illustration	9	
	Adobe Indesign	Graphic Design	8	
	Adobe Animate	2D Animation	7	
	Adobe Photoshop	Graphic Design/Photography	8	
	Adobe Lightroom	Photography	7	
	Adobe Fireworks	Web Design	8	
	Autodesk 3D Studio Max	3D Modeling & Animation	6	
	Adobe After Effects	Video/2D Animation	7	
	Adobe Premiere	Video	6	
	TechSmith Camtasia Studio	Video Screen Capture/E-Learning	9	
	Ableton	Music Design/Sound Design	5	
TECHNICAL	Sencha Extjs/Sencha Touch	MVC OOP Javascript Framework / GUI	8	
	Javascript	Programming Language	8	
	CSS3	Style Sheet Language	8	
	HTML5	Markup Language	8	
	SVG (incl. dynamic generation)	Markup Language/File Format	7	
	PDF (incl. dynamic generation)	File Format	7	
	SQL	Data Base	6	
	Web services / REST / SOAP	Client-Server Communication	8	
	PHP	Server Programming Language	7	
	Wordpress	Bloging/CMS	8	
	Java	Software Dev./Server Dev.	3	
	Unity3D	Real Time 3D Dev	3	
	Away3D	Real Time 3D Dev	7	
	Adobe Flex	Multimedia/RIA	9	
	Adobe Flash	Multimedia/2D Animation	9	
	Adobe AIR	Multiscreen Software Dev.	8	
	Actionscript 3	OOP Programming Language	9	
	Mxml	UI Markup Language	9	
	JetBrains IntelliJ IDEA	IDE	7	
	JetBrains Webstorm	IDE	8	
	Subversion SVN	Version Control	7	
	GIT	Version Control	7	
	MANAGEMENT	JIRA	Project Management/Issues Tracking	8
		Freshdesk	Customers Management	6
		HootSuite	Social Media Management	6