



George A.

Product Innovation & Strategy
| UX Engineer | Design Think-
ing | Data-Driven

📍 Lausanne, Switzerland

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Languages

English (Native)

French (Native)

About

A full-stack product manager that strives for the best and sets the highest standards for any project, in translating customer's needs with engaging and usable solutions. I enjoy designing across media, interpreting and listening to users, achieving explicit outcomes and goals.

My three pillars of innovation:

Design

With leveraging user research to iterate quickly and understand the end-user's motivations, desires, needs, and wants.

With prior training in visual communication, and crafting unique and delightful experiences, also certified in UX Design.

- UX Research
- Design Thinking
- Information architecture (IA)

Technology

Following object-oriented approach and secure development best practices while holding a PG Cert in Computer Science.

- SaaS Architecture
- Programming
- SCRUM & Agile Methodology

Business

The pace of technological advancement is only accelerating. Prepared with an MSc in Innovation and Entrepreneurship for everything that's coming next.

- New Product Development (NPD)
- Customer Centric Strategy
- Analytics & Business Intelligence

BRANDS WORKED WITH

Fireflies Agency

Good Brand Guru

Grey Group

Kanari Cx

Wetpaint Creative Digital Solutions

Experience

● Product Designer/ Manager

Good Brand Guru | Mar 2021 -

● New Product Development Manager

| Jan 2019 -

● Product and Service Designer | Co-Founder

Fireflies Agency | Jan 2017 -

● UI/UX Designer and Developer

Wetpaint Creative Digital Solutions | Apr 2015 -

- Managing design thinking sessions including ideation, design critiques, concept reviews, and status updates.

- Developing innovative visual designs, layouts, navigation systems and user interface elements that are thoughtful, intuitive, and offer creative design solutions.

- Develop positive relationships with clients and manage communica-

tions with internal teams and each client to build a strong rapport while effectively managing expectations.

- Coordinating with external developers when needed, which includes identifying suppliers, maintaining a healthy relationship and manage expectations.

- Web/ mobile application design and development from the ideation to product

- **Mobile Software Engineer**

Kanari Cx | May 2014 -

- **Digital Development Executive**

Grey Group | Jul 2012 -

Education & Training

2019 - 2021

- **HEC Paris**

Master of Science - MS Business Administration and Management, Innovation Management & Entrepreneurship,