

Alexandre Hureau

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With extensive experience in UX design and research I have the tools to significantly enhance user experiences. I've optimized user flows to obtain substantial financial gains, created new experiences from the ground up, and created multiple design systems. From user research to coding, I deliver the whole experience.

WORK EXPERIENCE

IBM Client Innovation Center

UX Designer

June 2025 – Now
Groningen, Netherlands

- Assist various clients with UX-related projects

Global-Tickets – European market leader in motorsport travel

Senior UX Designer

July 2024 – May 2025
Groningen, Netherlands

- Increased conversion rates by nearly 20% on the most visited page of the website.

Grover – Leader in the “products-as-a-service” market

Product Designer

Aug. 2021 – Mar. 2024
Berlin, Germany

- Boosted the conversion rate of the product page by more than 10%.
- Boosted the conversion rate of the checkout by more than 20%.

Vrije Universiteit Brussel

Researcher

Feb. 2019 – Apr. 2020
Brussels, Belgium

- Conducted user research and benchmarking to improve the user experience of sustainability reporting.

EDUCATION

Uppsala University

Msc. in Sustainable Development

Aug. 2016 – Jun. 2018
Uppsala, Sweden

- Acquired skills in data analysis, usability testing, prototyping, human-centred design, content design, and more.
- Improved the waste sorting rates of a university campus by more than 15%.

Concordia University

B.A. with distinction in Anthropology

Jan. 2013 – Jun. 2016
Montreal, Canada

- Acquired skills in system-thinking, user research, cultural sensitivity, stakeholder management, and more.

SKILLS

Interactive design, visual design, user research, A/B testing, project management, design systems, prototyping, usability testing, responsive design, information architecture, accessibility, wireframing, journey mapping, HTML / CSS, Javascript

TOOLS

Figma, Adobe XD, Sketch, Webflow, Hotjar, Miro, Useberry, Google Analytics, Clarity, Typeform, Webpack, Git, Github