



# Thierry Croix

UX Designer - Simplifyer since 2010



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## Design Skills

Sketch  
Photoshop  
Illustrator  
Adobe XD

## Cool Skills

Coaching  
Public Speaking  
Lego  
Improve Comedy  
Digital Strategy  
Cooking

## Languages

French  
Dutch  
English  
Developer

I'm not saying I'm Batman ! I just say you never saw us both together in the same room...

But what I am is a UX Designer. I could tell you about the User Experience and all the technical things linked to it. But in most case, people don't really get my job.

So, let's simplify! My job is to make things easy to use, and a kind of sexy. Might be a web site, a mobile app, an internal digital tool, or even packaging.

Easy you say? Well it's a bit more complicated than you think. Part of my job is also to analyse the needs, to understand the flows in order to be able to optimize it. But also to understand the Client values and philosophy.



## UX & Design

Since 2010

-  OPnGO  
Lead UX Web Designer
-  Belfius  
re-Design Banking app
-  Coolbird  
UX Web and mobile app
-  Lampiris  
UX advisor
-  Zenito  
UX lead on new digital platform
-  Maltem  
UX advisor
-  UCB  
UX & Digital Communication advisor
-  EPO  
UX advisor
-  BNP Paribas Fortis  
New easy web Banking app

## Coach & Trainer

Since 2013

-  Heineken Group  
Design Thinking coach
-  The Big Stache Room  
Founder & coach
-  BNP Paribas Group  
Intrapreneur Coach @ People4Good Program
-  BNP Paribas Fortis  
Design Thinking coach
-  BNP Paribas Fortis  
UX & Dataviz coach
-  Cefora  
Design Thinking coach  
Digital Marketing  
Content Marketing
-  Orange  
Design Thinking coach
-  Microsoft Innovation Center  
Design Thinking & storytelling coach

## Speaker

Since 2015

-  Web2Day Nantes  
Simple is not Stupid
-  Journée agile 2016  
What the f@&k is Storytelling  
No Pain, no Tartine  
How to fail your presentation
-  UX Meetup Antwerp  
What the f@&k is Storytelling
-  ING Belgium  
What the f@&k is Storytelling
-  Startup BootCamp  
What the f@&k is Storytelling