



Lise Beltzung

User Experience Designer



French born in 1990, expat in NL from 0 to 18 years



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About me

Freelance UX Designer and UX Researcher with a Marcom background. I am driven by user-centric projects in resonance with current societal challenges. My 6 years experience' in international communication agencies allows me to manage complex missions. Fluent in English, I am open to remote positions.

Soft skills

Empathy	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Active listening	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Team spirit	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Openness to feedback	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Communication skills	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Creativity and curiosity	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Project Management	<div style="width: 80%;"><div style="width: 80%;"></div></div>

Hard skills



Languages



Education

- ▶ **UX Design certification - OpenClassrooms** 2020 > 2021
 - Coached by a mentor to validate 10 professional projects.
 - Developed UX strategies and implemented Lean UX approach in varied sectors.
 - Conducted User research studies and created engaging web & mobile prototypes.
- ▶ **Training in digital communication - Cesacom** 2013 > 2014
 - Learned and practiced SEO/SEM, multimedia & web project management.
 - Trained in digital strategy, community management, InDesign, Photoshop.
 - Apprenticeship as Communications Officer, GE Capital France, Paris.
- ▶ **Master in communication management - CELSA** 2010 > 2013
 - Awarded with distinctions. Thesis: Road safety communication for young drivers.
 - Project Manager internship at the Vinci Autoroute Foundation, Paris.
 - Exchange program in Marketing and HR at the Sherbrooke University, Canada.

Experience

- ▶ **UX Designer - Freelance** 2020 > Present
 - Conducted UX Audit, User Research and Data Analytics to redesign ala.com.
 - Provided recommendations on structure, information architecture and User journey.
 - Followed high fidelity prototype and implementation of the new website with MLCOM team (Project manager, webdesigner and developer).
- ▶ **PR and influence Account Manager - AxiCom** 2017 and 2019
 - Account management for international IT, telecom and automotive companies.
 - Project management, established objectives, priorities and deliverables.
 - New business and customer development.
 - References include HERE Technologies and Juniper Networks.
- ▶ **PR Account Executive, Edelman - France** 2018
 - Planned and executed creative Public Relations campaigns.
 - Developed corporate and consumer communications strategies.
 - Contributed to redesign clients websites with a user-centered design approach.
 - References include PayPal, Danone, RATP, Meridiam and OCP.