

# Charles-Henri Lison

Portfolio:  
[www.charleshenrilison.com](http://www.charleshenrilison.com)

I had my first computer at the age of 12, sold my first website at 17 and since then, I decided to design web applications that will make an impact. I have been doing this for more than a decade and I am still learning every day.

I have researched and designed user experience for the web and mobile apps, I worked in both B2C and B2B environments across different industries such as banking, insurance, telecommunication, accounting and retail. I also conducted hundreds of hours worth of user research activities exposing me to different user behaviours, and design patterns.

## Experience

### Senior UX Designer

RACV, Melbourne - Australia (November 2020 - Present)

### Senior UX Designer (1.5 year)

Target, Williams Landing - Australia (September 2018 - January 2020)

I joined Target to help them turnaround the online department, attract new customers, and uplift the UX capability. It was challenging, but the work we did paid off.

- We redesigned the Target mobile app; in 12 months we doubled our revenue, our customer base, and we were nominated as one of the best native retail app in Australia by Power Retail
- Hired, mentored, and coached designers
- Workshopped our team values, and ran activities for the team to live these values
- Socialised new ways of working with multiple delivery streams
- Led cross functional team discovery work (app and web)
- Deployed a framework and template to organise the user research across multiple streams.

### Senior UX Designer (1.5 year)

Thomson Reuters, Melbourne - Australia (March 2017 - September 2018)

I was the first UX designer for Thomson Reuters Australia; I worked on a local product named Cleardocs and an international product for accountants; Onvio. I created the UX design practice for Cleardocs while increasing revenue. At the same time, we moved accountants from a desktop solution to Onvio.

- Created and led the UX practice for Cleardocs and Onvio (design and research)
- Designed and communicated the UX vision
- Collaborated with a local and international development team
- Worked closely with product managers and the local business
- Collaborated with UX designers in 4 different countries.

### **Lead Experience Designer (10 months)**

#### **Senior Experience Designer (1.7 years)**

Symplicit, Melbourne - Australia (2014-2016)

I took pride in working with well known companies to help them conceiving first class design solutions. I loved being surrounded by collaborative and friendly designers on a daily basis, especially in a company that truly honours the design process.

- Collected and analysed user behaviour through lab studies and contextual inquiries
- Advocated research findings to diverse audiences through written reports and oral presentations
- Articulated design intent to the internal team and clients
- Facilitated workshop with clients broader team and executives
- Managed projects and client communication.

### **Interaction Designer (2.5 years)**

Whispir, Melbourne - Australia (2011-2013)

I showed up everyday with a smile to make a significant difference in the way people communicate between government authorities and the community.

- Developed wire-framing and rapid prototyping of users interfaces
- Worked with product architects and designers to solution innovative designs
- Worked alongside business analysts and software engineers to develop software interfaces
- Coded a framework for the front end of the platform
- Learned to push resistance and challenges to reach a goal.

### **Front End Developer (2.5 years)**

LWM, Paris - France (2009-2011)

I choose to work in the city of lights to understand how French people craft digital products for prestigious companies such as Kookai, Louis Vuitton and Societe Generale.

- Helped a French bank creating a better online communication in retail banking
- Initiated passion for front end development within the team
- Gained experience in managing tight deadlines and multiple projects.

## **Community**

Between 2014 and 2016, I did a lot of teaching at General Assembly and Tractor. I taught how to run a design studio, wireframe, prototype and run a usability testing.

## **Education**

Computer Graphic Design (3 years) Belgium (2005-2008).

Scrum Product Owner (Trained by Jeff Patton himself - 2017)

Second Wave Dive Strategic Business Thinking for Designers (Trained by Ryan Rumsey - 2020)

## **Skills**

Translate user insights into a digital solution

Negotiate solutions with stakeholders

Usability Testing, Journey Mapping, User Interview

Figma, Sketch, Axure, HTML/CSS/JS.