Kevin Richard

Senior Designer

UX / Product & Service / Strategic Design Thinking / Systems & Complexity Thinking

About me

Open-minded, empathetic and human-centric, I build innovative and coherent digital products, services, experiences, and ecosystems. Good communicator, technology enthusiast, I love what do and love to share my passion for good, quality work. I value honesty, free speech, open-minded environments, and seek to empower & inspire people around me. Always keen to learn, I do not limit myself.

In the last 6 years, I developed my knowledge and skills in Complexity-based and Futures-thinking practices and subjects like sense-making, complex adaptive systems, networks effects, weak signals & opportunity mapping, adaptive strategy and design fiction, which come at the intersection of disciplines such as *Design, Innovation, Business, Social sciences*, etc.

kevinrichard.ch | designcriticalthinking.com

Contact

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Expertise
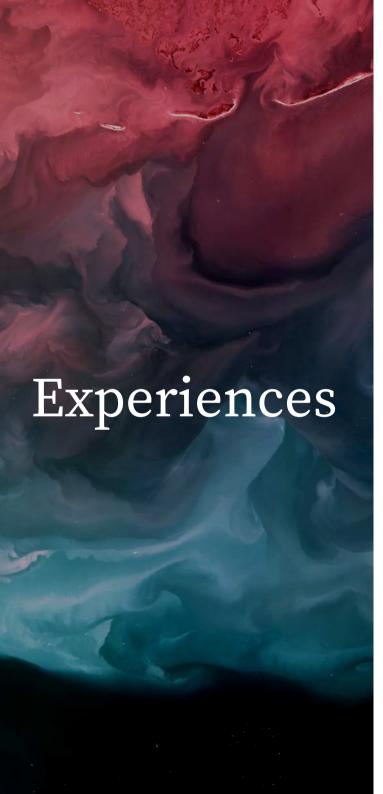
User & Customer Experience (UX/CX)

- Information Architecture, usability, and heuristics;
- UX/CX Mapping tools (e.g. User/customer journey map);
- User research, user testing, user flows, wireframes, etc.;
- Personas, behavioral archetypes, and user needs & desired outcomes definition;
- UX/CX metrics savvy, and KPIs definition in UX project management;
- Human-centered thinking, user & customer advocate;
- Atomic design philosophy.

Business & Innovation

- Design Thinking approach and methodologies, both design and business-oriented;
- Design sprint, storytelling, prototyping, modular, and iterative approach;
- Creating Design systems for cost-effective, scalable and rapid production;
- Business Model and Value Proposition Canvas, Jobs To Be Done Theory, and Strategy Definition;
- (Eco)systems thinking, network effects - innovation is patterns of change over time in a context.

People & Collaboration

- People empowerment and mentorship, team spirit & leadership;
- Value honesty, quality work, and good communication in collaborative & human environments;
- Workshop facilitator and creativity enabler;
- Lean approach, Agile methodologies;
- Deep understanding of digital technologies & business models.

Experiences

CX Manager, Service Design & UX Lead

March 2022 to Present | Groupe Mutuel (Health inssurance) - Lausanne, Switzerland

I'm working in the CX team in the Client Relations department, managing projects & initiatives, helping the organisation to craft delightful experiences and grow a CX culture across the organisation.

- Responsible for the CX culture growth and development through systems & network effects, a community of champions, and human-centred design capabilities.
- Leading key strategic initiatives to improve the customer experience
- Co-Designing innovative life-health product portfolio through futures-oriented practices
- Developing and managing the UX strategy for the digital services
- Redesigning digital services, digital acquisition and digital support, with an increase of 30% of digital sales and service satisfaction.
- Building reliable UX, research and design capabilities in partnership with key stakeholders

Senior Designer, UX Lead & Strategist

January 2019 to February 2022 | Pictet Group - Geneva, Switzerland

I'm working in the Pictet Experience Design (PXD) in the Tech&Ops department, managing projects/ products, helping the team to grow and human-centered thinking to spread.

- Leading & managing UX, research, and design for Group Compliance, Pictet Alternative Advisors, and their portfolio of products.
- Accompanying business in product, innovation, strategy, and vision definition & implementation.
- Developing business Digital Transformation (and 360° vision) & Future of work strategies & implementation.
- Leading PXD team's process, methods, and metrics initiatives. Stewarding Design System and UX training initiatives.
- Supporting the PXD Domain Manager in developing a portfolio of strategies to raise awareness, spread design practices, and increase department services investments in design.

Senior UX Designer, Strategist & Evangelist

February 2018 to December 2018 | EFG Bank SA - Geneva, Switzerland

I am working in the IT department, helping the company to put in place UX and DT practices.

- Managing and leading UX projects, working with multi-disciplinary teams.
- Evolving the design team from execution only to a strategic role.
- Building expertise within the bank through workshops, presentations, and training. • Democratizing HTML prototypes,
- user research, and user testing.
- Partnering Product people during their analysis phase.
- Bringing closer Business and Design using frameworks such as the Business Model Canvas, Value Proposition Canvas
- and Jobs To Be Done.
- Building a Design System for the Bank.
- Changing mindset with Design Thinking and Atomic Design approaches.

Experiences

Product Designer, UX Evangelist

May 2016 to January 2018 | Swissquote Bank - Gland, Switzerland

I am working on several products in the Product Design Team, from Mobile to Web applications. I am responsible for User Experience and UI consistency throughout multiple Trading and asset management applications.

- Building a Design System for the Bank
- Democratizing HTML prototypes, user research and user testing
- Building & improving White Label products such as Trading, Robot-advisor and Asset Manager platforms
- UX evangelist, building expertise within the bank through workshops and presentations
- Shaping the future of the bank by working on Virtual Reality & simplified Trading and Wealth solutions
- Changing mindset with Mobile first, Atomic and product vision: Thinking in terms of products and not projects helps building an ecosystem. An ecosystem ensure a great experience all along the products.

Webmaster & Developper, Lead Product Designer UX/UI

September 2012 to April 2016 | WindSolutions SA - Lutry, Switzerland

Founder, Digital Project Manager

2009 to 2012 | Communication & Web Agency - Lausanne, Switzerland

Other relevant experiences

Community Founder & Stewardship

August 2020 to Present | Design & Critical Thinking community

Design & Critical Thinking (D&CT) is an international community at the intersection of Design, Business, Innovation, Technology, Ethics, Change, Management, etc.

The community aims to build shared understanding, collective knowledge & sensemaking through a community of professionals from different backgrounds and horizons, and to spread multi-layered approaches that serve people, organisations, and communities to foster positive change & impacts.

Co-Founder & Board member

January 2021 to Present | Systems Innovation Network – Community Hubs

Member, Regenerative Design practices

June 2022 to Present | Global Regeneration CoLab

Education

Bachelor's Degree in Interior design and architecture

September 2006 to June 2008 | École Dubois Lausanne - Lausanne, VD

Bachelor, orientation cycle in Decorative arts, Graphic Design & Interior Design

September 2005 to June 2006 | École Bellecours Geneva (Now IPAC Design) - Geneva, GE

Certifications & others

Anthro-complexity & complexity-based practices

2021 | The Cynefin Co

Specialization in Solving Complex Problems

2020 | Macquarie University

Certification in Systems Thinking

2019 | Johns Hopkins University School of Education

Specialization in Qualitative & Quantitative Research Methods and Statistics in Social Sciences

2017 - 2018 | University of Amsterdam

Certification in Strategic Management and Innovation

2017 | Copenhagen Business School

Certification in Design Thinking for Innovation

2017 | University of Virginia

Certification in Neuroscience, Neuromarketing

2017 | Copenhagen Business School

Specialization in Psychology

2016 - 2017 | University of Toronto

Expert in Non-verbal communication, body language and Human Behavior analysis

2014 - 2016 | The Bodysystemics Institute

Misc

Languages

- French - Native language
- English - Fluent

References

Laetitia MOREAUX

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Thanks for reading!

Kevin Richard

Senior Designer – UX / Design, Systems & Complexity Thinker and practitioner.

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