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 www.granswa.design - coming soon

FR  
 EN  
 (NL)



# Hello.

I am François, aka Granswa, from Belgium,  
 Freelance UX, UI and Brand Designer.

I help companies and startups to create or  
 improve their websites or apps accessibility,  
 usability, experience and design to increase user's  
 satisfaction and business KPIs.

## exp.

since 2020.01

### Freelance UX, UI & Brand Designer at Granswa Design

Role: Accompany clients in their digital transformation (or update) through design  
 Main tools: Design Sprints, paper & pen, XMind, Axure, Sketch, inVision/Marvel, Adobe CS

2018.10 - 2019.07

### UX Design Consultant at Luxair Group, Luxembourg

Role: Suggestion of improvements and prototyping based on data and user research  
 Main tools: Scrum processes, Xmind, Sketch, inVision, Adobe CS, Usertesting.com

2016.11 - 2019.07

### Web Designer at Nvision S.A., Luxembourg

Role: Lead UI Design, UX Design for digital projects in finance, tech, transport industries  
 Main tools: Design thinking workshops, Sketch, Figma, Zeplin, Adobe CS, inVision

2015.10 - 2016.10

### UX & UI Designer at ReachTheFirst, Luxembourg

Role: UI, UX Design and Branding for digital projects in many industries  
 Main tools: Xmind, Adobe Creative Suite, inVision

2013.04 - 2015.10

### UX & UI Platform Designer at Gaming1, Liège, Belgium

Role: Defining UX and UI for a Casino and Sports Betting worldwide digital platform  
 Main tools: Xmind, Axure, Adobe CS, inVision, workshops with prospects

2013.02 - 2013.04

### Freelance Web Designer at Produweb, Liège, Belgium

Role: Conception of Wordpress websites  
 Main tools: Adobe CS, Wordpress, HTML/CSS, PHP

## skills.

### UX Design.

I run user interviews, surveys and focus groups, I deliver empathy maps, heuristic analysis, user stories, user journey, wireframing, prototypes...

### UI Design.

Beautiful and useful. I design websites and apps focusing on accessibility and usability. In love with icon design and photography.

### Branding.

I help freelancers, startups and companies enhancing their brand. I think of a concept, logo, brand identity, business cards, brochures...

## edu.

2019.09 - 2019.12

### Self & Business development

Nomad Academy, across South America

2019.09 - 2019.12

### UX Design

Springboard, across South America

2018.12

### UX-PM level 1

Axance Academy, Paris

2012.09 - 2013.03

### Webdesigner

Cepegra Formations, Liège, Belgium

2009.09 - 2012.06

### Bachelor's degree in Fine Arts, Graphic Design Major

ESA Saint-Luc, Liège, Belgium

1998 - 2006

### Art Education Classes

Beaux-Arts, Namur, Belgium

