



Nad Chanan

UX/UI Designer

Art Director

“ UI without UX is like
beauty without brains. ”



Email
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Linkedin
nadchanan

Languages



French
Native



English
Fluent



Italian
Conversational



Spanish
Elementary



German
Basic

Experience

- Apr 2024 – Sep 2026 Geneva, Switzerland
 UX/UI Designer
TRIVAL Services SA
- Apr 2024 – Apr 2026 Geneva, Switzerland
 UX/UI Designer
Groupe Pictet
for TRIVAL Services SA
Notable projects and roles
 - Designed UX/UI and ran user research for internal banking apps, delivering user-centered solutions for Pictet bankers.
 - Architected transformation of data aggregator dashboard into one-stop shop, streamlining banker workflows and boosting daily usability.
 - Built fully-featured CRM tool tailored to Pictet needs, integrating portfolio, prospects, and clients for unified access.
 - Designed intuitive prospecting tool, evolving it into comprehensive commercial opportunity tracker with visual distinctions for risks and pipelines.
 - Contributed to Pictet's inaugural bank-wide Design System, designing first integrated products to ensure consistent UX scaling.
 - Collaborated with dev teams in Luxembourg and Geneva to develop AI-enhanced productivity workflows, integrating purpose-built AI apps and features.
 - Produced and edited video content (launch trailers, tutorials, training, announcements, interviews), enhancing product adoption and team training.
- Jan 2019 – Sep 2023 Geneva, Switzerland
 Art Director, UX/UI Designer
WIDE Agency
Notable projects and roles
 - Revamped websites and apps for Nestlé Nespresso and Firmenich, enhancing UX/UI and client platforms for enterprise scalability.
 - Art-directed and designed Fondation des Parkings de Genève's website redesign; created UI and design system components for two Pierre Fabre brands.
 - Delivered UX/graphic design for ICRC app mandate, supporting mission-critical digital transformations.
- Sep 2016 – Dec 2018 Morges, Switzerland
 Designer, Content Producer & Social Media Consultant
Virtua SA
Notable projects and roles
 - Orchestrated social media, content, and community management for Manor Genève; created guidebooks and trained teams across Swiss stores.
 - Directed 360° campaigns as Art Director/Marketing Strategist for Maurice Lacroix and Lindt pitches, driving brand engagement.
 - Produced social content for Fnac Suisse, Nestlé Nespresso, and Transports Lausannois, amplifying reach and audience interaction.
- Apr 2016 – Jun 2016 Geneva, CH
 Digital Designer (Internship)
DETAILS.ch
Audemars Piguet, L'Oréal, ...
- Feb 2015 – Jul 2015 Paris, FR
 Assistant Art Director (Internship)
Rosapark
Monoprix, Marionnaud, Thalys, Décathlon, ...
- Oct 2013 – Jan 2014 Brussels, BE
 Junior Art Director (Internship)
20Something
Brussels Airlines, Desperados Belgium, Ex æquo

Education

- Nomades
Geneva, Switzerland
Front End Developer Certification
Jan 2024 – Apr 2024
- Akendi
London, UK
User Experience Designer (CXD) Certification
Jun 2016
- CREA Genève
Geneva, Switzerland
Bachelor in Art Direction in Communications
Sep 2012 – Sep 2015

Skills

Design & Art Direction

- User Experience Design & Research
- User Interface Design
- Design Systems
- Native App Design (HiG/Material/etc.)
- Web Design (Responsive/Mobile/Desktop/Tablet)
- Print Advertising
- Video Production
- Graphic Design
- Photography

Other Basic/General Knowledge

- SMO/SMA
- SEO/SEA
- HTML/CSS JS
- Firebase
- React
- Angular
- Audio Production

Tools

- Figma
UX/UI Design, prototypes
- Sketch
UX/UI Design
- Adobe Photoshop
Art Direction, Editing
- Adobe Illustrator
Graphic Design
- Zeplin
Design workspace
- Final Cut Pro X
Video Editing
- After Effects
Video Effects
- Adobe CC
Other Design Needs