

THIERRY CROIX

UX DESIGNER & STRATEGIST



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Senior Business and Service Designer with 15+ years of experience designing and improving complex digital products, services and customer experiences for major public-sector, financial, telecom and international organisations.

Experienced in leading human-centred design activities from initial exploration and problem framing through user research, journey mapping, service design, concept development, prototyping and validation. Skilled at translating customer insights, business priorities and technical constraints into actionable service improvements and feasible digital solutions.

Comfortable working in ambiguous and highly regulated environments, facilitating multidisciplinary workshops and aligning business, product, design and technology stakeholders. Combines strategic thinking with a pragmatic, hands-on approach and the ability to move seamlessly between complex systemic challenges and concrete deliverables.

JOB & EXPERIENCE

FEDERAL POLICE - 2026

Senior UX Designer & UX Strategist

- Designed and improved complex digital services within a highly regulated public-sector environment.
- Used Conceptboard as a core part of the UX process, from initial exploration and problem framing to collaborative workshops, ideation and solution definition.
- Planned and conducted user research, stakeholder interviews and usability testing to identify user needs and validate design decisions.
- Created user journeys, information architecture, interaction flows, wireframes and low- and high-fidelity prototypes in Figma.
- Collaborated closely with business analysts, developers and stakeholders to translate complex business and user requirements into intuitive digital experiences.
- Supported development teams throughout implementation and UX validation to ensure delivered solutions remained aligned with user requirements and intended designs.
- Applied accessibility principles and WCAG guidelines throughout the design process. Worked within multidisciplinary Agile teams and facilitated collaborative workshops with business and technical stakeholders.

NTT Data - 2020 - 2023

Senior UX Strategist & Service Designer

- Delivered UX Strategy, Service Design and digital transformation initiatives for international organisations including Airbus, Veolia, Nestlé, Zurich, United Nations and the European Patent Office.
- Planned and conducted user research, interviews, workshops and usability testing across complex international projects.
- Facilitated co-creation and Design Thinking workshops using collaborative and interactive tools including Conceptboard, Miro and Mentiimeter.
- Created customer journeys, service blueprints, information architectures, prototypes and digital experience concepts.
- Collaborated with multidisciplinary and international Agile teams, bridging business requirements, user needs and technical constraints.

European Patent Office (Via Everis) - 2017 - 2018

Senior UX Strategist & Design System

- Contributed to the development and evolution of the European Patent Office Design System.
- Worked on reusable design patterns and components to improve consistency and scalability across digital products.
- Collaborated with designers and technical stakeholders to help establish common UX/UI principles and ensure consistent implementation across services.
- Contributed to the ongoing evolution of the Design System based on product and user needs.

United Nations (via NTT Data) - 2020 - 2023

Senior UX Strategist & Accessibility & WCAG

- Worked with the team responsible for the redesign of the United Nations website, where digital accessibility was a fundamental design requirement.
- Applied WCAG accessibility principles throughout the UX and design process, with a strong focus on achieving a high level of accessibility across the digital experience.
- Integrated accessibility considerations into interface design, content structure, navigation and interaction decisions.
- Used this experience to reinforce accessibility as a recurring consideration throughout subsequent UX projects.

BELFIUS - 2016 - 2017

Senior UX Strategist

- Designed digital banking experiences with mobile-first design as a central principle.
- Created user flows, information architectures, wireframes and low- and high-fidelity interactive prototypes using Axure.
- Worked extensively with the Belfius Design System and its existing components and patterns to ensure consistency across digital banking experiences.
- Designed responsive interfaces beginning with mobile constraints and interactions before adapting solutions to larger screens.
- Worked closely with business analysts, developers and stakeholders to translate requirements into intuitive and technically feasible user experiences.
- Supported implementation and UX validation to ensure developed solutions met user needs and design requirements.
- Applied accessibility principles and WCAG considerations throughout the design process.

BNP PARIBAS FORTIS & HELLO BANK - 2014 - 2016

UX Designer

- Designed digital banking experiences with a strong mobile-first approach.
- Created user journeys, interaction flows, wireframes and low- and high-fidelity interactive prototypes using Axure.
- Worked extensively with the BNP Paribas Fortis Design System to ensure consistency, scalability and alignment with established interface standards.
- Designed responsive experiences by prioritising mobile interactions before extending solutions to larger screen formats.
- Translated complex business requirements and user needs into clear and usable digital interfaces.
- Collaborated closely with business analysts, developers, Product Owners and stakeholders throughout design and implementation.
- Supported development teams during implementation and UX validation to ensure the delivered application remained aligned with user requirements and intended designs.
- Applied accessibility principles and WCAG considerations throughout interface and interaction design.

GREY WOLF - 2013 - Present

UX Strategy, Design & Service Design Consultant

- Supporting organisations in the design and improvement of digital products, services and customer experiences across public-sector, financial, pharmaceutical, telecom and enterprise environments.
- Clients include BNP Paribas Fortis, BNP Paribas France, Belfius, AG, Lampiris, Zenito, UCB Pharma, Orange and other large organisations.
- Expertise includes UX Strategy, User Research, Usability Testing, Information Architecture, Customer Journey Mapping, Service Design, Design Thinking, Workshop Facilitation, Prototyping, Accessibility, Design Systems and stakeholder collaboration.
- More recently, extended UX expertise into Conversation Design, Human-AI Interaction and AI-assisted digital experiences.

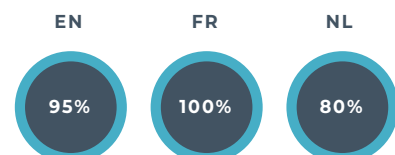
CORE EXPERTISE

Senior UX Design
Concept Boards
UX Strategy
User Research
Usability Testing
Mobile-First Design
Low & High-Fidelity Prototyping
Design Systems & Governance
Accessibility / WCAG 2.1
Information Architecture
Interaction Design
Customer Journey Mapping
Agile UX
Stakeholder Management
Workshop Facilitation
Service Design
Design Thinking
Conversation Design
Human-AI Interaction
Storytelling

TOOLS

Figma
Adobe Creative Suite
Sketch
Axure
Miro
ChatGPT
Claude
Mentimeter
Microsoft Copilot
AI-assisted Design Tools

LANGUAGES



RELEVANT EXPERIENCE FOR CONVERSATION DESIGN

END-TO-END DESIGN PROCESS

Experienced in guiding teams through the complete design process, from exploration and problem definition to research, concept development, prototyping, testing and implementation support.

Uses Double Diamond and Design Thinking principles pragmatically, adapting the process and deliverables to the organisation, project maturity, available evidence and decisions that need to be made.

CUSTOMER AND MARKET UNDERSTANDING

Plans and conducts qualitative user research, stakeholder interviews, usability testing and collaborative discovery activities.

Analyses customer information and available data to identify behavioural patterns, unmet needs, service pain points and critical assumptions. Converts findings into focused recommendations and visual deliverables that teams can act upon.

SERVICE MODELLING AND EXPERIENCE DESIGN

Creates customer archetypes, end-to-end journeys, service blueprints, information architectures, interaction flows and service concepts.

Uses these deliverables to make complex ecosystems understandable, reveal gaps between customer experience and operational delivery, and align stakeholders on opportunities for improvement.

VALUE PROPOSITION AND CONCEPT DEVELOPMENT

Translates customer insights and strategic objectives into value propositions, service concepts and testable hypotheses.

Develops prototypes at the appropriate level of fidelity and progressively refines solutions through customer and stakeholder feedback.

BUSINESS AND TECHNICAL ALIGNMENT

Works closely with business analysts, Product Owners, developers and organisational stakeholders to balance customer desirability, strategic relevance and technical feasibility.

Supports teams in clarifying requirements, identifying priorities and defining realistic solutions for implementation. Comfortable engaging with quantitative information and using evidence to support design decisions.

FACILITATION AND STAKEHOLDER MANAGEMENT

Designs and facilitates co-creation, alignment and decision-making workshops with multidisciplinary stakeholders.

Combines empathic listening, visual thinking and structured facilitation to create shared understanding, manage conflicting priorities and move groups towards concrete outcomes.

COACHING AND DESIGN ADVOCACY

More than 15 years of experience delivering professional training, workshops and keynote sessions.

Helps organisations strengthen their UX maturity, adopt human-centred methods and turn complex concepts into practical knowledge.

Comfortable coaching individuals and teams and adapting communication to different audiences.

Areas of expertise

- UX Strategy
- Conversation Design fundamentals
- Design Thinking
- Service Design
- Human-Centered Design
- AI & Human-AI Interaction
- Storytelling for Business
- Innovation & Creativity
- Leadership & Change Management
- Workshop Facilitation
- Public Speaking

Training & Coaching Experience

IHECS (Belgium)

IFAPME

The Bigstache Room

Keynote Topics

- AI & Ethics
- Human-AI Collaboration
- Design Thinking
- UX Strategy
- Storytelling
- Leadership
- Innovation
- The Future of Work