

## GOALS

www.svenjick.com  
info@svenjick.com

Looking to contribute to an innovative, high-impact challenge, drawing on my passion for product, my experience as a leader, and my curiosity as a designer and researcher.

Av. Davel 3  
CH-1004 Lausanne

## LANGUAGES

FR + EN Bilingual

DE fluent

ES intermediate

+41 76 397 0950

Swiss / British  
45 years old  
Married

## PROFESSIONAL EXPERIENCE

### Deeplink SA (CH) — 2022 to 2026

Chief Product Officer. Member of the executive team, playing a central role in the development of the Deeplink product. Defined and maintained the 12-month product roadmap, prioritized feature development based on business needs and technical constraints, gathered and analyzed user feedback, and monitored the competitive landscape. Led UX design of the platform from the ground up: functional specifications, sketching and prototyping, acceptance criteria and validation of deliverables, and implementation of the Ant Design system. Managed around six strategic client projects per year end-to-end showcasing Deeplink's AI, contributed to tenders, grew the client portfolio, delivered product presentations, and provided first-level client support.

### Deeplink SA (CH) — 2020 to 2022

Expert UX/UI. Played a central role in designing the interface of Deeplink's first chatbot: writing functional specifications, prototyping screens and features (wireframes, Figma mockups), functional testing and validation, writing release notes, auditing and ensuring compliance with WCAG 2.1 accessibility standards, and coordinating outsourced development teams in Vietnam. Communications lead: social media strategy, content writing (articles, newsletters), graphic design, and development of the visual identity. Design, development, and maintenance of the corporate website (WordPress, CSS), including landing pages and promotional microsites, with performance tracking.

### ELCA Informatique (CH) — 2017 to 2019

Senior UX Designer. Led UX for the iPension software (social insurance). Designed PowerBI reports for UNHCR (financial resource management).

### SecuTix SA (CH) — 2011 to 2017

Product Manager and UX lead for the online ticketing solution (B2C, B2B, C2C). White-label design. Design of **innovative** elements, such as a dynamic subscription-plan composer, conditional cross-selling, and 3D seating-chart selection. Managed the product roadmap and specifications. **Client support:** graphic theming, UEFA sponsor portal, user interviews (design thinking).

### LORIA, University of Nancy (FR) — 2010

Postdoctoral research in Prof. A. Boyer's team at LORIA (INRIA/CNRS). Designed evaluation frameworks to measure the stability and robustness of user preference-elicitation mechanisms. Supervised two interns.

### EPFL (CH) — 2006 to 2010

PhD in Human-Computer Interaction (HCI). Research on **recommender systems**. Specialized in **user-centered design issues**. Studied and interviewed 300+ users on the acceptance and adoption of suggestions. Researched explicit and implicit preference indicators. Conducted in-depth eye-tracking analysis of purchase-decision stages and the influence of diversity in recommendations.

Created a music recommendation and visualization framework integrated with Last.fm. Teaching and teaching-assistant experience. Three publications at major conferences.

### Net Oxygen Sàrl (CH) — 2000 to 2007

**Co-founder**, project manager, developer, and head of marketing and public relations. Field: Internet services (hosting, website creation, custom solutions). 300+ clients. Mastery of web technologies. Learned project coordination, budgeting, forecasting, and deadlines. Built strong client relationships.

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### **IBM Research, Zürich (CH) — September 2004 (six months)**

Diploma project on load balancing in RFID signal detection and pre-processing.

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## **EDUCATION**

|           |                                                                                |
|-----------|--------------------------------------------------------------------------------|
| 2006-2010 | PhD in Computer Science, EPFL, Lausanne                                        |
| 2000-2005 | Engineering Degree in Computer Science (Dipl. Ing.), EPFL, Lausanne            |
| 1998-2000 | Federal Matura, Type C — Mathematics and Sciences,<br>Gymnase Cantonal de Nyon |

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## **INTERESTS**

Music: President and Communications Lead for JVAL Openair (15th edition in 2019).

Ecology: cooperative member at La Brouette, a bulk/local/organic grocery store (website and communications).

Sports: co-founder of CoursesVirtuelles.ch; passionate about trail running and cross-country skiing.