



VINCENT HEIMANN

PRODUCT MANAGEMENT, UX & DIGITAL STRATEGY

PROFIL

- 36 years old, married, 1 child
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- <https://heimvin.me> | <https://thebrainmarketeer.com>
- The quality of a product lies in its ability to meet a real need, simply and effectively, within a coherent technical, human and strategic ecosystem.*

SKILLS



Methodologies

Data-driven strategy, Design Thinking, UX Research, A/B Testing, Agile (Kanban, Scrum), Product Ownership, Prototyping, Responsive Design, Content Strategy, KPI Monitoring, Heatmaps, User Flows.

LANGUAGES



HOBBIES



Fishing, hiking, photography, gastronomy, motorcycling, badminton and active Google Local Guide (level 8)



EXPERIENCES

- Marketing & Communication Project Manager**
Contributes to the Marketing & Communication plan and digital strategy. Manages projects, produces print & digital content and coordinates channels. Improves UX/UI, designs B2B interfaces and analyzes performance.
dbi services, Delémont, 2022 – aujourd’hui
- Web & UX/UI Specialist, Project Leader**
Contributed to digital strategy, improved navigation and defined graphic guidelines and UX principles. Designed and maintained retail and B2B interfaces (Web, Mobile, Multimedia). Enhanced user experience through UX analysis (Heatmaps, A/B Testing). Created mock-ups, animations and user flows and suggested improvements.
Additional responsibilities:
 - Agile Ambassador (Kanban)
 - Front-end developer
 - Super User Agile@SwissCaution (Marketing & Communication)*SwissCaution, Nyon, 2021 – 2022*
- Web Designer, Project Leader**
Developed and maintained websites according to UX best practices. Created visuals, videos, banners and content for screens (branches, trade shows). Produced 360° photographs and professional portraits. Served as liaison between IT and Marketing. Acted as Product Owner and Super-User for Marketing & Communication projects.
SwissCaution, Bussigny, 2016 – 2021
- Google Certified Photographer | Real estate photographer**
Created 360° virtual tours and commercial photos for businesses and real estate (HDR, UGA), distributed online and in print.
Sphère Média (founder), Switzerland, 2014 – 2016
- Web Designer | Graphic Designer**
Designed websites and web content.
e-novinfo, Marin-Epagnier, 2012 – 2015

TRAINING AND QUALIFICATIONS

- Google Project Management**
Launch, plan and manage traditional and agile projects using practical tools acquired through six courses developed by Google.
Coursera, April 2024 – February 2025
- PRINCE2 Foundation**
Product prioritization, interdisciplinary coordination, strategic alignment and resource optimization to maximize user and business value.
AXELOS Global Best Practice, April 2023
- Google UX Design**
Seven courses developed by Google with practical assessments and designed to prepare learners for UX design.
Coursera, May 2021 – January 2022
- Coorpacademy**
Obtained certifications in Leadership, Artificial Intelligence, Agility, Marketing and User Experience.
Coorpacademy, 2019 – 2020
- Neuromarketing Certificate**
Studied neuromarketing applied to sales and advertising.
Haute école de gestion Arc, 2016 – 2017
- Google Street View Trusted (Business View)**
Google Certified Photographer
2015
- Federal VET Diploma in Mediomatics**
Grade: Good, commercial focus
CPLN, Neuchâtel, 2008 – 2011
- Google Trailblazer**
Member of a winning Junior Web Award team
Google, Zürich, 2010



TRUSTED
Photographer

