



# VINCENT HEIMANN

PRODUCT MANAGEMENT, UX & DIGITAL STRATEGY



## PROFIL

- 36 years old, married, 1 child
- Rière Vasou 40, 2882 St-Ursanne
- +41 78 814 72 35
- heimvin@gmail.com
- <https://ch.linkedin.com/in/vincentheimann>
- <https://heimvin.me> | <https://thebrainmarketer.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



Illustrator



Lightroom Classic



Figma



Xd



Photoshop



InDesign

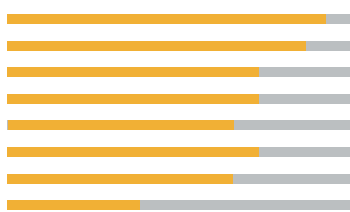


Premiere Pro



After Effects

Microsoft 365  
WordPress  
Google Tools  
MS Clarity  
React  
Material UI  
Jira/Confluence  
Git



### 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

French

English, C1 (w/...)

German, B1/B2



## 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 Mediamatics

Grade: Good, commercial focus

*CPLN, Neuchâtel, 2008 – 2011*

### Google Trailblazer

Member of a winning Junior Web Award team

*Google, Zürich, 2010*

