



Nicola Plaisant
Founder & Design Leader

www.nicolaplaisant.com | nicola.plaisant@gmail.com | +49 1520 1834 307

I'm passionate about product design and strategy, building products and teams from the ground up. With design and research tools, I help teams make decisions and progress toward a goal, and I love branding and how the product speaks to the customer.



Founder & Designer, Feebee

July 2022 - Present

I am the co-founder of Feebee, an HR tech startup. In the summer of 2022, we secured angel investment and are now dedicated to refining our market fit and expanding our client base. My role encompasses leading Feebee's product design and strategy, while also overseeing branding, communication, and growth marketing.



Principal Product Designer, SumUp

February 2020 - June 2022  1 direct report

As a Principal Designer in SumUp's platform team, I played a crucial role in cross-organizational initiatives aimed at improving the overall user experience for SumUp's 4 million merchants. My responsibilities included full-stack design and facilitation, which involved conducting complex flow and use case analysis, user research, and finalising designs. Additionally, I conducted workshops with over 30 stakeholders to align on experience quality, customer satisfaction, and business goals.



Staff Strategic Designer, Mercedes-Benz

April 2018 - December 2019  1 direct report

I introduced agile, customer-centric practices, developed new products, and secured funding for digital projects. My main focus was on collaborating with internal clients to create impactful solutions, fostering a user-centered culture within the organisation. My responsibilities included guiding project exploration, building minimum viable products, and conducting user research for mobility projects.



Sr and Principal UX Designer, HERE Technologies

November 2012 - March 2018

As HERE's Principal Product Designer in the Consumer team, I led consumer offering and new product design. I collaborated with cross-functional teams, fostering inclusivity and co-ownership of goals through regular conversations, workshops, and design sprints. I conducted ethnographic research to inform job stories, personas, and product evaluation. Additionally, I created design team metrics dashboards and coached the team on improving experimentation skills, reducing reliance on analysts. The apps we built from scratch served millions of active users across mobile apps and web.



Senior UX Designer, Nokia

March 2011 - October 2012

I was responsible for designing applications that emphasized content, search, and rich-media experiences. My design process involved conducting both ethnographic research in emerging markets and user tests to gather insights and inform my design decisions. My contributions to this project resulted in the filing of three patents.



Freelance PM and UX Designer, H-Farm Ventures, SHADO

April 2009 - February 2011

IDEO

Interaction Design Intern, IDEO

March 2008 - October 2008

Master Degree, Visual and Multimedia

Iuav University, Venice, Italy

September 2007 - March 2009

BA Degree, Industrial Design

Iuav University, Venice, Italy

September 2003 - February 2007