

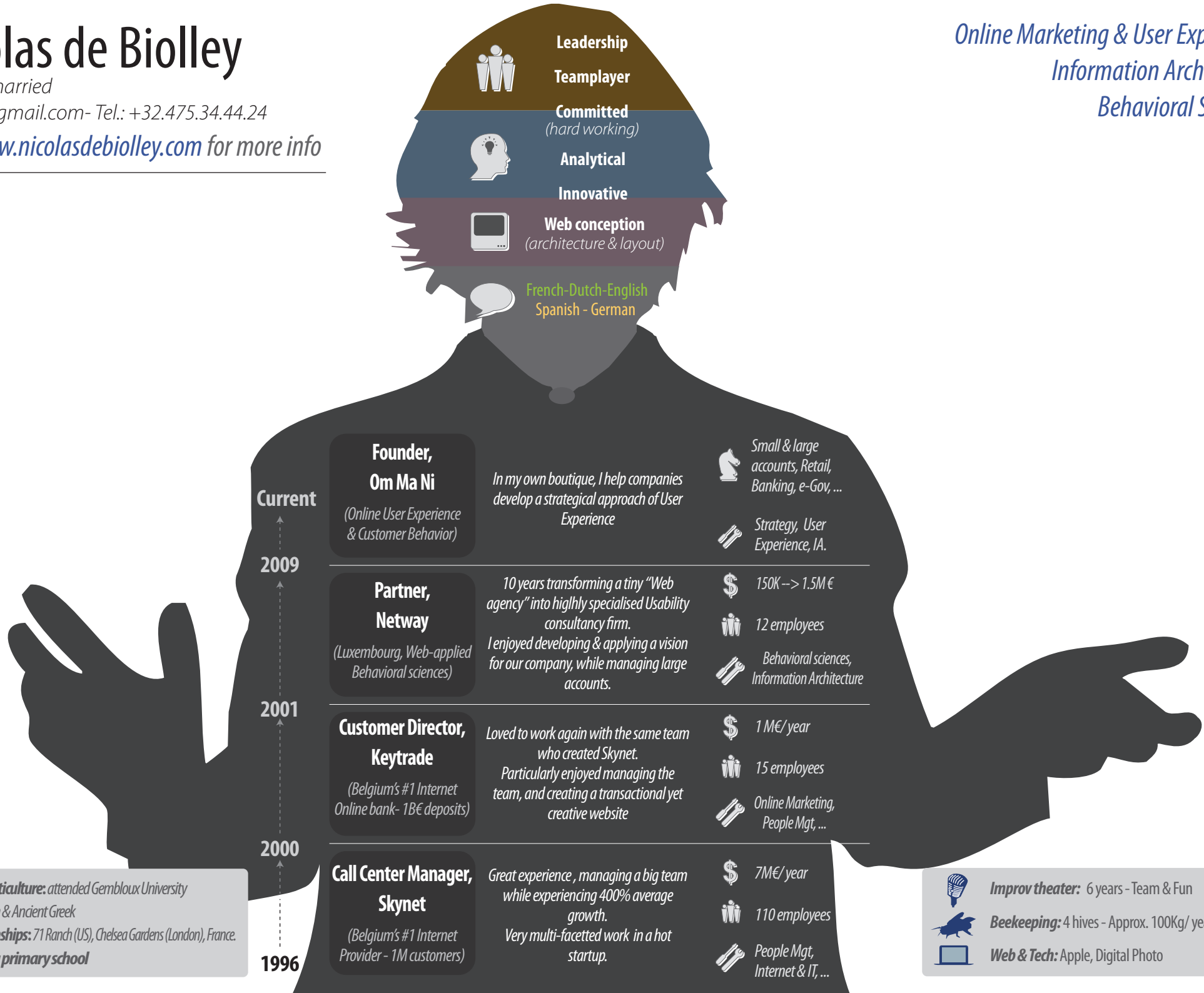
Nicolas de Biolley

38 y.o. - married

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visit www.nicolasdebiolley.com for more info

Online Marketing & User Experience
Information Architecture
Behavioral Sciences



Agronomy & Horticulture: attended Gembloux University

High School: Latin & Ancient Greek

Numerous Internships: 71 Ranch (US), Chelsea Gardens (London), France.

Dutch speaking primary school

Improv theater: 6 years - Team & Fun

Beekeeping: 4 hives - Approx. 100Kg/ year

Web & Tech: Apple, Digital Photo

Nicolas de Biolley

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Online Marketing, User experience,
Behavioral sciences, Information Architecture

EXPERIENCE

Founder, Om Ma Ni sprl, "experience matters"

2010 → ongoing

Om Ma Ni is currently doing User Experience work for several customers. It is also developing an applied research project in collaboration with 2 other companies. Contact us for more information.

Managing Partner & COO, Netway S.A., "Simplifying interfaces"

2001-2009

Netway is a leader in applied behavioral sciences. By integrating human behavior at all stages of application developments, Netway help companies achieve their business objectives with staggering end-user satisfaction.

- Participated in a revenue growth from 200K to 1.5M€, with all implied organisational aspects.
- In charge of large account missions (typical missions ranging from 30 to 100 mandays). Particular expertise in Information Architecture, Information Layout, user testing & interface improvement.
- At various points, in charge of HR, R&D, Finance.
- Contributed in developing a scientific methodology encompassing several scientific laws, as well as the core characteristics of the users brain & eyes.

Customer Care Director, Keytrade Bank S.A., Belgium #1 online Bank

2000

Keytrade Bank was the pioneering Online Bank in Belgium, enabling customers to invest in the various European exchanges.

- Reorganising a 20 persons crew to handle efficiently the pre-sales & after sales efforts.
- Participate in several Marketing & IT projects
- Member of the Direction team defining orientation, Strategy,...

Call Center Manager, Belgacom-Skynet S.A., the # 1 ISP in Belgium 1996 – 2000

Skynet was a pioneering ISP in Belgium, and quickly became the #1 in Belgium, totalling approx. 1M customers at my departure.

- Planned, elaborated and implemented a professional Call Center, covering most aspects (It & HR mainly)
- Annual budget of ± 7M €
- Managed growth from a 10 to a 120 people team, achieving a sharp improvement in service level from 10% to 80% on a rise in calls from 2,000 to over 100,000 calls daily.
- Member of direction team, participating in strategy & operations

Quick Restaurants, Belgium:

1993 – 1995

- Student worker the entire year round, approx. 25h/week to finance my studies.

LANGUAGES

	Spoken	Writing
French	Mother language	Excellent
Dutch	Excellent	Good
English	Excellent	Good
Spanish	Medium	Basic
German	Basic	Basic

COMPUTER RELATED SKILLS

Information Architecture	Excellent
User Centered Layout	Excellent
Eye-Tracking & User tests	Excellent

Mac OS X & Windows	Excellent
Microsoft Office	Excellent
Adobe Illustrator	Excellent

Adobe Photoshop	Medium
Filemaker Pro	Medium
HTML Editors & CSS	Medium

EDUCATION & TRAININGS

Management & Personal Development

(1996-2010)

2010:	Private German Classes (ongoing)
2008:	Mastering Team Dynamics & Values
2007:	Spanish class levels 2-3 at the Instituto Cervantes
2005:	MBTI (Myers Briggs Type Indicator)
2002-2004:	Apprentissage en Psychologie des processus cognitifs
2003:	Non Verbal Communication
2002:	CNV - Non Violent Communication
1999:	"The Monkey Manager" & other Management techniques
1998:	"Situational Leadership 2" -Ken Blanchard (Mailleux training).

Human Behavior, Ergonomy & Usability

(2001-2009)

2004-2009:	Several private Usability workshops with Professor Thierry Baccino – Nice University (Eye-tracking Expert)
2008:	Tobii Conference "User Experience evaluation" (Germany)
2007:	Tobii Conference "Eye-tracking conference" (Germany)
2006:	Jakob Nielsen 's Usability Week 2006 - San Francisco (USA)
2006:	SWAET 2006 - Lund (Sweden): Scandinavian Workshop on Applied Eye-Tracking
2005:	SWAET 2005 - Lund (Sweden): Scandinavian Workshop on Applied Eye-Tracking
2003:	Tobii, at our offices in Luxembourg: Technical courses on eye-tracking.
2002:	Speaker at Brussels IT fair.

IT & Call Center

(1996-2000)

- 1998 - 1999 :** Several Management trainings & seminars (mainly around specific Call Center coaching & Customer service)
- June 1999 :** Speaker at the International Conference "Best Of Call Centers '99", Brussels, Belgium.
- September 1998 :** ISO 9001 Certification Training, Brussels, Belgium. (2 days).
- May - June 1998 :** Lucent, Brussels, Belgium. Technical Lucent courses (Call routing, SQL, Lucent Unix, etc. . .).
- August 1997 :** Internet Explorer Launch Partners LAB, Microsoft, Seattle –WA. (1 week)

Horticulture & Gardening

(1985-1996)

- 1985 - 1996:** Several internships in world famous botanical gardens :
- *Chelsea Physic Garden, London*
 - *Jardins de Varengeville, France*
 - *Other Gardens, Belgium & France*
- 1992 (6 months):** Waterside Stud, Ireland: Internships (9 months in total)
- 1990 (3 months):** 71 Ranch, Nevada – USA: Hay season employee for 3 months (4.000 Acres)

Education

- 1993-1996 :** Horticulture at Institut Supérieur, Gembloux. Graduated the first 2 years.
- 1990, 1992 :** Agronomy at Facultés Agronomiques de Gembloux.
- 1990 :** High School diploma at Collège Abbatial de Maredsous, Denée. (Greek - Latin option).

HOBBIES

- Hobbies:** Improv theater, Beekeeping, Photography, Computers & Tech, Gardening & Flowers.
- Sports:** Tennis, Rollers, Ski..and walking in the montains!