



NATALIE LEHOUX, PHD

LEAD STRATEGIC DESIGNER

Email: natalie.lehoux@gmail.com

Ph +33 (0)6 84 78 67 58 | Website: <http://ne.portfolio.free.fr/>

Franco-Australian

Shaping the future of AI-powered workplaces & lifestyles with human-centred experiences

A keen eye for creative problem-solving and value creation. Crafts compelling points of view and key value propositions. Creates customer visions that bring innovative solutions to life. Experience in design thinking working with technology companies, agencies and start-ups. Leads the strategy for multi-platform digital products and services. Works with C-suite clients across multiple industries.

SKILLS

Project Management | Design Thinking | Service Design | Value Proposition | Storytelling | Strategic Planning | Product Development | Innovation | Customer Experience | Journey Mapping | Data Analysis | User Research | Technology | Cross Industry | B2C | B2B | B2B2C |

EXPERIENCE

LEAD STRATEGIST, GLOBAL DESIGN STUDIO, SALESFORCE; PARIS, FRANCE – 2021-PRESENT

Global team of strategists, designers, and developers behind Salesforce's most utilised demo portfolio.

Lead the strategic vision and roadmap for Industry Demo Orgs.

Identifies key business challenges with internal sales teams. Defines how Salesforce solutions help customers to achieve their goals. Illustrates Salesforce's competitive advantage. Creates compelling visions that deliver real business value. Collaborates with cross-functional teams to deliver tangible results through innovative solutions.

Results:

- Managed 30 accounts across energy, manufacturing, retail, health, banking, insurance, and luxury sectors. Total Annual Contract Value (ACV) of 26 million.
- Achieved a 95% close rate. Well above the 56% company average.
- Created innovative strategic GTM scale assets for the CTM industry, generating 157 million in opportunities tracked.

LEAD CUSTOMER JOURNEY EXPERT, ING; PARIS, FRANCE – 2021

AXA and ING formed a multi-country bancassurance partnership from 2018 to 2021. It leveraged a B2C digital insurance platform to create unique home and auto insurance offers.

Reimagine the bancassurance experience to offer innovative commercial health insurance services.

Reported to the Global Product Director of Digital Insurance. Managed a team of two designers. Led the end-to-end customer journey design of a new Health platform. Devised a customer-centric onboarding strategy. Defined qualitative and quantitative user testing. Reviewed customer feedback strategies. Promoted design and insurance best practices. Collaborated with global leadership and experts in Challengers & Growth. Respected IT technical, compliance and legal constraints.

Results:

- Designed a new customer-focused Health platform for ING customers in Italy & Germany.
- Established a competitive advantage in the bancassurance market.
- Provided customers with an exceptional user experience. Drove growth and revenue for ING & AXA.

HEAD OF PRODUCT DESIGN, SHIFT TECHNOLOGY; PARIS, FRANCE – 2020

Artificial Intelligence (AI) insuretech French start-up founded in 2013. Shift Technology provides insurance companies with an SaaS solution to improve and scale fraud detection.

Lead the user experience, product design and research of all B2B and B2B2C products.

Reported to the VP of Product. Managed one direct report. Influenced the product vision and future of insurance. Translated research insights into designs. Transformed designs into concrete solutions.

Collaborated with Product, Development, Branding and global teams. Operationalised design in product development processes. Streamlined evolving design systems. Advocated for the value of good design practices.

Results:

- Led the home insurance (P&C) claims journey product design for La Banque Postale.
- Proposed processes to increase design productivity up to 66% and reduced costs up to \$20 million.

GLOBAL DIRECTOR PRODUCT DESIGN & UX, APTUS HEALTH; LA DEFENCE, FRANCE – 2018-2020

Aptus Health, acquired by WebMD in 2019. Develops multichannel healthcare engagement solutions.

Create innovative solutions that engage healthcare professionals so they can improve patient outcomes.

Reported to the VP of HCP Product Management. Managed a team of six direct reports. Co-ordinated monetisation platform capabilities and consulting services. Reviewed commercial campaign designs.

Contributed to brand and product strategies. Supervised mobile and web solutions. Worked with cross-functional teams. Directed design sprints, user testing and handled line management duties.

Results:

- Increased mobile application engagement to 35% in Europe.
- Led a transversal and global team to establish a UX Centre of Excellence.

COUNTRY CUSTOMER EXPERIENCE & INFORMATION LEAD, IKEA; PLAISIR, FRANCE – 2015-2018

Customer experience team that delivers exceptional customer experiences.

Build long-term customer relationships in an omni-channel retail environment across 33 stores in France.

Led the omni-channel shopping experience. Directed global and national user research. Turned insights into commercial opportunities. Launched client insights and family friendly strategies. Led the design and implementation of Mystery Shopping studies. Presented global and national customer experience insights. Implemented change with national retail teams. Trained staff to use IKEA's customer insight tools.

Results:

- Revitalised the customer fast check out experience in France that became a global standard.
- Introduced a customer decision journey metrics map to track customer experience touch-points.

SERVICE DESIGN LEAD & ACTING DIRECTOR, FJORD/ACCENTURE; PARIS, FRANCE – 2014-2015

Fjord is an Accenture subsidiary that reimagines how people interact with the digital and physical worlds.

Lead the creative quality and innovation for digital transformation projects, and pitches.

Reported to the French Group Director. Managed four direct reports and design teams of 8-12 both locally and internationally. Cultivated executive-level client relationships with multinational corporations. Defined project scope through stakeholder collaboration. Oversaw project planning and tracking. Ensured timely and budgeted delivery of work. Prioritised client and team satisfaction. Led workshop planning and facilitation. Executed design from concepts to solutions across various platforms using agile processes.

Results:

- Improved the creative quality and delivery of innovative projects.
- Promoted to Acting Design Director and Global Service Design Academy leader.

R&D STUDIO MANAGER, CISCO; ISSY-LES-MOULINEAUX, FRANCE – 2012-2014

Design studio that developed easy-to-use secure television navigation solutions for set-top boxes.

Ensure the ease of use and innovative development of a TV content navigation service.

Oversaw lab-based user testing and analysed results. Presented research findings to project stakeholders. Translated research findings into actionable insights. Designed innovative applications and features for TV content. Documented best practices. Created system guidelines for platforms and devices.

Results:

- Presented 2 peer reviewed publications and published 2 US patents.
- Improved the user experience of 9 international broadcast operators. Strengthened the company's innovative market positioning.

SENIOR UX DESIGNER & STRATEGIC FORESIGHT, BELL LABS; NOZAY, FRANCE – 2009-2012

Bell Labs, now Nokia Bell Lab is an innovative research lab that creates groundbreaking technologies.

Create innovative communication tools by understanding requirements, user needs and new technology.

Demonstrated design value in technology driven research departments. Defined strategic themes for the company. Designed innovative applications to showcase emerging technology. Established collaborative partnerships with local and international research institutes.

Results:

- Co-created a Creativity Lab and User Experience Lab for Bell Labs researchers.
- Presented 15 publications at international industry related conferences and workshops.
- Published 11 peer reviewed journal articles and a US patent.

EDUCATION

The New School Parsons - AI for Creativity and Leadership 2025

Scrum.org - Professional Scrum Master 2024

Salesforce – Certified AI Associate 2024

University of Houston, Texas, USA – Certificate of Achievement in Strategic Foresight 2024

Massachusetts Institute of Technology – Certificate in applied generative AI for digital transformation 2023

University of Houston, Texas, USA – Certificate in strategic foresight 2022

Salesforce – Certified strategy designer 2022

Swinburne University of Technology, Melbourne, Australia – PhD in Design 2008