



Alois Geiser

Senior UX/UI Designer

8+ years of experience across web design and digital products.

I focus on interface and interaction design for complex software, with a background in graphic design and art direction.

Contact

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Languages

French — Native

English — Fluent, C1

German — Basic, A1

Education

**Bachelor of Arts in
Visual Communication**

ECAL — opt. Media &
Interaction Design

2014 – 2017

**Federal VET Diploma &
Vocational Baccalaureate**

CPNE — Applied Arts

2009 – 2013

Tools & Software

Comfortable with industry standards (Figma, Adobe Suite, Rive, AI). Tools change fast — I pick up new ones whenever they bring something to my work.

Key skills

- Interface design for complex, configurable software: settings, personalization, tools the user sets up themselves (Logi Options+, MX Consoles)
- UX/UI design lead on product, from prioritization with PO/PM to quality follow-up with QA
- Advanced prototyping and exploration: functional prototypes (Figma, Rive, vibe-coding) — I adopt new tools by putting them to work on real projects
- Digital art direction: defining a cohesive visual identity across web and product, and making creative decisions within real-world constraints
- Design for technical audiences: documentation, flows and interfaces aimed at developers
- Workshop facilitation: project scoping, co-creation with clients and teams, user-centered approaches

Experience

Logitech

Sept. 2026 **UX/UI – Product Designer**
Nov. 2024 **Software Design Team**

- UX/UI design for the MX Console personalization software (MX Keypad, Dialpad & Actions Ring): onboarding, icon editor, new features
- Collaboration with PO/PM, research team and QA — from feature prioritization to delivery
- Information architecture and design of documentation for third-party developers

Nov. 2024 **UX/UI – Web Designer**
June 2021 **Web Design Team (MX, Ergo and Gaming)**

- E-commerce web page design across multiple product lines
- UX research and information architecture: navigation redesign, menu structure and user flows
- Component design and contribution to the Design System

CPNE – Applied Arts

Jul. 2026 **Speaker/Teacher – Seminar**
Sept. 2025 **Web Design & Ergonomics**

- Teaching interface design and user experience to Interaction Media Design students; supervising projects from brief to final presentation
- Courses on professional portfolio building (4th year) and interactive web experiences (3rd year)

Smile Suisse SA

March 2021 **UX/UI Designer then**
Aug. 2018 **Junior Art Director**

- Art direction and brand identity / digital style guide creation for a varied client base: e-commerce, insurance, transport, luxury watchmaking, winemakers
- UX/UI design for websites, mobile apps, intranets and CRMs
- Workshop facilitation and client consulting: scoping, co-creation, user-centered approaches

Vertical Studio

Apr. 2018 **Multimedia Designer**
Feb. 2018 **Intern**

- Graphic design, brand identity and print for startups and SMEs, with a first experience in UI design and motion design; introduction to the Design Thinking approach.