



CONTACT

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LOCATION

Dubai, UAE
French · EU work authorisation

EDUCATION

UX Product Design The Laptop, Paris, France (2023)
Data & Artificial Intelligence Microsoft AI School, Paris, France (2018)
Design and Production of Online Products Gobelins Paris, Paris, France (2011)

LANGUAGES

Arabic: Native
English: Fluent
French: Native

CORE EXPERTISE

Data Analytics & BI Power BI, DAX, Power Query, Microsoft Fabric, Data Modeling, SQL, Python
AI Tools & Generative AI ChatGPT, Claude, Cline (AI coding agent, VS Code)
Data Visualization & Storytelling UX Principles, Narrative-Driven Data Presentations, Figma, Dashboard Identity
Project Leadership Client Relationship Management, Resource Allocation, Cross-Functional Collaboration, Agile
Soft Skills Emotional Intelligence, Analytical Thinking, Teamwork, Adaptability, Problem-Solving, Client-Focused Communication

NADA AVRIL

Manager | BI, UX & AI

Designing data products that combine BI, UX and AI.

Based in Dubai, I have 8+ years of experience across global companies including Samsung MENA, AXA and Chanel. I combine BI, UX and AI to design end-to-end data products: from business logic and data models to intuitive user experiences.
Currently at **Samsung MENA Regional HQ**, I lead BI dashboards and UX design within the Mobile Division, while expanding into **AI-powered dashboards** beyond Power BI.

WORK EXPERIENCE

Manager | BI, UX & AI

Samsung Electronics, MENA RHQ, Mobile Division | Dubai, UAE | Aug 2025 – Present

- Increased Power BI adoption by 41% across RHQ and 20+ markets, driving a full UX/UI transformation.
- Designed competitor price tracking and promoter performance dashboards, improving commercial visibility through clear business logic and consistent UX/UI.
- Cut Power BI development time by up to 50% by bringing generative AI into the workflow.
- Developed executive dashboards and engineered LLM prompts for AI-powered partner compliance monitoring, classifying website screenshots as pass or fail based on campaign criteria.

Senior Business Data Analyst

AXA | Paris, France | 2022 – 2025

- Delivered Power BI and UX training to over 1,000 professionals across Europe, Asia, and the USA, increasing the number of training sessions by 20%.
- Created and managed executive-level reports for several entities by developing Data Models, DAX measures, and user-centric Data Visualisation, providing actionable insights to accelerate decision-making.
- Improved Risk reporting processes, resulting in reports generated 50-60% faster and offering clearer breakdowns by entity, contributing to a 70% reduction in overdue issues.

Business Data Analyst

AXA | Paris, France | 2020 – 2022

- Trained international teams in Power BI, promoting best practices in data visualization that increased adoption across multiple departments.
- Developed data models and custom, dynamic dashboards for Finance, HR, and Security teams, optimizing Data Storytelling for key business insights and enhancing data accessibility.

Business Data Analyst (Consultant)

Chanel | Paris, France | 2020

- Reduced decision-making time by 30% for Sales and HR by replacing dense reports with storytelling reports in Power BI.
- Designed a cohesive visual identity for all BI reports, aligned with Chanel's luxury brand, improving clarity and stakeholder engagement.

BI Developer / UX Designer (Consultant)

Le Bon Marché Rive Gauche | Paris, France | 2019

- Designed a Power BI app for real-time sales tracking, leading to a 15-20% improvement in daily goal achievement by enabling performance adjustments throughout the day.

Graphic Designer (Freelance)

Publishing Houses (Hachette, Bordsas) | Paris, France | 2015 – 2018

- Successfully delivered high-quality designs for a range of educational publications, contributing to the success of major book releases for renowned publishing houses.

Web Development Project Manager

Page des Libraires | Paris, France | 2011 – 2015

- Established the company's first website, boosting online readership by 50% in the first year and driving seamless integration between print and digital content.
- Redesigned the newsletter, leading to a 30% improvement in open rates and driving further digital engagement and reader retention.