



Matisse Graf

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[LinkedIn](#), [All About Me](#), [UNIRAIID Project](#)

Swiss Business and AI Developer with a strong blend of technical expertise and entrepreneurial drive. I build data-driven solutions that improve efficiency, from AI chatbots and automation tools to high-performance e-commerce platforms. My work spans full-stack development, UX optimization, and strategic consulting for clients in Europe and Asia. Fluent in four languages and shaped by years of living and working across continents, I bring adaptability, cultural insight, and a track record of delivering measurable impact in both corporate and freelance environments.

EMPLOYMENT HISTORY

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|--------------------|--|-------------|
| Jul 2024 — Present | Consultant & AI Developer – Full-time | IMD |
| | <ul style="list-style-type: none">Developed an AI chatbot for the IMD World Competitiveness Center, enhancing data analysis capabilities and streamlining responses to economic indicator queries.Coded internal tools in HTML, JavaScript, CSS, and Python, improving operational efficiency and speeding up processes.Collected and analyzed economic data for the incorporation of new African countries to the official IMD WCC rankings. | |
| Jan 2022 — Present | Founder & Consultant – Part-time | Nexolys.com |
| | <ul style="list-style-type: none">Founded and operate a boutique consulting firm specializing in custom web development, e-commerce optimization, and AI integration; provide end-to-end solutions using HTML, CSS, JS, Python, and CMS platforms to improve client site performance, scalability, and security.Led full website redesigns for Avenger4x4 and 1807, implementing responsive layouts, SEO-optimized architecture, and backend integrations that boosted loading speed by up to 35%, streamlined order processing, and improved mobile usability for thousands of monthly visitors.Managed all phases of client projects, from discovery workshops and technical scoping to deployment and post-launch optimization, ensuring alignment with branding goals, user experience best practices, and measurable business outcomes. | |
| Sep 2024 — Present | Founder – Part-time | AlpineSIM |
| | <ul style="list-style-type: none">Founded and scaled AlpineSIM.com into Switzerland’s leading eSIM provider, delivering seamless mobile connectivity to international travelers in over 190 countries.Built a fully automated e-commerce platform with real-time API integrations to multiple telecom partners, enabling instant purchase, activation, and delivery of eSIMs.Manage and optimize operations for 500+ monthly orders, leveraging analytics, UX improvements, and supplier negotiations to drive growth and customer satisfaction. | |
| Sep 2024 — Present | NPI Merchandiser – Seasonal Contract | Apple |
| | <ul style="list-style-type: none">Assisted with the preparation, installation, and branding of unreleased iPhones, Apple Watches, and other devices in advance of public launches.Managed the setup and configuration of demo units and software in retail stores across Switzerland to ensure a seamless customer experience on launch day. | |

EDUCATION

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|----------------------|---|--------------------|
| Sep 2021 — July 2025 | Bachelor of Business Administration, IE University | Madrid, Spain |
| | <ul style="list-style-type: none">Awarded scholarship in recognition of academic performance and potential. | |
| Feb 2024 — Jun 2024 | Semester Abroad, Sungkyunkwan University | Seoul, South Korea |
| | <ul style="list-style-type: none">4.2/4.0 GPA | |
| Sep 2010 — May 2021 | International Baccalaureate (IB), Haut-Lac International Bilingual | Vevey, Switzerland |

INTERNSHIPS

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|---------------------|---|----------------------------|
| Jan 2024 — Feb 2024 | Marketing & Product Catalog Intern | AltaWorks |
| | <ul style="list-style-type: none">• In charge of the development and design of new product catalogs, as well as updated marketing strategies, enhancing visibility for a leading 4x4 pickup truck accessories manufacturer in Ban Bueng, Thailand. | |
| Jul 2023 — Aug 2023 | Data Analyst Intern | IMD |
| | <ul style="list-style-type: none">• Led a strategic project to evaluate the potential for adding more African nations to the IMD World Competitiveness Ranking, examining 54 African economies based on their economic size, potential growth, and attractiveness for data collection partnerships.• Conducted thorough analysis of international databases for the coverage of these African countries, ensuring the availability of reliable macro-economic data for all 336 criteria used in the IMD World Competitiveness Yearbook. | |
| Jun 2023 | Project Lead for Beta Tester Outreach Intern | Metagellan by CollecOnline |
| | <ul style="list-style-type: none">• Led the creation of pre-launch demos showcasing Metagellan's virtual galleries platform, assisting in the development of a comprehensive whitelist of beta testers, identifying key individuals and groups and preparing outreach strategies. | |
| Dec 2021 — Feb 2022 | Markets Division (Sales and Trading) Virtual Intern | Citibank |
| | <ul style="list-style-type: none">• Mastered financial analysis and risk management by analyzing market trends and data, improving decision-making in dynamic market conditions.• Sharpened negotiation and communication skills through simulated sales and trading scenarios, preparing for success in client interactions.• Expanded knowledge of financial products and trading strategies, enabling informed investment decisions and effective risk mitigation. | |
| Jun 2019 — Jul 2019 | Tech Channel Distribution Intern | TechData |
| | <ul style="list-style-type: none">• Streamlined global client conferences coordination and scheduling, resulting in improved communication and collaboration among stakeholders.• Fostered strong client relationships through phone calls with international clients, successfully managing database updates and ensuring client satisfaction.• Secured deals and processed orders for a leading technology distribution company, demonstrating effective negotiation and problem-solving skills that contributed to the company's growth. | |
| Apr 2019 — May 2019 | Sales & Distribution Internship | Dell EMC |
| | <ul style="list-style-type: none">• Acquired in-depth knowledge of sales and distribution processes in the tech industry, enhancing understanding of key industry practices and driving personal growth.• Partnered with sales and distribution teams, uncovering valuable insights into market trends and strategies, positioning for future success in the tech industry. | |

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| LANGUAGES | English | <i>Native speaker</i> | Spanish | <i>Very good command</i> |
| | French | <i>Native speaker</i> | German | <i>A2</i> |

COURSES

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| Jun 2024 — Dec 2023 | Cybersecurity Professional Certificate (6 month course), Google |
| Jan 2022 | The Fundamentals of Digital Marketing, Google |
| Jun 2018 | Entrepreneurship Training, United Nations (Geneva) |

VOLUNTEERING & PROJECTS

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|----------|--|------------------|
| Feb 2023 | UNIRaid 2023 | Morocco |
| | <ul style="list-style-type: none">• 10-day solidarity rally in the Sahara desert where our team purchased, prepared, and customized a 20+ year-old rally car and distributed 50kg of essential supplies to remote schools in the desert. | |
| Oct 2019 | Marine Conservation Project | Borneo, Malaysia |
| Apr 2018 | Fundraising Volunteer at Les Restos du Coeur | Paris, France |