

Mid-to-senior Product Designer — sole designer on a B2B platform media and data teams rely on daily. I built its design system, cut drop-off on the core flow by 28%, and shipped an AI assistant to every user, validated case by case before rollout.

LANGUAGES

French Native
English C1

EDUCATION

UX Design

Coursera · 2024

Master UX/UI Design

The Bridge · 2023–24

Master Digital Business

EBS · 2019–21

SKILLS

UI & SYSTEMS

Web Mobile UX
Design Systems

RESEARCH

Interviews Workshops
Usability Testing IA

PROCESS

Wireframing Prototyping
Personas Journey Mapping
A/B Testing

WEB FLUENCY

React API Integration PWA
Dev Handoff Git

TOOLS

DESIGN & PROTOTYPING

Figma Photoshop Lovable Claude Design

RESEARCH & TESTING

Hotjar Maze Jimo Screeb PostHog

DEV & INFRA

Vercel Supabase GitHub Storybook Cursor

AI

Claude ChatGPT Gemini

PRODUCT OPS

Notion Atlassian Asana Miro

RECOMMENDATIONS

Mickael Bardelli

Design Studio Manager @ Tobogan

Rosanora Lam

Head of Design @ Mobsuccess

EXPERIENCE

Product Designer · Mobsuccess Group

Sept 2024 – Sept 2026

Full-time · Hybrid

- Sole product designer on a B2B platform media and data teams rely on daily
- Built the design system from the ground up and led the app's new branding direction
- Work closely with front-end and back-end developers day to day, handing off designs and iterating together through implementation
- Led discovery workshops with AdOps and product stakeholders to scope DecisionTrail, a configuration traceability module, from problem framing to first flows
- Ran user interviews and usability testing with AdOps users throughout DecisionTrail's design, feeding findings directly back into iteration
- Partner with product management to prioritise the roadmap and turn business requirements into concrete flows
- Cut drop-off on the core flow by 28% following research-driven redesign
- Ran A/B tests and tracked usage with Jimo and Screeb to prioritise design improvements
- Shipped an AI assistant to every user, validating each use case with real users before rollout

Product Designer · Tobogan Agency

Apr 2023 – Aug 2024

Full-time · La Défense, France

- Designed web experiences for clients including KIRRK, GRDF, Sirius, My Data Partner and Zupdeco
- Built and maintained Tobogan's Figma design system, with tokens and a Storybook library
- Facilitated discovery and ideation workshops with client stakeholders to align on product vision before design work began
- Ran competitive analysis and stakeholder interviews to ground design decisions across projects, from 0-to-1 builds to scaling SaaS features for reach-stage startups
- Designed Tobogan's new agency website
- Presented design work and rationale directly to client stakeholders and leadership at each project milestone

UX/UI Designer · The Bridge

Jan – Apr 2023

Bootcamp · Remote

- Identified user needs through structured research and analysis, translating insights into clear, compelling interfaces
- Ran user interviews and usability tests each design sprint, refining designs iteratively against real user feedback
- Collaborated with developers and PMs on a cross-functional capstone project, from concept to delivery

UX/UI Designer · Danks App

Jan – Dec 2022

Freelance · Zurich, Switzerland

- Led end-to-end research and product design for the iOS app
- Ran usability testing, competitive analysis, heuristic evaluation and stakeholder interviews to inform the product direction
- Built personas, customer journeys and high-fidelity prototypes from research findings
- Designed the website for the app's launch
- Presented research findings and design decisions directly to the founder to guide product priorities

Digital Marketing Manager · EDGE Strategy

Dec 2021 – Oct 2022

Full-time · Zug, Switzerland

- Created, monitored and optimised ad campaigns across Meta, Google Ads and LinkedIn, lifting conversion by 18%
- Led the website redesign project alongside London-based agency Gravity
- Led visual identity work alongside construction documentation and planning
- Built and maintained performance dashboards to report campaign results to stakeholders

Digital Marketing Manager · KOS Paris

Sept 2020 – Sept 2021

Full-time · Paris, France

- Led the redesign of the company's e-commerce website
- Grew website traffic by 20% through SEO and paid search management
- Managed all social platforms, growing followers by 15%
- Managed the content calendar and coordinated with external agencies on creative production