

# Joris Dumas

## Product Designer

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joris.dumas@gmail.com

Archamps (74160), France

I am a Product Designer with **12+ years of experience**, passionate about **user-centered design**, **data-driven decision-making**, and **cross-functional collaboration**. My mission is to elevate, connect, and empower people by solving their problems in an elegant way.

## EMPLOYMENT AND EXPERIENCE

### Le Temps / Geneva

#### Senior Product Designer

February 2023 - Present

Transforming Le Temps's app and website to improve user acquisition and subscriber retention.

- **Stakeholder collaboration:** work in Agile/Scrum environments, organizing meetings with product managers, developers, marketing teams, and journalists for brainstorming, feedback, and concept validation.
- **User research:** conduct **qualitative and quantitative research**, including **100+ interviews, surveys, and ideation workshops**, as well as benchmarking. Synthesize insights to guide product strategy and prioritization.
- **Data-driven design:** analyze user behavior using **Piano Analytics and Smartlook** (heatmaps, funnels) to uncover actionable insights.
- **Wireframing & prototyping:** design **user flows, lo-fi/high-fi wireframes** (Figma), and **interactive prototypes** to shape product experiences. Collaborate with developers and QA to ensure smooth implementation and high-quality execution.
- **Usability testing:** conduct **100+ user tests** (semi-moderated in-person and asynchronous sessions via Maze) to validate features. Analyze results and deliver comprehensive reports with actionable recommendations.
- **User insights management:** centralize user insights on **Notion**, enabling AI-powered summarization and **data-driven product decisions**.

### Shift Technology / Paris

#### Product Designer

2013 - February 2023

Automate Insurance decision making with Artificial Intelligence

- **Design System:** built a **global design system** from scratch and documented it on Zeroheight.
- **Research & Design:** facilitated ideation workshops, wireframing, and prototyping for a **digital interface tailored to insurance fraud managers**.
- **Brand Identity:** led workshops to define the company's corporate identity (tone of voice, moodboards, colors, typography, iconography).

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### Freelance

#### Entrepreneurship

2014 - 2018 - 4 years

Collaborated with developers and managed **cross-media projects** in user interface, workshops, and web design for startups such as Cardiologs, Blueeyes, Skintifique, Agoranov, Sourcink, Ylo, and Meddappcare.

## EDUCATION

### The Design Crew

#### Advanced, Product Design

2021 - 2 Months

#### Training in UX/UI

**methodologies**, including: User Testing, User Research, Design Thinking, Branding, UI & Design Systems, Prototyping, and cross-disciplinary team collaboration.

### Hong Kong Design Institute

#### Higher Diploma in Visual Communication

2011 - 6 Months, Hong Kong

Exchange program focused on Interactive User-Centered Design, Usability, Experimental Book Design, and Chinese Typography.

### PSVA - Paris School of Visual Arts

#### B.A. in Visual Communication

2008 - 2012 • With Highest Honors, Paris

Initiated and contributed to experimental projects in Web Design, Visual Merchandising, Advertising, Publishing, Multimedia, Packaging, and Typography.

## ABOUT ME

### Tools & Technologies

**Design:** Figma, FigJam, Zeroheight

**Analytics and user testing:** Piano Analytics, Smartlook, Kameleoon, Maze

**Dev/Collab:** Notion, HTML/CSS, GitHub, WordPress, Jira, Confluence

**AI/Innovation:** Eleven Labs

### Soft Skills

Patient, detail-oriented, open-minded, creative, determined.

### Languages

English (Proficient)

French (Native)

### Social

[in linkedin.com/in/jorisdumas](https://www.linkedin.com/in/jorisdumas)