



■ SUMMARY

Product Designer with **12+ years of experience**, I am 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

Senior Product Designer — Le Temps, Geneva

February 2023 – Present

Transforming “*Le Temps*” 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, to guide product strategy and prioritization.
- **Data-driven design:** analyze user behavior using **Posthog** (heatmaps, funnels) to uncover actionable insights.
- **Wireframing & prototyping:** design user flows, lo-fi/hi-fi wireframes, and interactive prototypes (Figma and Claude Design); collaborate with developers and QA for smooth implementation.
- **Usability testing:** conduct **100+ user tests** (semi-moderated in-person, asynchronous sessions via Maze and A/B tests) with actionable recommendations.
- **Design system:** **set up a complete design system on Figma**, organized app and web components, and defined variables (tokens). Currently experimenting with the design system on Claude Design.
- **User insights management:** centralize user insights on **Notion**, enabling AI-powered summarization and **data-driven product decisions**.

Product Designer — Shift Technology, Paris

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).





Entrepreneurship — Freelance

2014 – 2018

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

■ EDUCATION

Advanced, Product Design — The Design Crew

2021 – 2 Months, Paris

Training in UX/UI methodologies, including: Design Thinking, User Research, Prototyping, User Testing, Design System, and cross-disciplinary team collaboration.

Higher Diploma in Visual Communication — Hong Kong Design Institute

2011 – 6 Months, Hong Kong

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

B.A. in Visual Communication — EFET CRÉA

2008 – 2012 • With Highest Honors, Paris

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

■ SKILLS

Design: Figma, FigJam, Zeroheight

Analytics and user testing: Posthog, Kameleoon, Maze

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

AI/Innovation: Eleven Labs, Claude Design

■ LANGUAGES

English: Proficient | French: Native

■ SOFT SKILLS

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