

IBNOU DIOP

Product Designer · AI-native build

Bordeaux, France | ibnou.diop@gmail.com | +33 6 73 68 12 45 | ibnoudiop.com | Medium | LinkedIn | Open to full-time or freelance

Product Designer with 15 years of user-facing experience at Apple, where I ran research on customer journeys and turned field observation into product decisions. I now design and ship products end to end, working at the intersection of user needs, business objectives and technical feasibility.

SKILLS

- Product Design**
- Figma · Mobile UI · Prototyping · User flows · Information architecture · Interaction design · Design system contribution (components, states, documentation) · Accessibility
- AI & Build**
- Figma Make · Claude · Lovable · Gemini · Supabase · Framer
- Research**
- User interviews · Usability testing · Journey mapping · Personas · NPS analysis · Field observation
- Ways of working**
- Discovery to delivery · PM / PO / engineering collaboration · MoSCoW · Crazy 8s · Facilitation

SELECTED PROJECTS

- Sweep · Live MMA/BJJ betting readability prototype**2026
- Shipped, sweep.ibnoudiop.com*
- When a fight goes to the ground, most viewers stop understanding what is happening, so Cash Out changes feel like unexplained numbers.
 - Designed a live betting screen that explains each value change in fight terms: state machine (fight, feed, action), 20 feed events, suspension and stale-value messages.
 - Mini design system with component states, instrumentation plan and AI build journal.
- Care Cockpit · Medical AI supervision interface**2026
- Shipped, care-cockpit.ibnoudiop.com*
- Supervision cockpit for AI triage agents: information architecture, alert states, trust-focused UI. Real-time states and clear explanations of what the system is doing, and why.
- Back Market · AI Product Detail Page**2026
- Engagement for Back Market · Presented to the design team*
- PDP redesign for users arriving from AI agents. Ideation (Crazy 8s), prioritization (MoSCoW), prototyping, user validation. Case study on Medium.
- Balise · Marketplace listing quality scorer**2026
- Shipped, balise.ibnoudiop.com*
- Built an LLM-based scoring tool (7-criteria rubric) after auditing 8 refurbished marketplace stores. First calibration run matched expert scoring exactly.

PROFESSIONAL EXPERIENCE

- Apple Store, Bordeaux · Creative Pro / Training Leader**2011 – 2025
- User research on customer journeys (sales, training, after-sales): behavioral observation, pain-point analysis, recommendations to improve NPS and customer satisfaction. Team NPS: 90+.
 - Led 1,000+ user-centered sessions per year (Today at Apple): live facilitation, real-time adaptation and iteration. Guided 10,000+ users on iPhone, iPad and Mac.
 - Selected for an 8-week Retail Store Systems QA/UAT program (2024): pre-launch testing of Apple Retail's NPS feedback system across purchase, training and repair journeys, as the voice of end users.
 - Accessibility lead: UX monitoring and field audits. Coached 100+ teammates on customer experience. EMEA mentor for new store openings across Europe.
- Free (Iliad), Bordeaux · Technical Support Specialist**2007 – 2011
- Solved complex technical issues, analyzed user pain points, formalized best practices for the team.

EDUCATION, LANGUAGES & SPORT

- Ironhack** UX Designer · French national professional certification, level 6 (RNCP 41103) · 2025
- Google** UX Design Professional Certificate · 2025
- Apple** Internal certifications: accessibility, product UX, creative facilitation · 2011 – 2025
- Languages** French (native) · English (C1, QA/UAT program conducted in English)
- Sport practised** Brazilian jiu-jitsu