

Adrien Schaefers – Senior product designer

I turn technical, business and regulatory constraints into simple experiences. 5+ years designing complex products — fintech, savings, sustainability, Web3. Design systems shipped in close collaboration with engineers and PMs. FR / EN / JP.

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Experience

06/2024 - 06/2026

Pluxee (Employee benefits platform) Freelance Product designer

- Unified the design system across 3 stacks (React, Flutter, Drupal) by migrating tokens
- 120+ components documented and adopted by engineering teams.
- Cut design/dev handoff time from 48h to 18h through AI-assisted documentation.
- Built AI workflows (token validation, documentation generation, Figma MCP)
- 40% of manual work saved.
- Created production-ready motion assets (After Effects, timing/easing specs) engineers could integrate directly.

Juin 2023 - Juin 2024

Izicap (loyalty and payment tools for merchants) Freelance Product designer

Redesigned the loyalty-offer creation journey and optimized the merchant portal. User research, flows, wireframes and tested prototypes.

Jan 2023 - Juin 2024

Selego (Start-up studio) Freelance Product designer

🔮 **Secoset (CO2 monitoring for film production)**

- Login, invitation and billing flows
- 5 user roles mapped with distinct journeys
- +22% task completion
- Brief to tested prototype in 2 weeks.

🔮 **Artsplit (fractional art investment)**

- Designed 3 core flows (purchase, bidding, secondary market)
- +41% conversion in Maze testing
- 94% task success rate.

🔮 **Teamstarter (HR platform)**

- 12 user interviews,
- 3 storyboards validated with coaches
- MVP shipped from this brief.

🔮 **Kanji (Web3)**

- NFT collection creation journey
- 54% steps to first mint
- Zero Web3 jargon in the critical path.

Jan 2020 - Sept 2022

Key consulting (Consulting firm) - UX/UI designer

🔮 **Natixis (asset management)**

- Redesigned the retirement simulation journey (~29% drop-off)
- Migrated 200+ components from Sketch to Figma
- Redocumented the design system with a new token structure.

🔮 **INSEE (national statistics bureau)**

- Optimized internal data-collection journeys.

Jan 2020 - Dec 2020

Octave Octave (Agency) - UX designer

Web interfaces for enterprise clients (Lacoste, Socotec, Arianespace)

Skills

Design

Figma, Protocie, Principle, After Effects, Illustrator

Recherche & test

Interviews, tests utilisateurs (Maze), workshops, personas, journey maps

Design system

Design tokens, Supernova, Storybook

Front

React, HTML/CSS, JavaScript, Webflow, Framer

IA

Agentic workflows, Figma MCP, automated documentation

Languages

French Native

English C1 Business

Japanese Bilingual

Education

2018 - 2020

HETIC - Master's degree

2017 - 2018

HETIC - Preparatory year

2016 - 2017

University Paris 8 - Licence

2015 - 2016

ESUP - International trade

Interests

Low tech Boulderling

Bikepacking MAO

Graphic design