

# Leo Guillon — Product Designer

A well verse product designer with over three years of experience, I enjoy designing, co-creating impactful and user-friendly complex business applications.

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## Experience

### Product Designer - "Tymate" Business Applications Design Agency

September 2022 to September 2024 - Lille, France

List of the main projects:

#### Catholic University of Lille - Completion over a period of 3 months

- Design of an application dedicated for teachers for room reservations and supervisors for exams
- Creation and facilitation of custom workshops to collect qualitative and quantitative data, including user interviews and the creation of a functional prototype
- 90% reduction in exam-related email exchanges over a 3-month testing period

#### The Leader's Blog - Completion over a period of 4 months

- Analysis of business needs and objectives to adapt the user experience
- Creation of an MVP application (Minimum Viable Product) to assist users in starting their own business, leveraging AI
- Facilitation of five-phase product design sprint workshops: understanding, divergence, convergence, prototyping, and testing, to gather qualitative data from target users
- The Proof of Concept is currently undergoing testing with a selected user group
- Monitoring and quality control of delivered interfaces

#### Design System (Internal) - Continuous Iteration

- Development of an internal design system for the teams at Tymate agency to improve project implementation speed
- Gathering user knowledge of the design system, conducting workshops to share knowledge and adapt to user habits
- An average 30% decrease in the time required to engage stakeholders at the beginning of projects

### UI/Web Designer - "Village by Crédit Agricole" Startup Incubator

April 2021 to August 2022 - Lille, France

- Design and development of application platforms for startup applications (Figma, HTML, CSS, Wordpress..)
- Creation of a graphic charter
- Live hosting and moderation of investment streams dedicated to start-ups (average of 60 viewers per stream)
- Creation of coaching workshops for corporate communication in pre-fundraising phase

## Technical Skills

- Quantitative & qualitative research
- Data visualisation
- Product design sprint
- Facilitation of creative
- Collaborative design workshops
- Advanced prototyping
- Design system
- User testing
- Advanced English
- Native French

## Social Skills

- Teamwork
- Synthesis
- Integrity
- Innovation

## Education

### ECV Lille

Master's in UX/UI Design

2022 - 2024

### ECV Lille

Bachelor's Degree - Digital Project Manager

2021 - 2022

### Sup de Web - Rennes

Bachelor's Degree - Digital Project Manager

2019 - 2021

### Other French Diplomas

2014 - 2018

Diploma (**Baccalaureat**) in Commerce  
Diploma in Sommellerie  
Diploma (**Baccalaureat**) in Food Service, Restaurant

- Management of social media for 'Village by CA North of France'
- Investor outreach and growth hacking

### **Freelance Wordpress**

January 2020 to 2023

- Client contact and outreach
- Website creation using 'Elementor' & 'Divi' builders
- Management and integration of multimedia content (images, videos, documents) and SEO optimization
- Speed improvement and performance optimization
- Website maintenance for smooth operation

### **Sommelier at 'Hostellerie de Plaisance' Gourmet restaurant**

January to November 2018 - Saint Émilion, France

- Setting up and preparing accessories for wine service in the dining room
- Client advice based on preferences, food & wine pairings
- Customer reception management

### **Achievements**

**OPQUAST** - Web accessibility certification

**Hackathon** - Winner in the category of responsible digital at 'Hackaton Reboot'

**Projet Voltaire** - French language certification

### **Personal and professional implications**

#### **Creation Of The Podcast 'The Super Designers'**

- +500 listens across 5 podcasts

### **Tools**

Figma

Framer

Notion

Linear

Premiere Pro

Photoshop

Illustrator

AI Tools (Antropics, ChatGPT, Perplexity, Hugging Face..)

HTML, CSS, Javascript

### **Interests**

Crossfit

Self-learning (readings, 'Memorisely', 'NN group'...)

New technologies

Knowledge sharing, UX and tech events...