

Léo Guillon

Senior Product Designer

Senior Product Designer based in Montreal, working at the intersection of design, product, and technology. I turn complex B2B and B2C challenges into clear experiences, from Product Discovery through implementation. My approach combines user research, design systems, and AI to align teams, bring design closer to code, and create useful, measurable products.

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EXPERIENCES



Senior Product Designer · BlacheYong & Co

July 2025 · Present · Montreal · Agency

Lead design across two regulated-industry engagements: improving the digital experience of **Quebec's leading natural gas** utility, serving 211,000 customers, and designing a **neobank mobile app**.

Mission: align product, engineering, legal, UX writing, and business teams. Design features such as **automated payments** and **self-service** grant application flows.

Built an AI-ready design system with structured variables, naming conventions, and Design-to-Code workflows.

Opened PRs and contributed directly to product implementation.



Co-organizer · Friends of Figma

Jan 2026 · Present · Montreal

Co-organize events for a **600+ member** community, bringing together designers, engineers, and product professionals.



Host · Les Supers Designers

2024 · Present

Host a French-language podcast about design, AI, MCP, design systems, and design engineering. **35+ episodes** and **500+ monthly listens**.



Product Designer · Dilypse

Jan 2025 · Jul 2025 · Montreal · Contract

Led a redesign of Dilypse's design system to improve user retention. **Modernized** the B2B SaaS application during a 6-month engagement.

Designed an AI-powered user-testing protocol using Notion AI and ChatGPT to analyze **qualitative** and **quantitative** feedback.

Set up Amplitude with the PM and collaborated with engineers to turn insights into shipped features.



Product Designer · Tymate

Sep 2022 · Sep 2024 · Lille, France · Agency

Designed a room and schedule management app for Université catholique de Lille, including needs analysis, qualitative research, ideation workshops, and a high-fidelity prototype.

Result: **90% fewer exam-related email** exchanges over a 3-month pilot.

Designed an AI-powered MVP supporting business creation, including business needs analysis, a Product Design Sprint, user testing, and quality assurance for delivered interfaces.

Co-designed and rolled out an internal design system with product, engineering, and design teams. **Result:** **30% less time required** at project kickoff.



Visual designer · Le Village by CA

Apr 2021 · Aug 2022 · Lille, France · Product

Designed and built application platforms for a startup accelerator using Figma, HTML/CSS, and WordPress. **Hosted** investor **livestreams** and led pre-fundraising communication workshops for startups.

SKILLS

Core Expertise

Product Strategy & Discovery
User Research & Insights
Workshop Facilitation & Alignment
Complex Workflow Design
Interaction Design & Prototyping
Design Systems
Accessibility (WCAG 2.1 AA)

AI, Data & Automation

AI Product Design & Prototyping
AI-assisted Research Synthesis
Prompt Engineering & Workflow Automation
Agentic Design Workflows
Design-to-Code & MCP
Product Analytics

Domains

Financial Services, Energy & Utilities, B2B SaaS, Internal & Operational Tools, AI-enabled Products

Tools & Technical Stack

Figma, Claude, Claude Code, ChatGPT, Cursor, Xcode, GitHub, Swift, HTML/CSS, JavaScript

Languages

French : Native
English : Professional

EDUCATION

Master's UX/UI Design

ECV Lille · France · 2024

Bachelor Digital Project Manager

ECV Lille · France · 2022

Additional Education

Diploma in Business · 2014
Diploma in Sommellerie 2018