

Léo Guillon - Product Designer

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With 3 years of experience leading projects from the initial design phase (UX) to the final transformation (UI), I specialize in supporting the creation of complex business applications for mobile and desktop platforms. These applications are user-centered and driven by innovation, including AI integration. My approach is rooted in qualitative and quantitative research, co-creation workshops, and high-fidelity prototyping to design simple, intuitive experiences aligned with business goals. My collaborative mindset, combined with a deep understanding of business needs and active user listening, enables me to deliver effective, sustainable, and value-generating solutions.

TECHNICAL SKILLS

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

WORK EXPERIENCE

Product Designer - “Tymate” Business Applications Design Agency (FR)

September 2022 to September 2024

Main projects :

Design of a Room and Schedule Management Application | Catholic University of Lille | (3 months)

- Client needs **analysis** using the **sprint method**
- **Qualitative research** through user interviews
- **Ideation** workshops with the Six-to-One method
- **Sketching** during workshops with future app users and **high-fidelity** functional prototyping
- **Result: 90%** reduction in email exchanges related to exams **over a 3-month test period**

Design of an AI MVP Application to Support Business Creation | Le Blog du Dirigeant | (4 months)

- **Business needs analysis** and user experience adaptation
- **Product Design Sprint** workshops (5 phases) to gather **qualitative data**
- Proof of Concept tested with selected users and **usability testing**
- **Monitoring and quality control** of delivered interfaces

Implementation of an Internal Design System to Accelerate Project Launches | Tymate | (ongoing iteration)

- **Gathering requirements** from all stakeholders (PMs, Developers, Designers...)
- **Co-creation** of components and design system items to improve adoption
- **Result: 30% reduction** in stakeholder time spent at the start of projects

UI/Web Designer - “Village by Crédit Agricole” Startup Incubator (FR)

April 2021 to August 2022

- **Design and development** of call-for-applications platforms for startups (Figma, HTML, CSS, WordPress...)
- Creation of a **graphic brands**
- **Animation and moderation** of investment live streams dedicated to startups (**60 viewers** per live on average)
- **Creation of coaching workshops** for corporate communication in the **pre-funding phase**

- Customer contact and **prospecting**
- **Creation of websites** via the “Elementor” & “Divi” builder
- **Management and integration** of multimedia content (images, videos, documents) and SEO optimization
- **Speed improvement** and performance optimization
- **Maintenance** of websites to ensure their proper functioning

Sommelier at 'Hostellerie de Plaisance' Gastronomic restaurant (Saint Émilion, FR)

January to November 2018

- **Setup and preparation** of accessories for wine service in the dining room
- **Customer advice** according to preferences, food & wine pairings
- **Management of customer reception**

EDUCATION

Mastere en UX/UI Design - ECV Lille 2022 - 2024

Bachelor - Project Manager - ECV Lille 2021 - 2022

Bachelor - Project Manager - Sup de Web Rennes 2019 - 2021

Autres diplômes Français 2014 - 2018

- Diploma (Baccalaureat) in Business
- Diploma in Sommellerie
- Diploma (Baccalaureat) in Food Service, Restaurant

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

Volunteering for “Podcasthion”

- Community Manager for Linkedin and copywriter
- Mailing

TOOLS

- Figma
- Premiere Pro
- AI tools (Antropics, ChatGPT, Perplexity, Hugging Face..)
- Frammer
- Photoshop
- HTML, CSS, Javascript
- Notion
- Illustrator

INTERESTS

- Crossfit
- Self-learning (readings, 'Memorisely', 'NN group'...)
- New technologies
- Knowledge sharing, UX and tech events...