

GRÉGOIRE POINTIER

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Crafting smart and innovative experiences for intricate, high-impact products.

SKILLS

CATEGORY

EXPERTISE

TECHNICAL

User interface design Visual design, Interaction, Prototypes.

User experience design User research, Testing protocols, User flows.

Design system Creation, Maintenance.

Visual communication Illustrations, Presentation decks.

Ideation Research, User-centered, Benchmark, Analyse.

Development CSS, Framer, Webflow.

SOFT

Communication Feedback, Presentation.

Collaboration Cross-functional teams.

Language French (native), English (professional)

EXPERIENCE

Aria — Product Designer

2020 — Present · Fintech · Paris · helloaria.eu

Played a key role in Aria's growth, evolving from its first product to a thriving startup with 40+ team members and multiple innovative solutions. As the first and principal designer, I contributed significantly to defining its identity and driving success across multiple dimensions.

Reference

Clément Carrier — CEO

Pierre-Antoine Bauduin — PM

Lison Sorin — PM

Maxime Conan — Lead Front

- › Designed complex interfaces for Aria's web (and mobile) solutions, addressing diverse user needs, ensuring scalability across products, and balancing functionality with intuitive experiences in an API-first ecosystem. Back-office, User dashboard (B2B), Third-parties interface (B2B2B)...
- › Worked closely with cross-functional teams to create seamless, user-centered product experiences.
- › Used no-code tools to build initial websites and landing pages, to support marketing efforts.
- › Designed communication materials—presentation decks, print collateral, and white papers—to highlight Aria's vision, contributing to key milestones such as the Series A funding presentation.
- › Led the creation of a scalable design system, ensuring consistent branding and streamlined processes across Aria's expanding product portfolio.

Forinov — UI/UX Designer

July — October 2019 · Internship

- › My role involved optimizing and redesigning the existing interfaces of a young product to align with the founders' vision while addressing user needs effectively.

EDUCATION

HETIC

2017 — 2022 · Grande École program

Expert in digital communication engineering and management degrees

- › Multidisciplinary training encompassing web development, design, and marketing, centered on a variety of real-world and fictional projects. This approach fostered the development of diverse skills, from technical implementation to creative problem-solving, preparing to tackle complex challenges.