



Morgan Schleidt

Product Design Lead — product strategy, design systems, applied AI

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A decade designing and building products from zero — twice as a founder, seven times as the person who shipped them. Today Product Design Lead at Santévet, directing design across three product tribes with 2 senior designers reporting in, with every design shipping against a quantitative growth target. Currently exploring Head of Design and Design Lead positions.

Experience

Product Design Lead — Santévet

Jun 2024 — present

Europe's leading pet health insurer. Product Design Lead across three tribes (Growth, Customer, Breeders/Vets), managing 2 senior product designers directly (Growth, Customer XP). Owns every front-end surface from the acquisition funnel to the consumer app to the B2B SaaS tools for breeders and veterinarians.

+20%

lift in web-acquired subscriptions over 24 months, through four sequential redesigns, against a flat traffic baseline

≈1 000/mo

new contracts attributed to design-led changes, on a base of 5,000 monthly web subscriptions

24 / 24

months on target — every design ships with a growth target, every target has been hit

Carousel d'offres 2024

Mobile-first swipe surface putting 80% of the offer above the fold. +4 pts funnel conversion; ~8% of monthly web subscriptions.

App homepage 2025

Modular home screen designed as a stage rather than a fixed layout. ~75 contracts/month from the second-pet path — in-app acquisition for the first time.

Start+ freemium 2025

Second home variant served automatically to freemium users, with a clear in-app upgrade path. ~75 new paid contracts/month.

Payvet redesign 2025

Cash-advance service redesigned on both sides, with in-product education for vets. +20% usage in 6 months; downstream contract conversions nearly tripled.

Churn instrument

New cancellation flow capturing first-person reasons. 5,000+ collected in 6 months — a dataset now feeding product and pricing across all three tribes.

Breeders CX 2025–26

45-day mixed-method discovery (6 interviews, 86 survey responses) co-led with B2B Product Marketing, reframing the breeder portal around the moment of animal handover. Three-horizon roadmap; phase 1 shipped Oct 2025, build in progress with key flows prototyped in code.

Earlier experience

Founder & Product Designer — NineFive

2022 — 2024

B2B SaaS for freelancer–client collaboration, featuring Wanda: a context-aware LLM agent on GPT-3.5 with a custom RAG pipeline, live in production inside the client portal for over a year — short responses, narrow context windows, fall-through to a human when confidence dropped. 18% visitor-to-signup, 43% activation, 54% retention among active users. Closed in 2024 for lack of compounding traction.

Founder & Product Designer — Hetchr

2019 — 2022

Bi-directional dashboard for developers and small engineering teams: read GitHub, project tools and DevOps surfaces in one view, and act on them — merge a PR, trigger a deploy, ack an alert. Public beta with hundreds of users. The reading layer was loved, the acting layer avoided — a trust gap that seeded NineFive's inverse hypothesis.

Founder & Product Designer — Reward Vision

2018 — 2019

Peer recognition app where every employee redistributed a monthly allocation of tokens, mapping the real cooperation network inside the company and outward to partners. Anchored on blockchain for immutability, not crypto. MVP piloted in one host company; the graph named contributors the org hadn't been tracking.

Founder & Product Designer — Urbee

2016 — 2018

Mobile app for contextual discovery — places, events and local information surfaced without keyword search, on open data, with no sponsored results. Consumer app plus a B2G push surface for local authorities. Launched March 2017 with one pilot city; 30% retention at 3 months. Ended on 12–18 month public-sector sales cycles.

Expertise

Product design

Translating business intent into product decisions: what to build, in what order, with what trade-offs. The interface comes last.

Customer experience

Mapping the full path: ad, landing page, app, support, renewal, churn. The design only works if it works across all of them.

Management

Player-coach mode: I hire, I develop, and when necessary I let people go. Currently managing 2 senior designers at Santévet; previously built and led cross-functional teams of 4–6 across two founder ventures. Transmitting and directing are inseparable for me — the deliverable isn't the deck, it's a team that ships without me in the room.

Growth design

Designing for measurable outcomes. Every screen ships with a target — conversion, activation, retention — and every release is a hypothesis you can prove or kill.

Design systems

Building the rails the team ships on — tokens, components, patterns and docs, treated as a product with its own users and metrics.

Applied AI

Seven years on the same question: when and how a tool earns the right to act. Production LLM agent in 2023; today, working prototypes co-built with an AI coding partner in days.

Side & prospective work

Mots Outils 2026

A French sight-words literacy tool built in a weekend with Claude as a coding partner. Made for one first-grader, now used by her whole class. No signup, no paywall.

Tesla Ride Share 2024

Self-initiated concept turning parked Teslas into a peer-to-peer ride network on existing rails — no new app, no new hardware. \$400K estimated build against \$41M projected year-one revenue.

References

"Beyond his strong design expertise and the conversion lift we got from redefining our product standards, what I valued most was his product vision and unconventional storytelling. He grasps both the business and technical stakes, adapts to constraints, and uses his experience to bridge the two worlds."

David Daupeyroux — Engineering Lead, Santévet

"A remarkable ability to quickly grasp business stakes. In execution, he's remarkably effective: reliable, fast, and able to turn complex needs into concrete, operational solutions — while knowing how to challenge decisions with relevance and a collaborative mindset."

Mathieu Bobin — Senior Product Manager, Santévet

Languages

French — native. English — fluent, after eight years working with a San Francisco cofounder.