

Anouck BARY | Lead Product Designer

[Portfolio](#)

[Linkedin](#)

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Lead Product Designer with 15+ years of experience shaping SaaS and B2B products in global companies. I specialize in design systems, user research, and data-driven UX improvements that drive measurable business impact. Known for combining creativity and strategy to deliver scalable, accessible, and high-retention user experiences.

Experience

ACCOR DF | Lead Product Designer

SEP 2023 - PRESENT

Defined design vision and led end-to-end product experiences from discovery to delivery.
Built and scaled a design system across squads.

🚀 Reduced onboarding time by 30% through optimized design workflows.

KPMG DF | Lead Product Designer

FEB 2022 - AUGUST 2023

Established and coached an in-house design team embedded in product squads.
Integrated design practices into the full product lifecycle.

🚀 Improved user retention by +8% within 6 months through workflow optimization and UX refinements

THALES DF | Lead / Senior Product Designer

JULY 2018 - JAN 2022

Mentored junior designers and spread UCD practices across squads.
Designed critical B2B and SaaS applications with a focus on usability.
Leadership in growing the discipline including methods, tools, and software, staffing, katas...

🚀 Solved and resolve at least 70% of high-friction issues identified via user feedback

MNHN | Product Designer/ Dev-Front

APRIL 2015 - APRIL 2018

Designed UX/UI and implemented front-end (HTML, CSS, JS).
Ensured accessibility and performance on interactive educational platforms.

GO VOYAGES | UI Designer/ Dev-Front

APRIL 2013 - APRIL 2015

Delivered UI designs and front-end integration for travel booking platforms.
Collaborated closely with product managers and engineers to improve usability.

Education

International Business School

1996 - 1993

Bachelor of International Business

Certificate

Pendo

2025

Product Discovery

AI for Product Management

Contentsquare

2023

Web Accessibility for All

Skills & Languages

Design

Workshopping · User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Design Ops · Design System · Product Discovery

Soft Skills

Problem Solver · Empathy · Innovation Strategic Thinking · Communication · Curiosity

Tools

Figma · Condens · Dovetail · Maze · Pendo · Cursor · Lovable · Bolt

Languages

English : Fluent (C1)
Spanish : Intermediate (B1)

Interest

Horse-Riding · Discovering new countries and cultures · Scuba-Diving · Photo