

Léo Guillon

Senior Product Designer

Senior Product Designer based in Montreal, specializing in complex B2B and B2C products, product discovery and cross-functional facilitation. Turns user research, behavioral data and business constraints into clear product decisions, scalable systems and measurable outcomes across financial services, energy, operations and AI-enabled products.

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EXPERIENCES



Senior Product Designer · BlacheYong & Co

July 2025 · Present · Montreal · Agency

Lead designer on two regulated-market mandates: the digital experience of **Québec's main gas utility (211,000 customers)** across 4 product lines, and a **neobank mobile app**.

Align product owners, tech leads, legal, UX writing and business stakeholders around shared decisions, turning undefined scope into signed-off requirements (49-requirement BRD on payment flows).

Made the design system machine-readable by AI: structured Figma tokens and naming conventions, then built 18 AI skills and agents to help coding assistants interpret and implement designs.



Co-organizer · Friends of Figma

Jan 2026 · Present · Montreal

Co-organize events for a 600+ member chapter bringing together designers, engineers and product builders around design.



Host · Les Supers Designers

2024 · Present

French-language design podcast on AI tooling, MCP for designers, design systems and design engineering. 35+ episodes, 500+ monthly listens.



Product Designer · Dilypse

Jan 2025 · Jul 2025 · Montreal · Contract

Rebuilt the design system and led a partial UI/UX redesign to modernize a B2B SaaS application, in a 6-month contract.

Shipped an AI-powered user-testing pipeline (Notion AI + ChatGPT): iterated prompt chains to **analyze qualitative and quantitative feedback** at scale, replacing manual synthesis. Instrumented Amplitude with the PM and worked with engineers to turn those insights into shipped features.



Product Designer · Tymate

Sep 2022 · Sep 2024 · Lille, France · Agency

Room & schedule management app needs analysis, qualitative research, ideation workshops. Result: **90% fewer exam-related email exchanges over a 3-month** pilot, by replacing manual back-and-forth with self-serve booking.

AI MVP for business creation. Product Design Sprint, usability testing. Result: **€300,000+ saved** by replacing the client's physical product photoshoot with AI-generated imagery.

Internal agency design system built and rolled out. Result: **project kickoff alignment time cut by 30%**.



Visual designer · Le Village by CA

Apr 2021 · Aug 2022 · Lille, France · Product

Designed and built call-for-application platforms for a startup accelerator (**Figma, HTML/CSS, WordPress**). **Hosted investor live streams** and ran pre-funding communication workshops for early-stage founders.

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 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