

Maël Gajcanin

Product Designer — Working at French leading fintech Lydia

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 [in mael-gajcanin](#)

Work experience

Lydia Solutions
APRIL 2024 – PRESENT

- Created on Figma with advanced prototyping a smart budget tracking graph, increasing account usage by 21%, with user testing.
- Led UX/UI design while collaborating with developers and QA to ensure smooth implementation.
- Conducted user research and developed concepts to enhance the product.
- Optimized upsell touchpoints across multiple services to boost conversions.
- Updated the design system for two apps, keeping 70+ components up to date.
- Led the full design process for a subway campaign, from iterations in Figma to final execution in InDesign, reaching 4M daily passengers with 250+ billboards in Paris over 7 weeks.

Allergenius
DEC 2024 – PRESENT

- Designed a mobile app from scratch, driving thousands of downloads with a 4.6 iOS rating.
- Developed UX frameworks for a seamless and intuitive experience.
- Produced visuals and a design system for brand consistency.
- Ongoing collaboration on new features, delivering detailed specs for developers.

Kingfisher
MAY-SEPTEMBER - 2024

- Reimagined UX of kitchen spaces for Kingfisher's customers.
- Used VR & Unity to deliver a unique solution to configure a kitchen.
- Crafted an impactful video with 3D VFX and motion design.

Valeo
1 WEEK - 2024

- Led a design sprint with Valeo to envision automotive tech's future.
- Implemented a vision-based UX solution for vehicle control.
- Showcased the solution with a compelling motion design video.

Divoluci
2 MONTHS - 2021

- Transformed industry software through complete UX/UI redesign and user testing.
- Made cohesive brand communication through videos, infographics, typography, etc.

Studies

Digital master
L'ÉCOLE DE DESIGN

- Mastery of UX/UI design methodologies and best practices.
- In-depth understanding of digital innovation strategies.
- Proficiency in applying human-centered approaches to design.

Australian Exchange
UTS SYDNEY

- Foundations in management principles and basics acquisition.
- Gained advanced proficiency in user-centered design, leading to an innovative app thought with agile methods.

Bachelor UX/UI
L'ÉCOLE DE DESIGN

- Mastered essential design principles and fundamentals.
- Committed to specialized interactive design, I contributed to diverse projects, showcasing adaptability and creativity.

About

Hi! I'm a product Designer at Lydia, a leading French fintech unicorn. I craft and refine experiences for over 5 million users daily as part of the Money Management team.

 TRACK RACING

 ITALIAN FOOD

 SWIMMING

 VIDEOGRAPHY

Awards

 **TOEIC 940/990**
C2 English Certification

 **Certification—Les entrep'**
Entrepreneurship program

 **Master degree**
Product Design

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