

# RYAN CHAAYA

PRODUCT DESIGNER (UX/UI)

## PROFILE

UX/UI Designer (25y) specialized in design systems and complex interfaces. Strong experience in Web3, gaming, fintech, and both B2C & B2B projects. I iterate quickly on desktop and mobile-first products. I enjoy creating component-driven UI, leading user research using UX heuristics and frameworks, facilitating workshops, and collaborating across design, tech, and business teams..

## CORE SKILLS

**UX Design:** User research (interviews, surveys, usability tests), design documentation, personas, user journeys, UX audits, service blueprinting, UX writing, creative thinking, AI research, wireframing, iteration cycles, user flows, A/B testing, UX heuristics, information hierarchization & architecture.

**UI & Design Systems:** token-based systems (design tokens), design thinking, interaction design, visual design, responsive and pixel-perfect design, component libraries, accessibility compliance (WCAG, RGAA, GDPR, RGS), high-fidelity prototyping, advanced metrics & heuristics, performance optimization, grid systems, typography systems, motion design, interaction patterns.

**Tools:** Figma, FigJam, Adobe CC, Notion, Miro, CMS (efficient with Framer, Squarespace, Webflow, Shopify and Wordpress), Agile methodology, GA4, Jira

**Marketing & Growth:** SEO/SMO/SERP/SMA, analytics, audit, funnel optimization.

**Dev :** Front-end integration, technical communication, vibe coding.

**Frameworks :** Double Diamond, creative thinking, Lean UX, Agile UX, Atomic Design, Design System Governance, User-centered design, AI research framing.

**AI Integration:** prompting, research, asset generation, website assisted generation, multi-agent tasks and source project management.

## EDUCATION

- **Master's Degree (M2)** – UX Design, Digital Projects
- **OPQUAST Certification** – Accessibility (WCAG, RGAA, RGS, GDPR)
- **MBA** – Digital Transformation
- **Bachelor's Degree** – Webdesign & Infographics (FEDE)

## PROFESSIONAL EXPERIENCE

### 2026 : Freelance / Associate

- Missions & associate in mid-scale projects.

### 2023-2025 : UX & UI at The Outpost - ERA 2140

- Designed & maintained a comprehensive design system for Web3 dashboards and gaming interfaces.
- BLIFE: Drove \$22M (260 BTC) in staking volume across 25k users, achieving a 36% monetized conversion rate and 12k X (Twitter) activations.
- My Lovely Planet: Created and optimized a SocialFi experience that onboarded 350k users in 10 days, supporting the \$MLP token launch (ATH \$40M market cap).
- Delivered 15+ projects with our Agile team for: Fungiball, Retreeb, IPFC, Life Beyond, Ouinex, and more. (7 webapp / 4 Landing / 3 website / 1 app)
- Facilitated co-creation workshops with product owners & developers.

### 2023 : Digital Consultant at Paris Commerce

- Trained 4 local merchants, boosting organic traffic & Google My Business engagement.
- Provided SEO strategy (technical analysis & content), communication templates & editorial calendars.
- Optimized UX & created wireframes for 2+ websites and delivered a CMS site.

### 2022 : Web designer at Peeks

- Created website prototypes and marketing print assets.
- Trained internal team of 10+ people on design best practices and set up digital touchpoints for cross platform sales.

### 2020-2022 : CM at Lot-Tex

- Built brand identity and design guidelines, and managed Instagram content (shooting, editing, planning, posting).
- Found and led a partnership project with World of Model.

 Portfolio :

<https://ryan-chaaya.framer.website/>

 LinkedIn :

<https://www.linkedin.com/in/ryan-chaaya-pro/>

 Mobile :

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 Email :

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## ADDITIONAL ENGAGEMENTS

Freelance work –  
Logos, motion design, 3D (Spline),  
landing/website A to Z.

Assistant Director – Nikon Film  
Festival 2023 (short film).

Team Captain – Vivatech 2021 &  
BDE MJM/Webstart 2022.

Languages –  
Fluent in English & French.