

Camille DEVERRIÈRE

Product designer / User researcher

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With over 10 years in design, I create user-focused, intuitive digital products that deliver impactful solutions and business's value.

Professional experiences

Raja Group - Lead UX designer

2023 - 2024

- Redesigned strategic conversion touchpoints to reverse a revenue decline during an economic downturn.
- Recruited 3 designers, establishing rituals to scale delivery under recession pressure.
- Built cross-departmental workflows and initiated a design system to cut friction and rework.
- Facilitated director-level workshops, elevating the UX maturity in the same time.

Business results

- **Homepage redesign:** CVR +70%, CTR +16%, and traffic +50% on the categories section during the first month. In global, an AOV of +€40.
- **Product pages:** CVR +9.6%, estimated incremental revenue of +€3.9M/year.

UX Republic - Product designer & User researcher

2021 - 2023

Biogen *biotechnology industry*

- Sole UX researcher for 3 products (Neurodiem, Cleo, PhysioMe) deployed in 17+ countries.
- **Neurodiem:** Trust improvement for neurologists. Enhancement of the website's personalisation and usability with several user tests.
- **Cleo:** -15 abandonment score on a sign-up flow which brought cognitive fatigue. Support activities: Thinking aloud, card sorting & UX scale.
- **PhysioMe:** Built foundational user understanding through survey analysis and diary studies.

Ouigo *rail transport industry*

- Led discovery workshops for OUIGO's Spain market entry with a Discovery Discipline methodology to structure ambiguous, fast-moving projects.
- Workshop activities: Project ambition, proto-personas, launch tweet, user flow, benchmark.

Professional experiences (continued)

ManoMano *home hardware industries*

- Contributed to platform split strategy to separate B2C and B2B experiences.
- Designed & tested an easy reorder feature with out-of-stock substitutes, driving +5% AOV.
- Redesigned mobile-first invoice page to meet users' multi-invoice and filtering needs.
- Designed a specific flow for sole traders balancing fraud prevention with accessibility.

Bouygues Telecom *telecom operator industry*

- In charge of the customer funnel optimization to reduce drop-off.
- User tests made for a new interaction methods prototype, preventing a costly loss if launched.

Sogeti / Capgemini - UX designer & Product owner

2018 - 2021

- Designed IoT interfaces for medical monitoring (**Paris Brain Institute**), internal systems and mobile apps (**La Poste**), autonomous vehicle scenarios repository (**Renault**), and won competitive bids for **SNCF** and **Carrefour**.
- Delivered UX trainings to internal teams and major clients.

Educations & prize

Education

Internet career engineering

2012 - 2017

[HETIC](#) - Master 2 degree

Most prestigious prize

Google Online Marketing Challenge

2016

1st in France - 59th worldwilde out of 2 132 teams.

Certifications

IxDF - Interaction Design Foundation

2026

4 certifications essentially related to AI topics.
More details on my LinkedIn.

Contentsquare

2022

Advanced level

PSPO 1

2020

More about me

Leisures

When I'm not designing, I love **scuba diving** (level 2 in preparation) and **cinema**. Spirited Away is one of those movies who holds a special place in my heart.

Working Holiday Visa

My year **in New Zealand** is deeply rooted in me. I had the chance to explore the country from Whangarei to Doubtful sounds before settling in New Brighton, Christchurch, to work.

Creative intelligenece

I'm staying up-to date about innovations by reading articles, listening experts and practicing. I also **design my own agents AI** to help me on my daily tasks.