

Adrien Schaefers

Designing products people actually want to use

UX/UI designer with 5+ years shaping digital products across fintech, sustainability, Web3, and B2B SaaS. I care about clear thinking as much as clean screens.

■■■ Currently available for freelance

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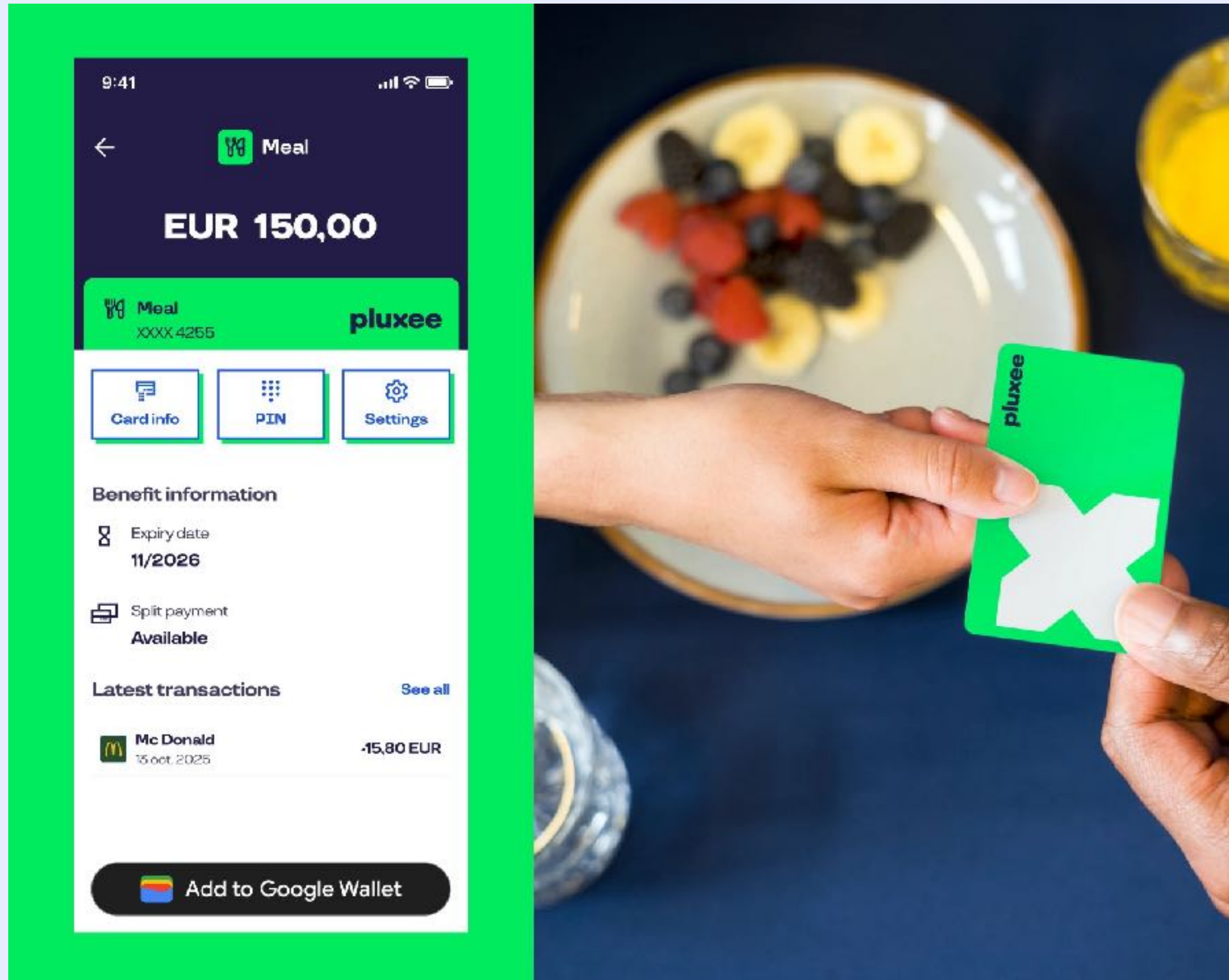
My journey p. 38

About me p. 38

My works

Here, you can discover the principle projects.

I've completed as a product designer, both as an employee and as a freelancer. Hope it is clear and short enough.



Pluxee (ex-sodexo)

Pluxee (employee benefits platform, 5+ products) had a design system in place but adoption was struggling. I joined the Design System team as Product Designer for 2 years.

My focus: improve design/dev collaboration, build motion capabilities, and scale the token system.

MY ROLE

Product designer - Design system

OUTCOMES

- 120+ components documented and adopted by engineering teams
- 100% design consistency across all Pluxee products
- Established design tokens for 5 product variations in multiple languages

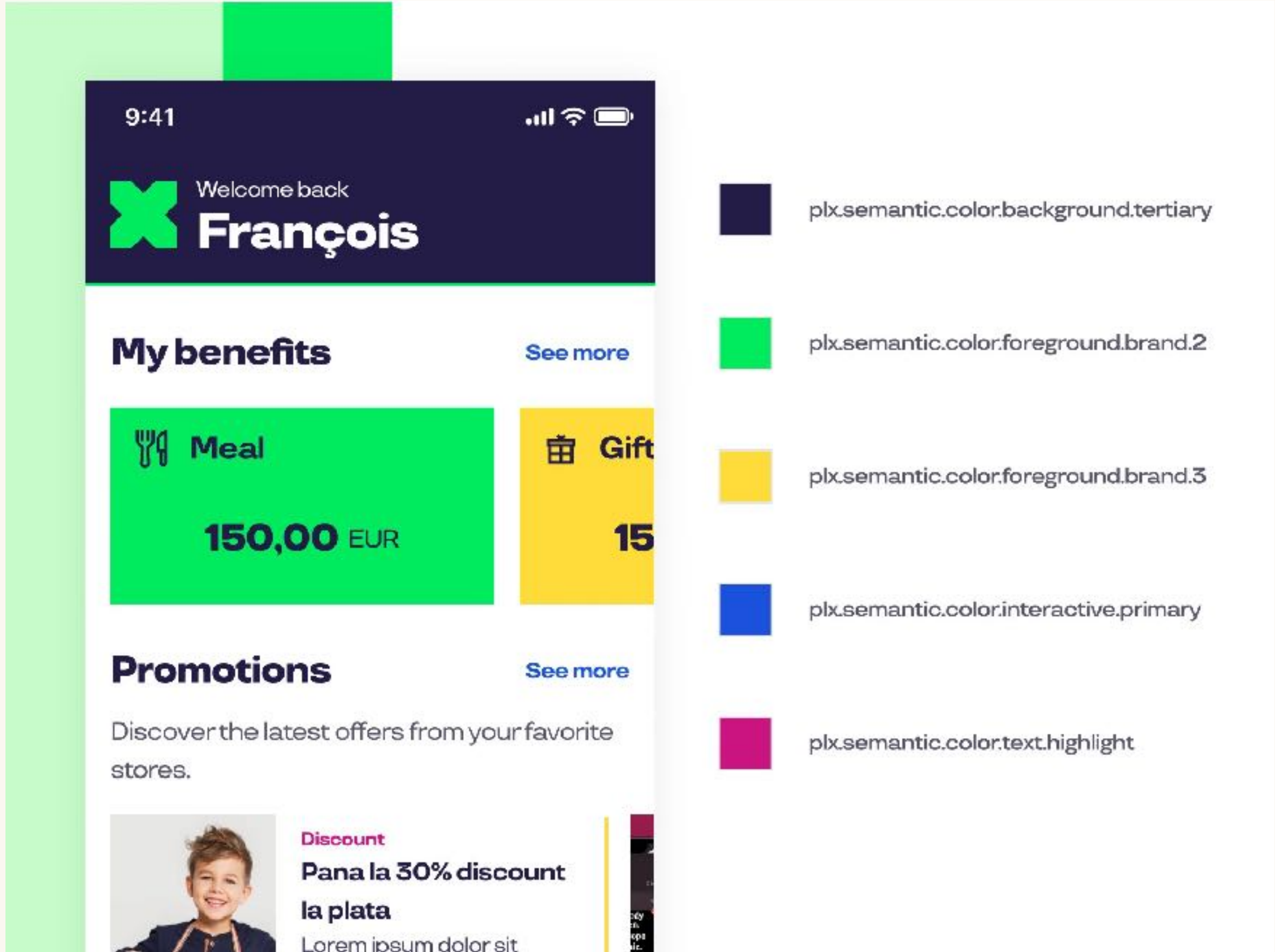
Challenge

The design system existed but engineers weren't using it consistently.

Handoffs were slow. No clear workflow between design and code. Additionally, the team lacked motion expertise, animations felt inconsistent. Token management was fragmented across tools (Token Studio), making it hard to sync across 3 different tech stacks (React, Flutter, Drupal).

Objective: Make the design system actually useful to devs + build motion capabilities + consolidate token infrastructure.





plx.semantic.color.background.tertiary



plx.semantic.color.foreground.brand.2



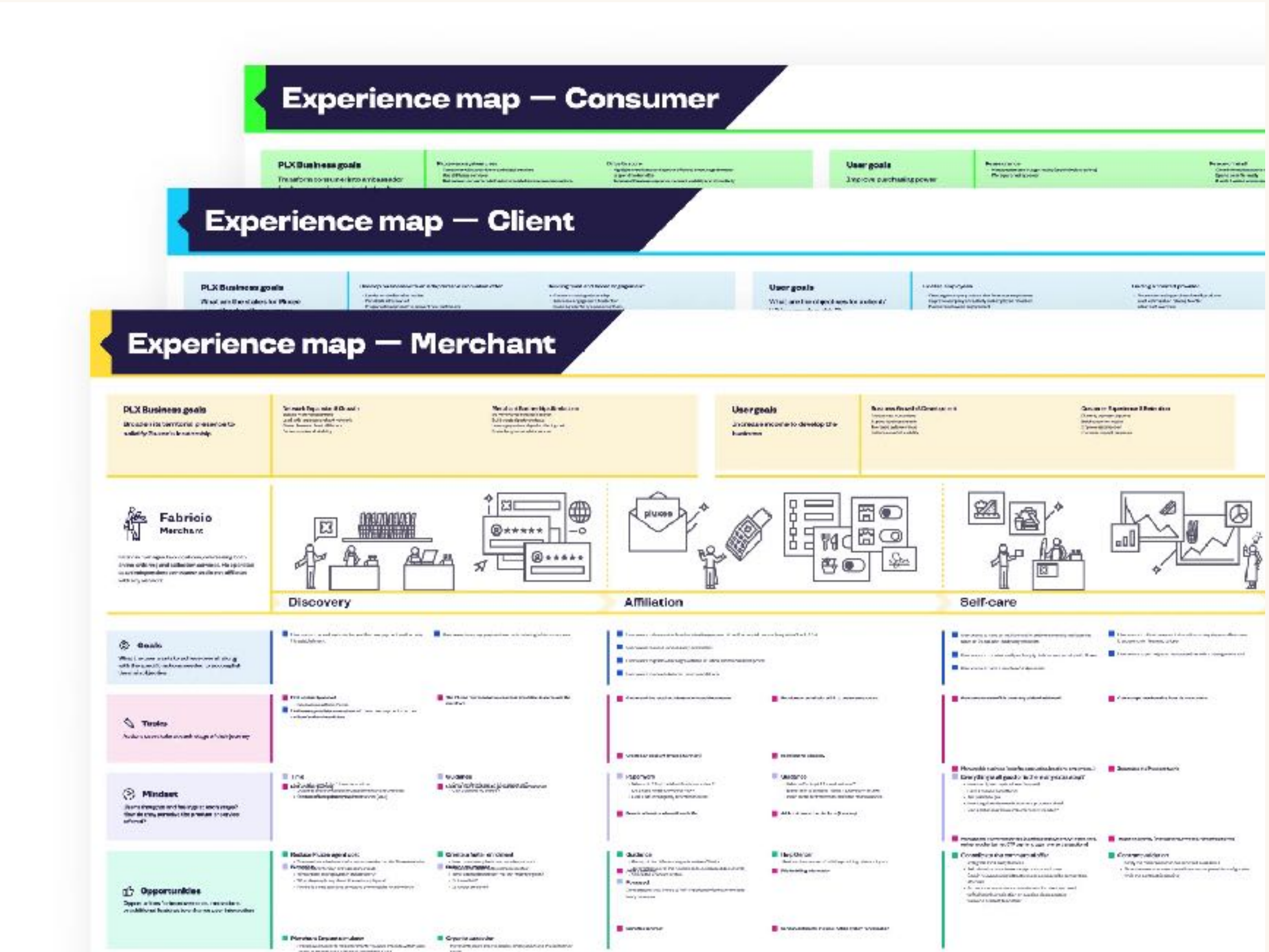
plx.semantic.color.foreground.brand.3



plx.semantic.color.interactive.primary

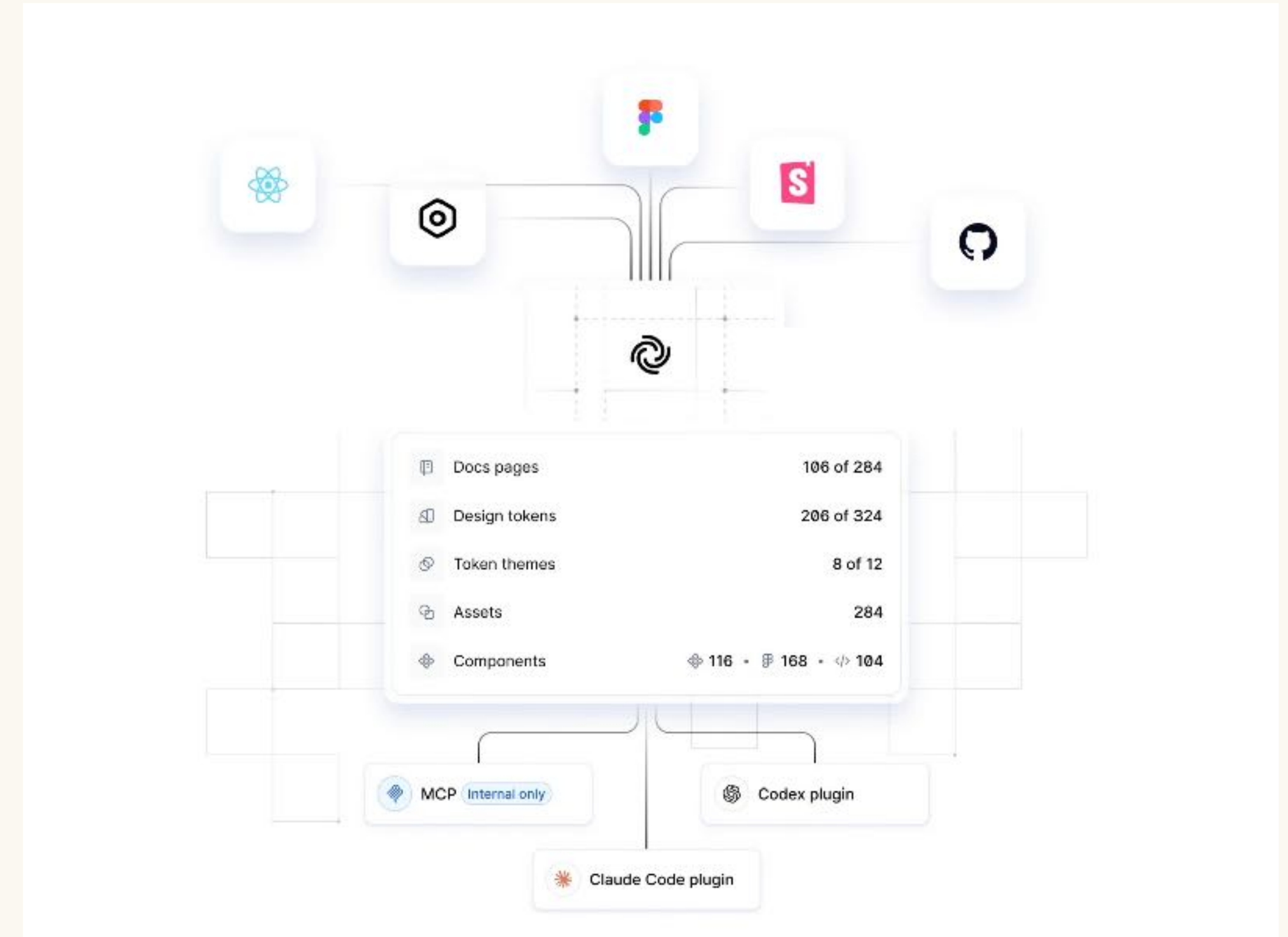


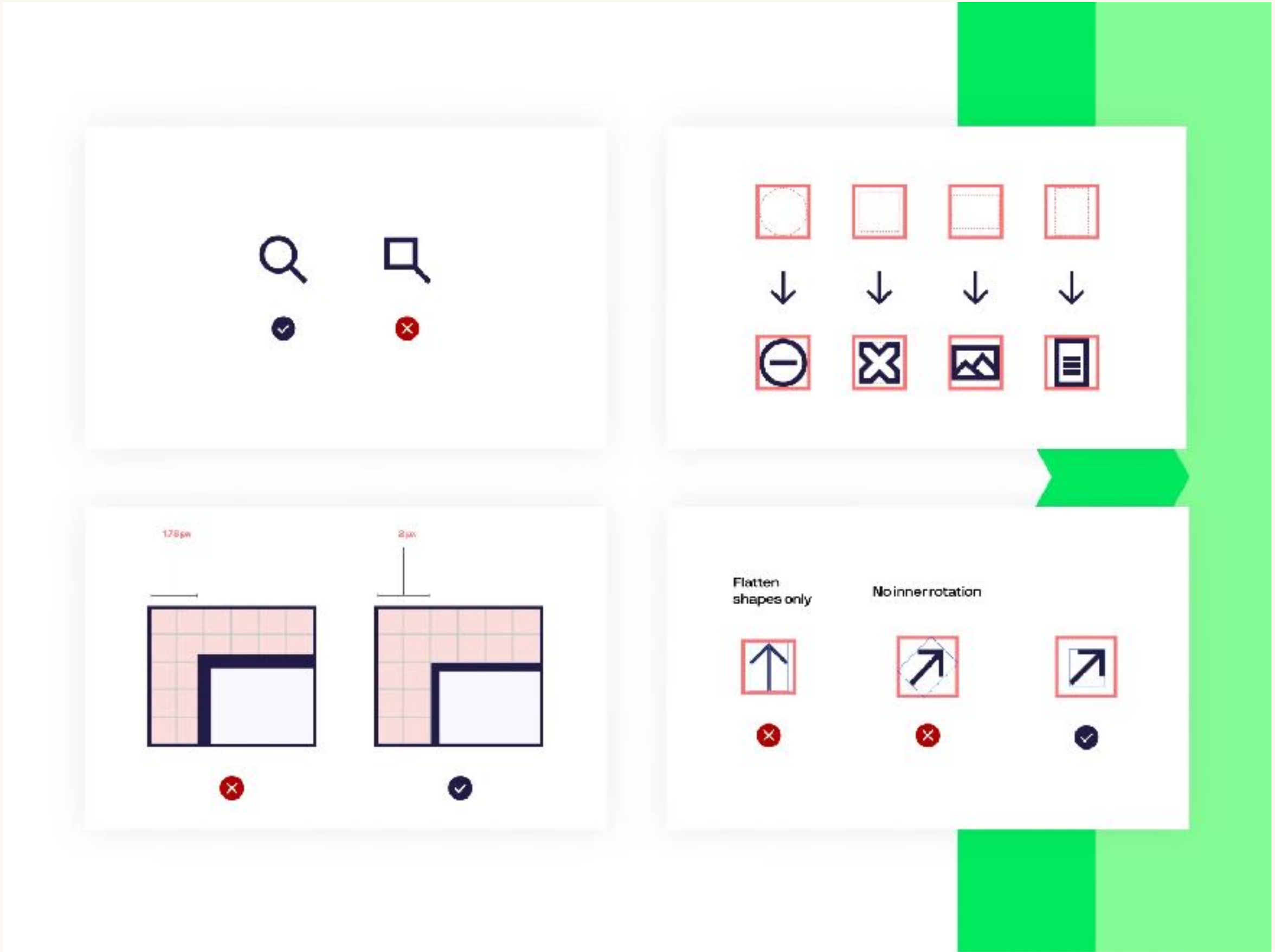
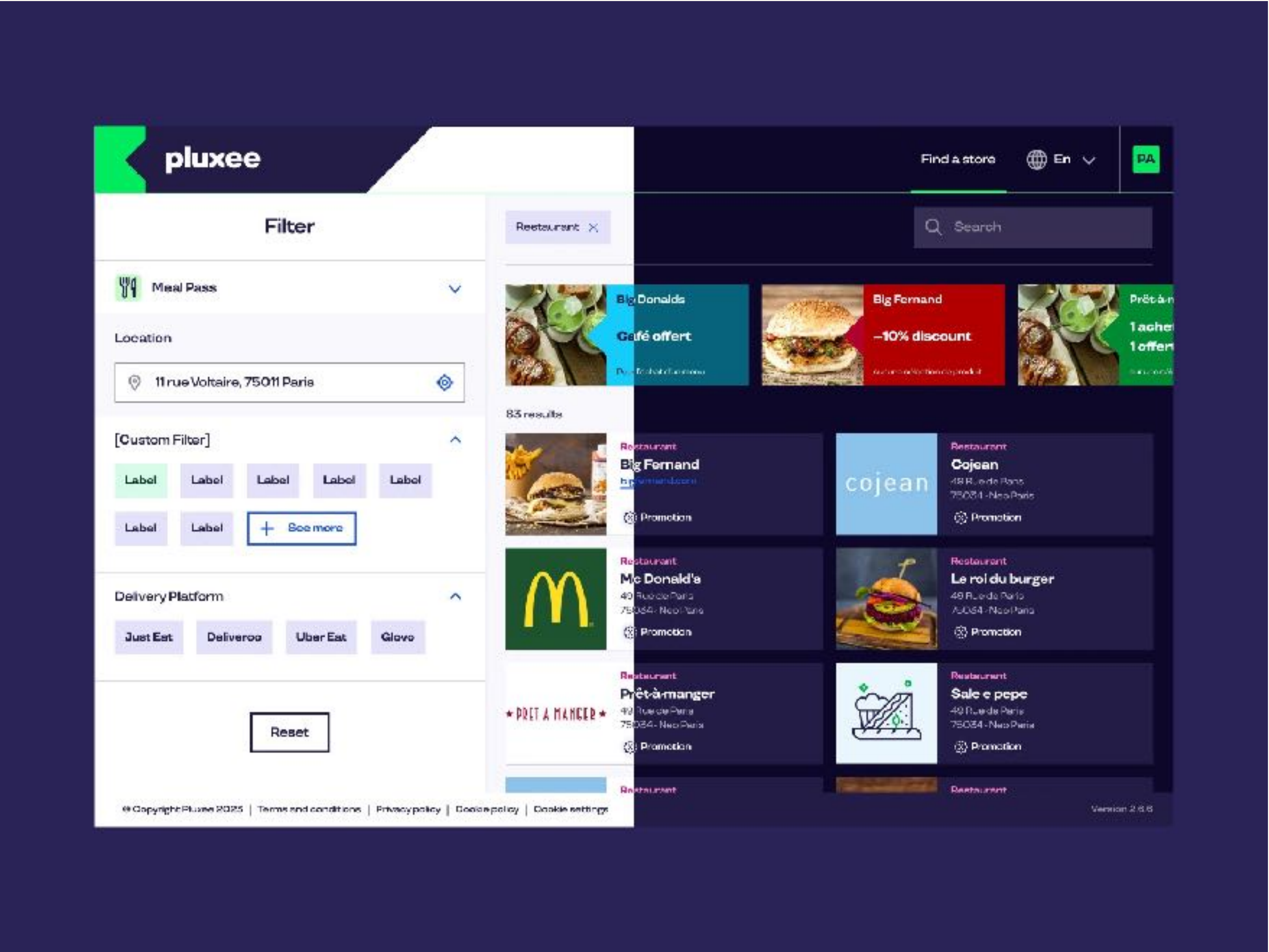
plx.semantic.color.text.highlight



Approach

- Migrated token infrastructure – Moved from Token Studio to Supernova to sync tokens across 3 dev languages (React, Flutter, Drupal). Used AI to validate exports and catch inconsistencies.
- Created motion assets – Built reusable animated components in After Effects with specs (timing, easing, frame counts) that engineers could integrate directly.
- Improved design/dev handoffs – Streamlined workflows using Supernova tokens + AI-assisted documentation. Reduced handoff time from 48h → 18h.
- Unified the team – Organized first Design System webinar and created flow diagrams showing each stakeholder's perspective. Made the system visible and valuable to non-designers.
- Automated with AI – Tested workflows to validate token consistency, generate documentation, identify unused tokens (~40% manual work saved).





 Nouveau projet**Le bureau des légendes S5**

Créé le 16/11/2019

 En cours 25%Producteur/trice : **Robert Robert**
Dir. Prod. : **Agnès Leblanc**

Secoset

1 À propos de vous

Prénom

John

Nom

Doe

Email

john.doe@gaumont.com

Téléphone

Votre numéro

Poste

Votre poste

Continuer

Secoset

Secoset is a startup focused on monitoring the CO2 emissions of cinema production companies. In my position, I was responsible for designing the login process and invitation flow. Given the various key roles within the cinema industry, I immersed myself in the users' perspective to ensure their needs were met effectively.

MY ROLE

Product designer

OUTCOMES

- 5 user roles mapped with distinct journeys
- +22% task completion rate in usability testing
- 2 weeks from brief to tested prototype

DESIGN PROCESS



1. Role mapping

Workshopped all 5 user roles with the PM to clarify permission hierarchy before touching any UI.



2. Flow design

Designed invitation, onboarding, and billing flows with branching paths per role.



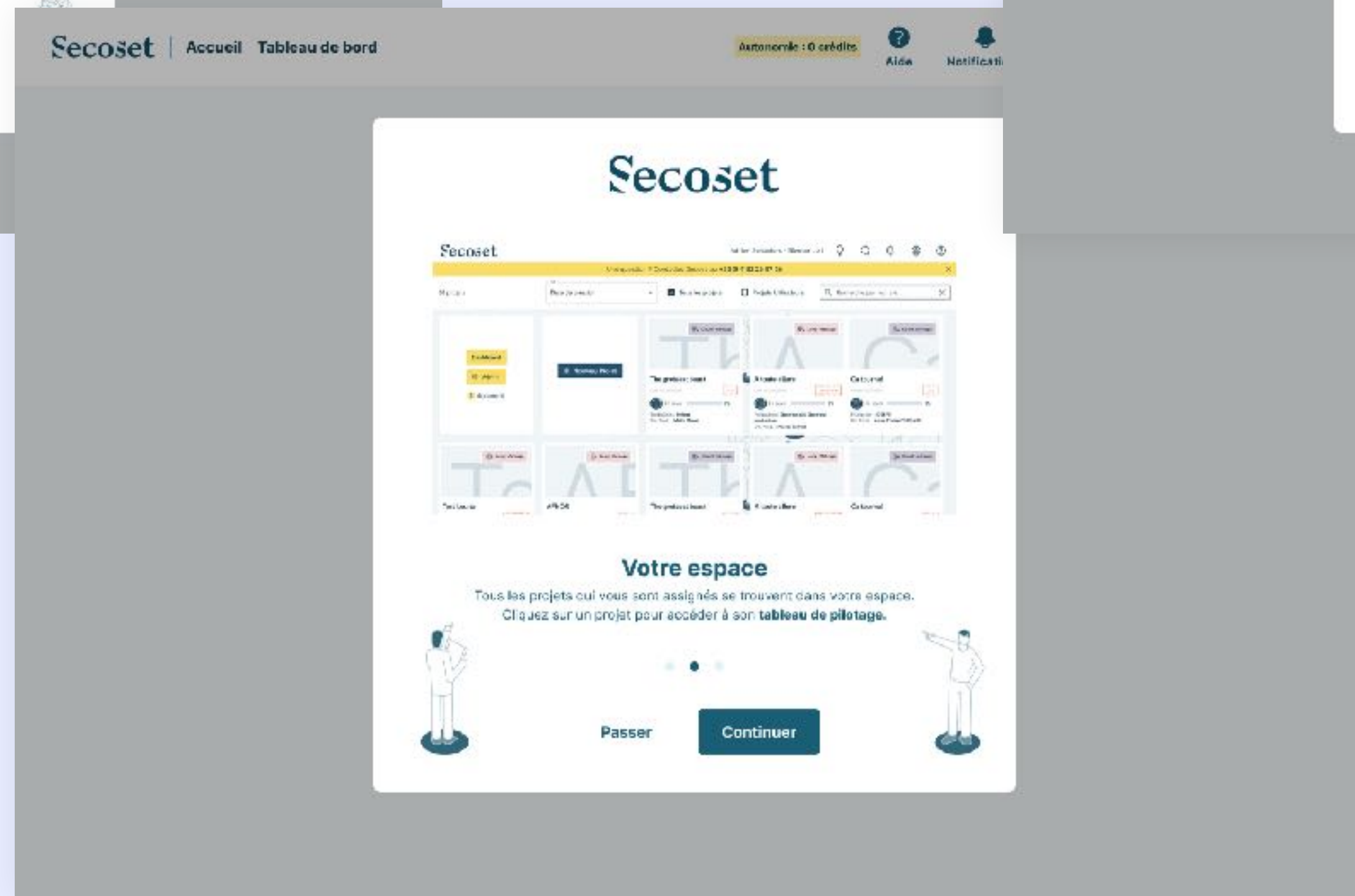
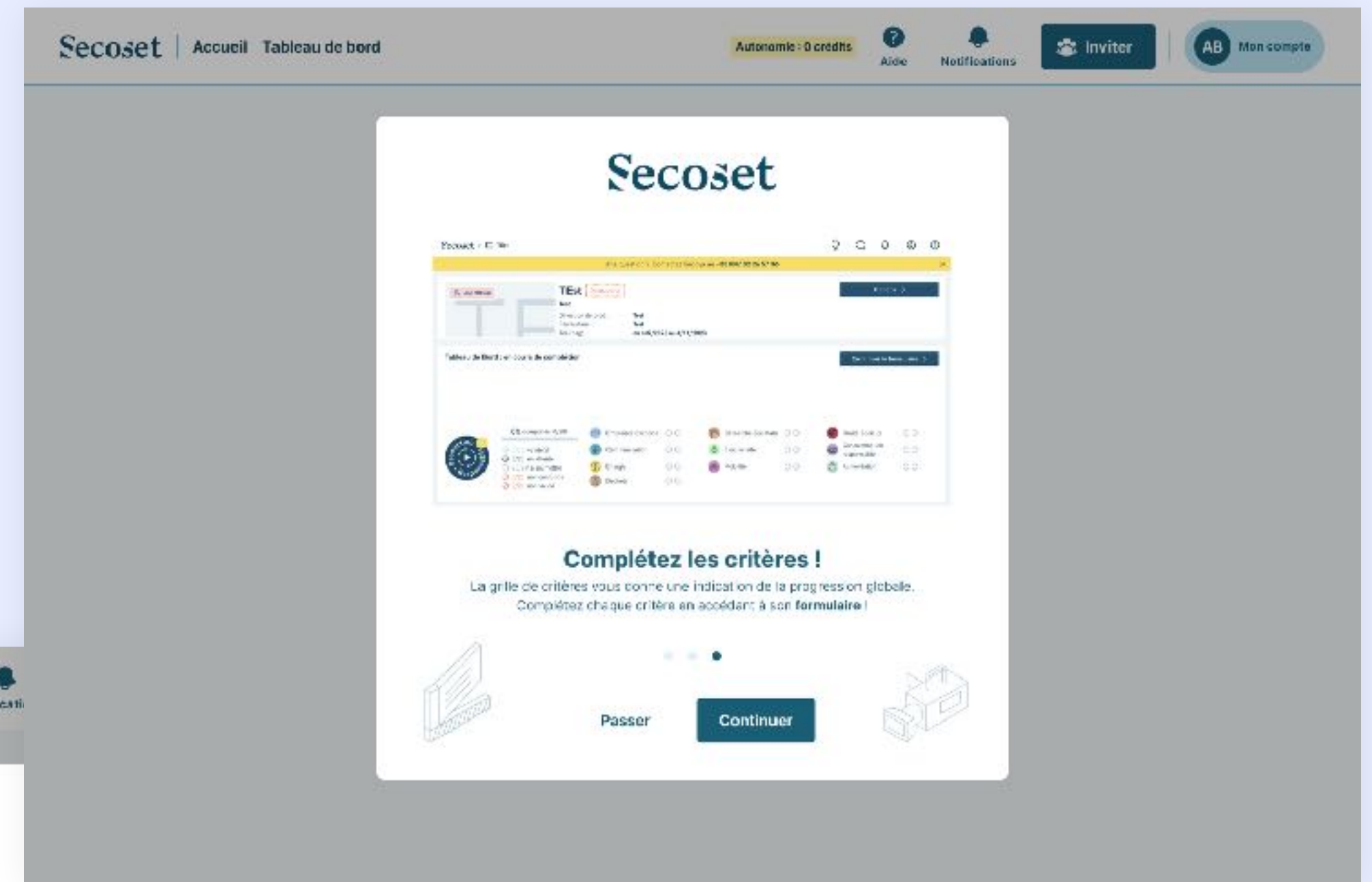
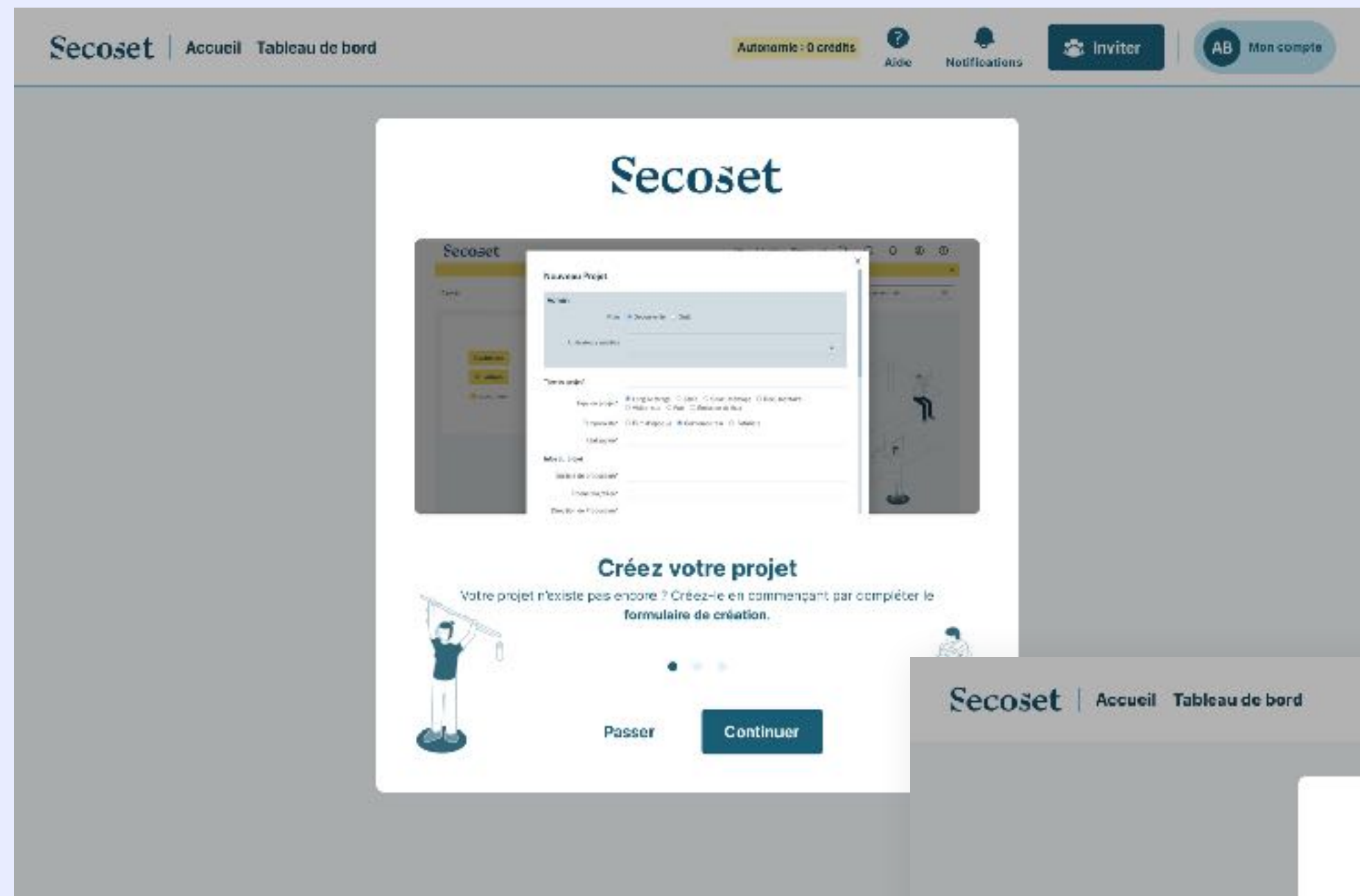
3. Tutorial screens

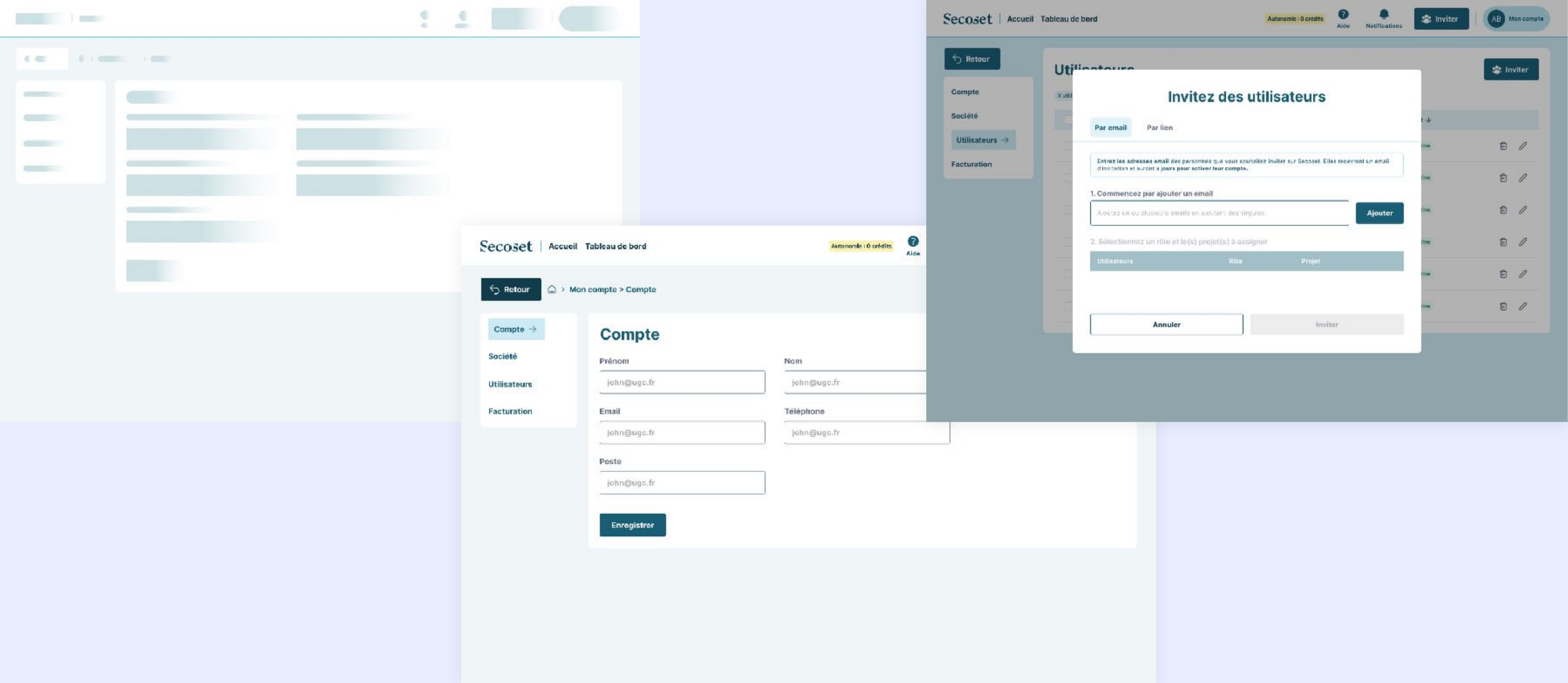
Progressive disclosure onboarding to ease first-use without overwhelming users.



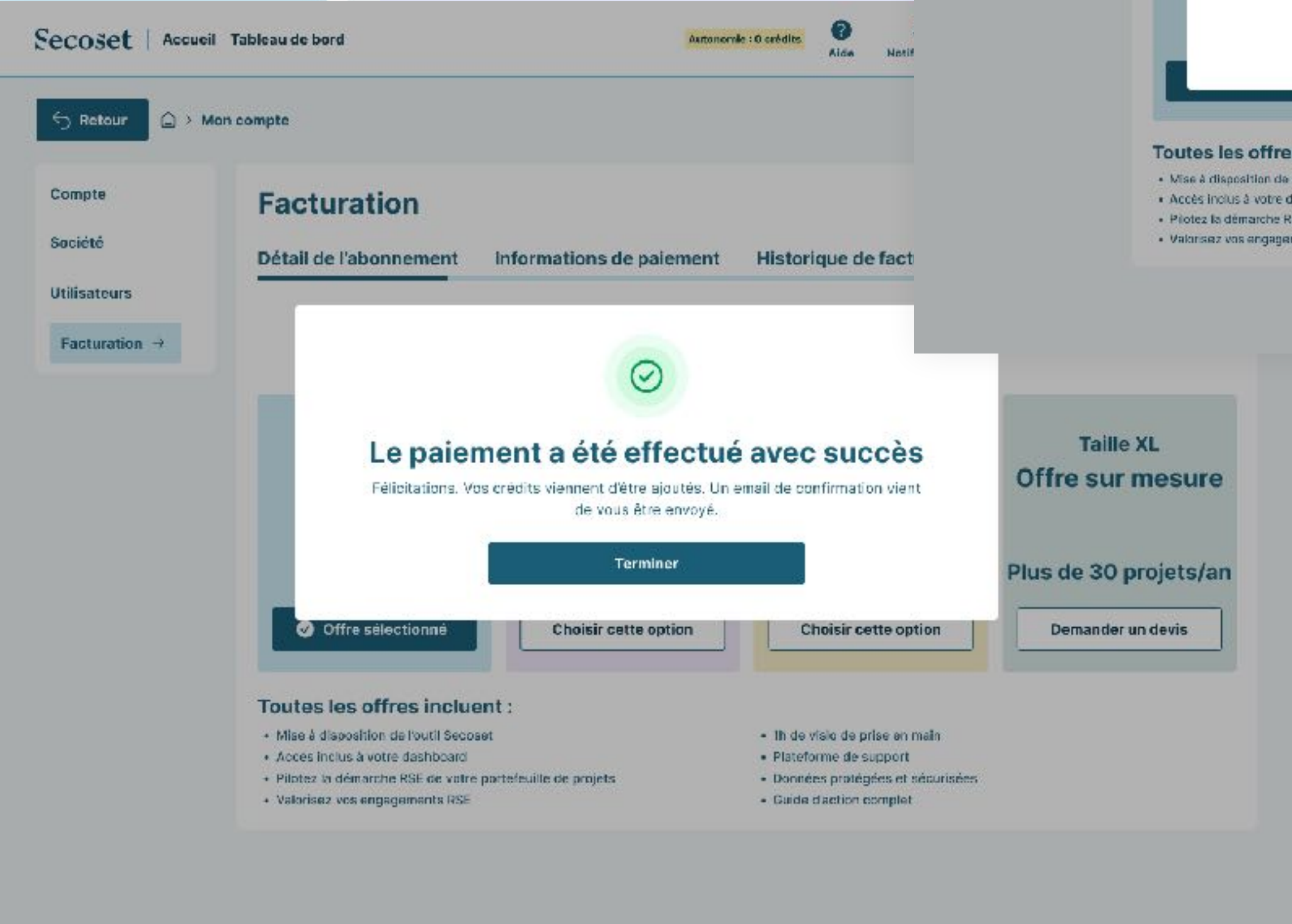
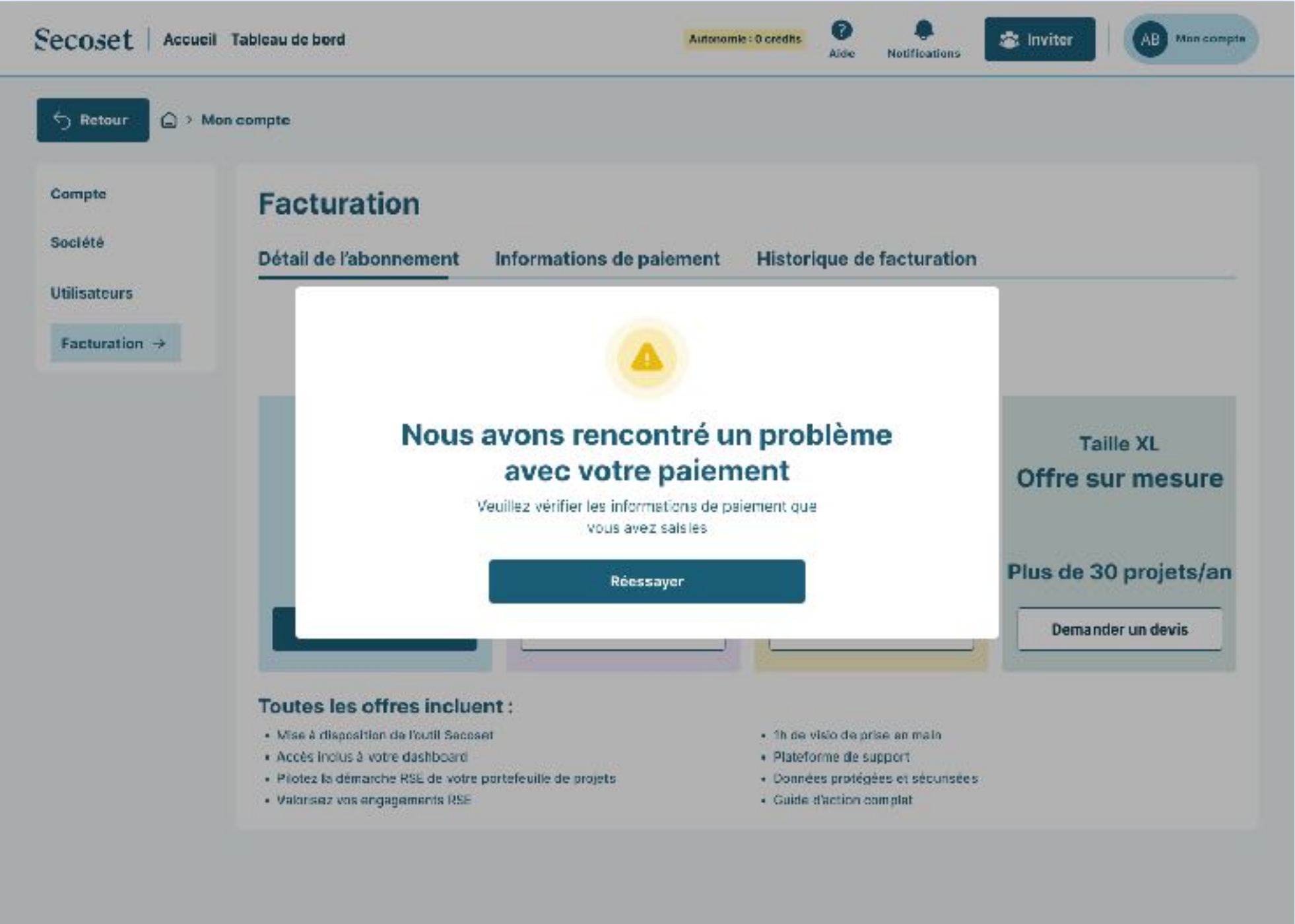
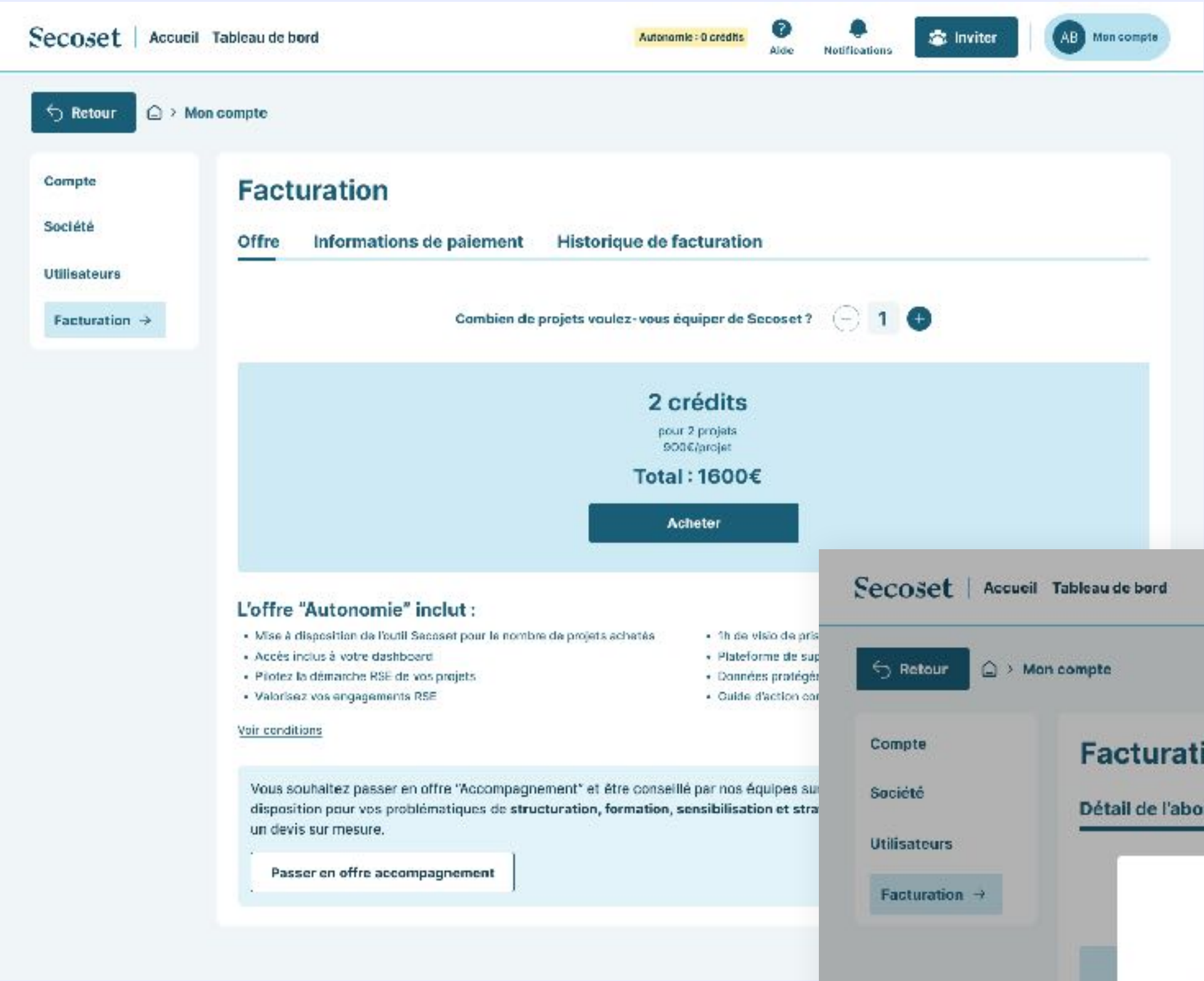
4. Testing and iteration

4 remote sessions; discovered account switching was a core need, added in iteration 2.

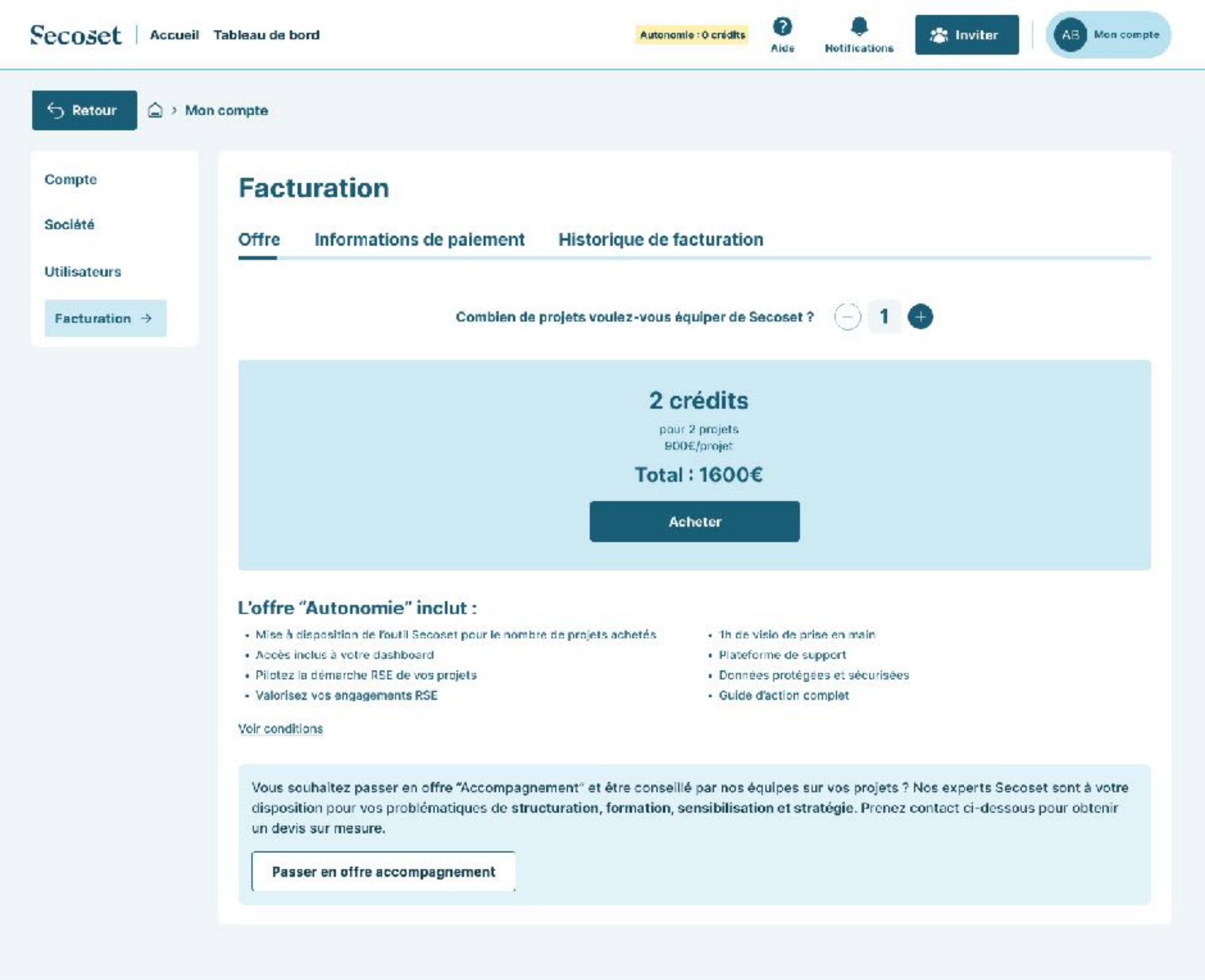




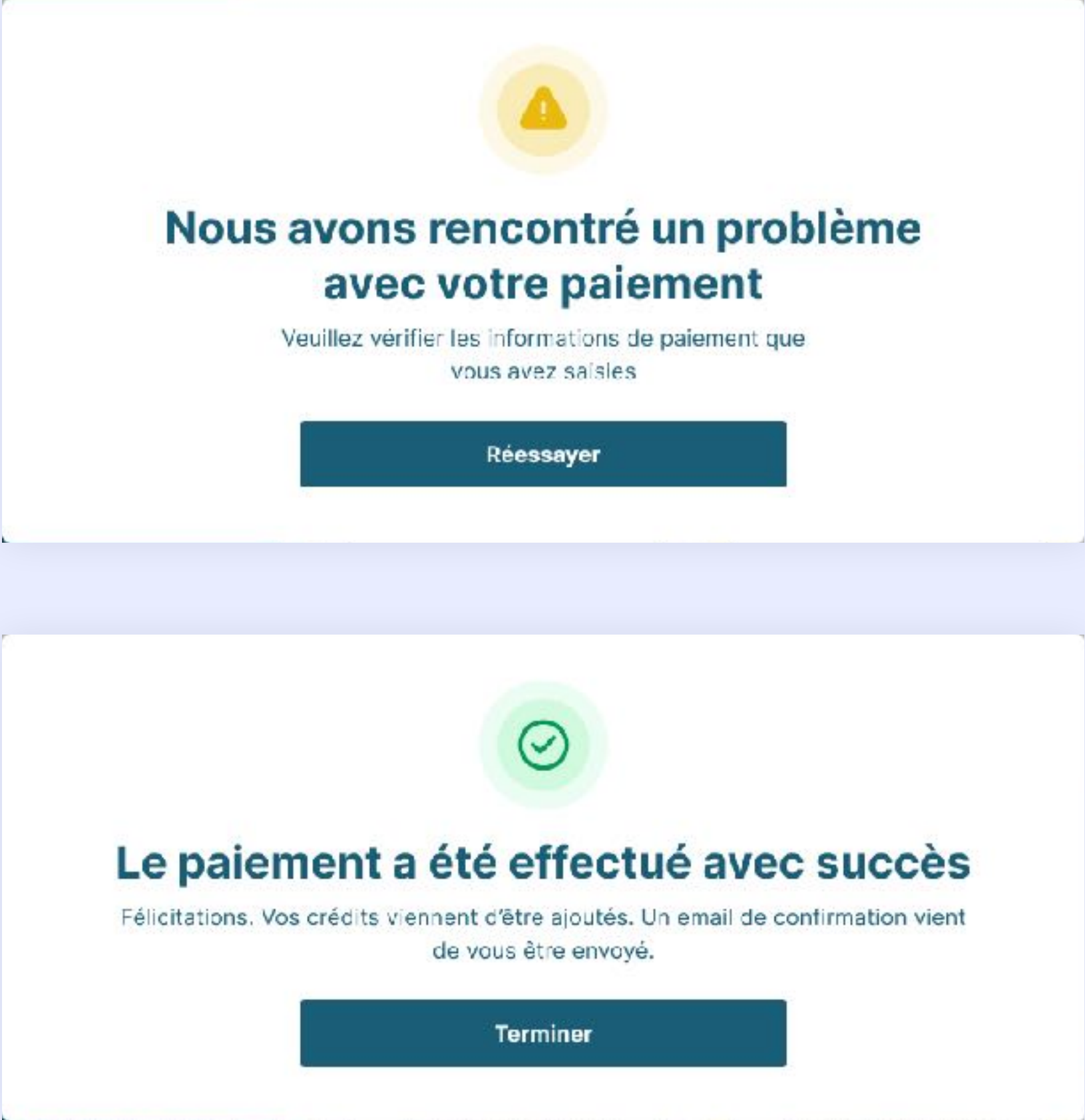
A blend of the 'My Account' screen and user(s) prompt(s) interface...

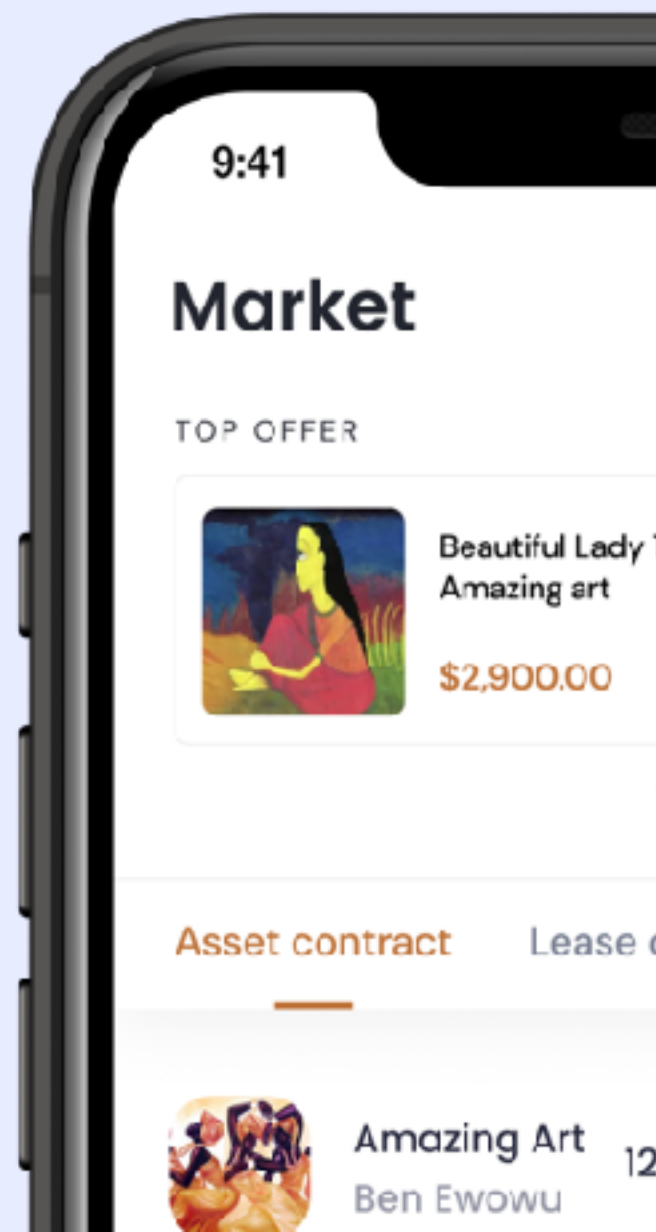
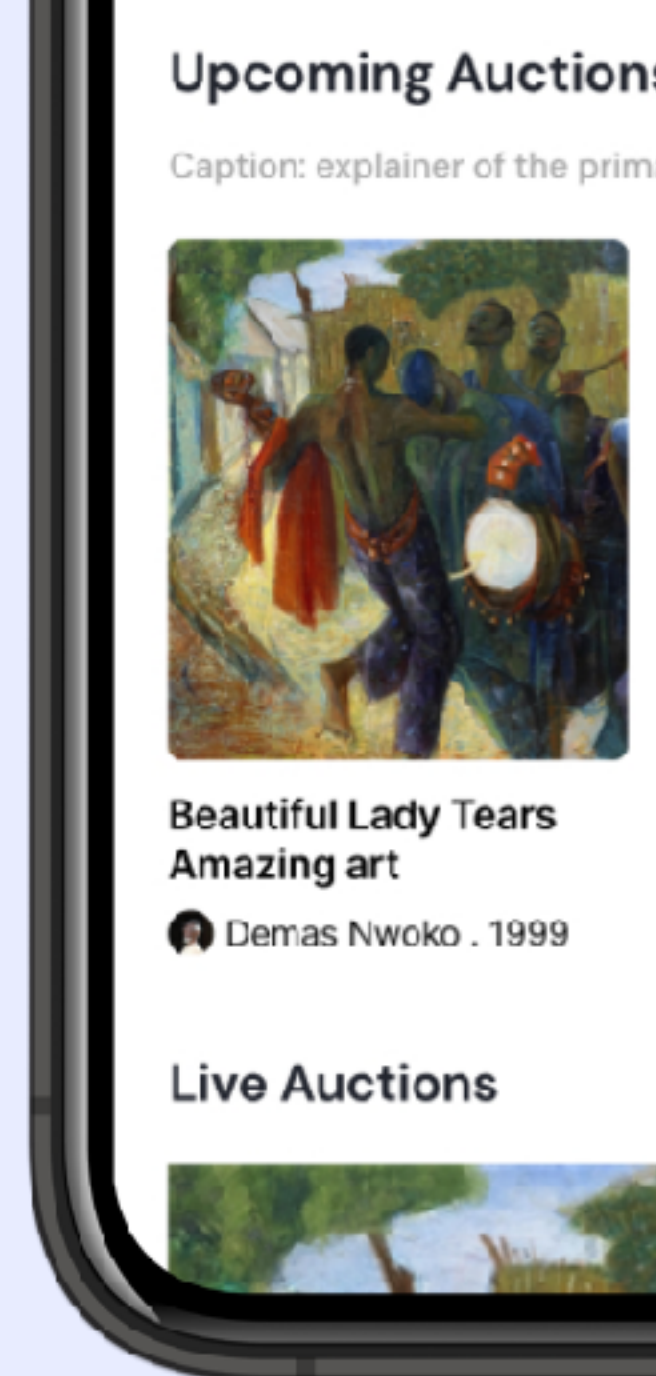
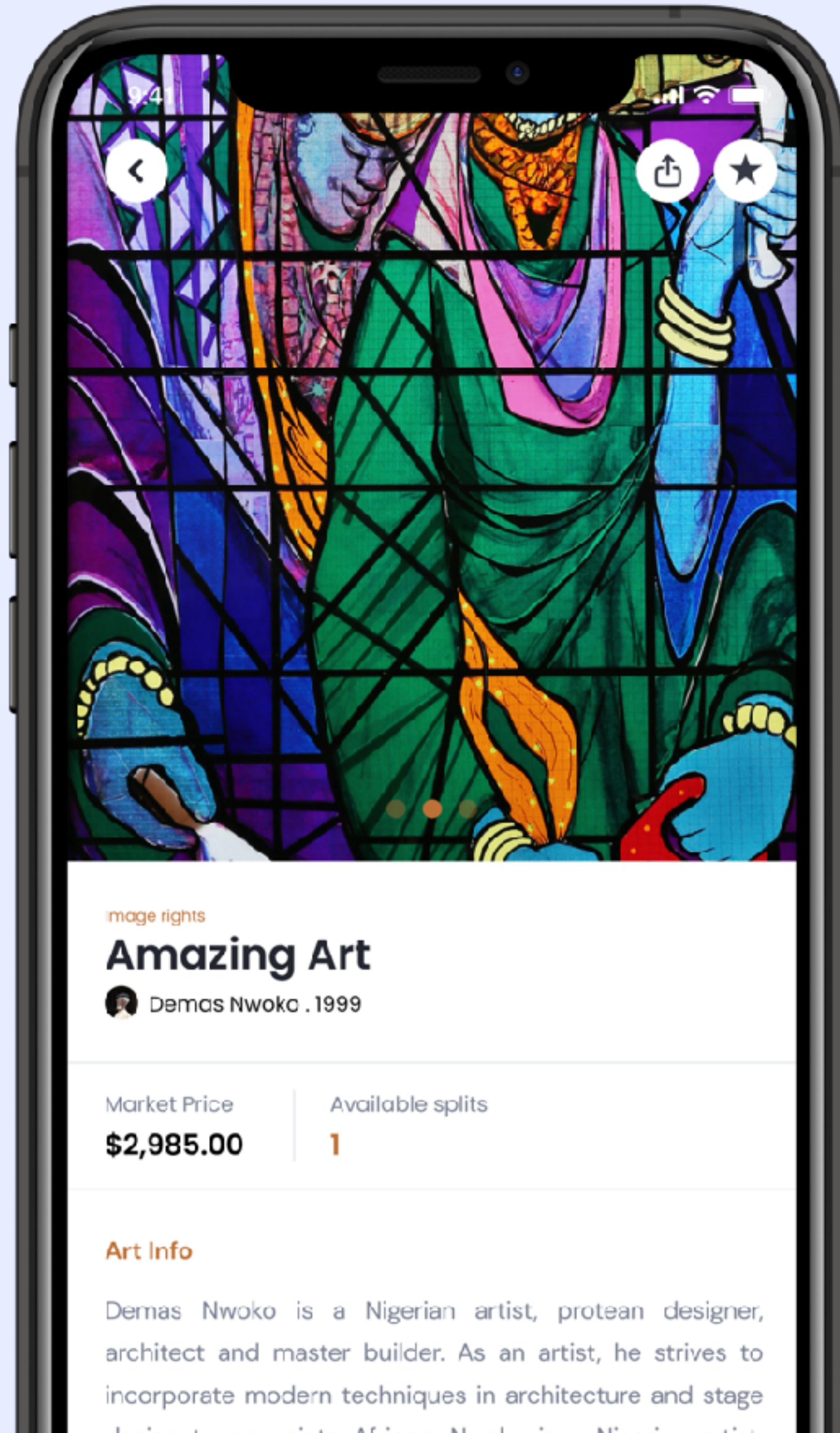


The main screens of the billing flow



The main screens of the billing flow





Artsplit

The ARTSPLIT app enables investment in fractions of African artworks and music. Users can purchase "splits" to co-own works. I helped design the intuitive split purchase flow. Users browse fractionated works, bid on splits for sale and complete secure transactions through the platform. The app also features a secondary market and opportunities to obtain physical artwork custody.

MY ROLE

Product designer

OUTCOMES

- +41% conversion improvement in Maze testing
- 3 flows redesigned: purchase, bid, secondary market
- 94% task success rate on the tested prototype

DESIGN PROCESS



1. Competitor audit

Reviewed 6 fractional investment apps to benchmark interactions patterns.



2. Component library

Built a mobile first set covering cards, bis states, trust signals, and transaction receipts.



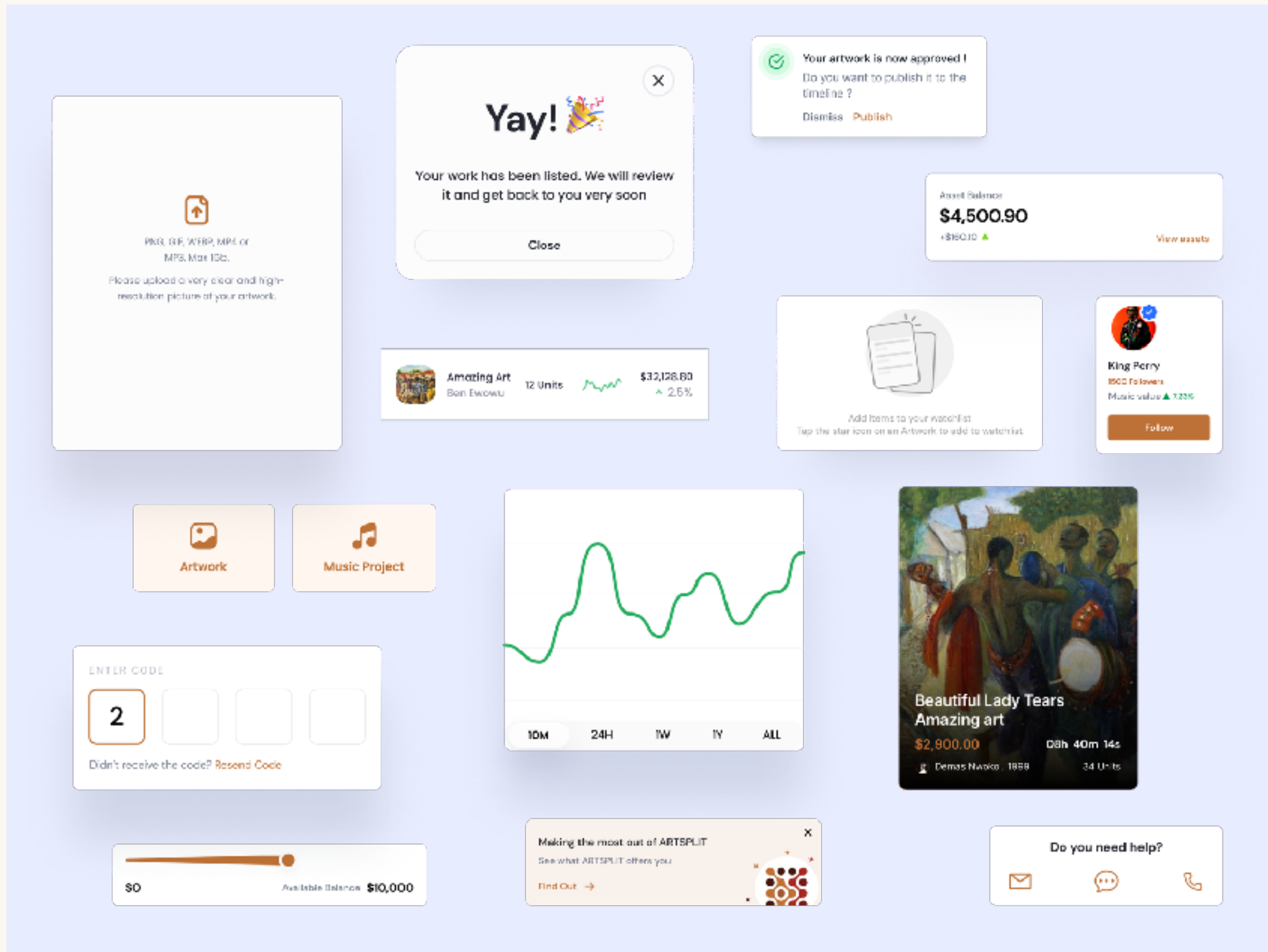
3. Prototype

3 interactive prototypes covering the full purchase loop.



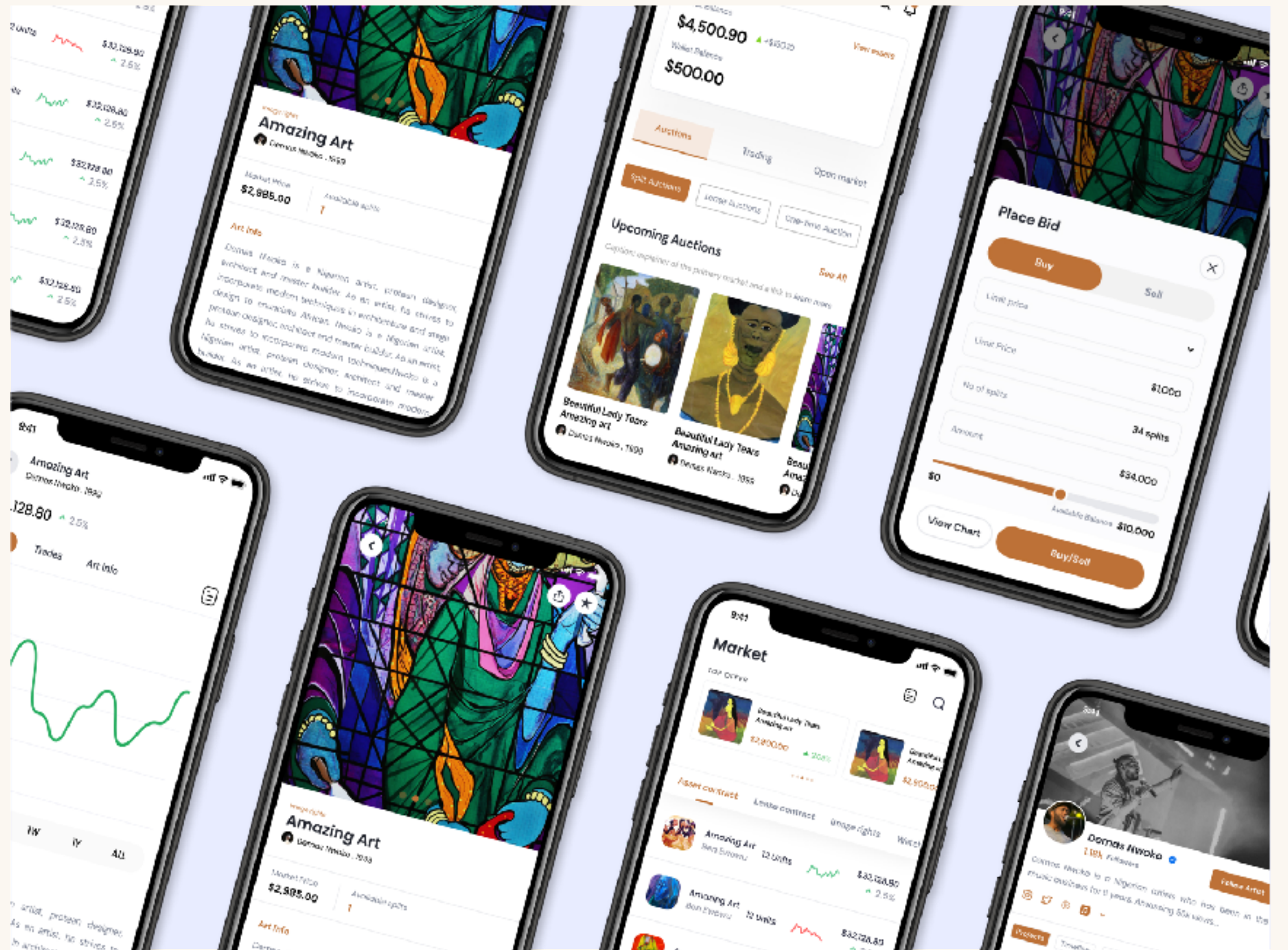
4. Maze testing

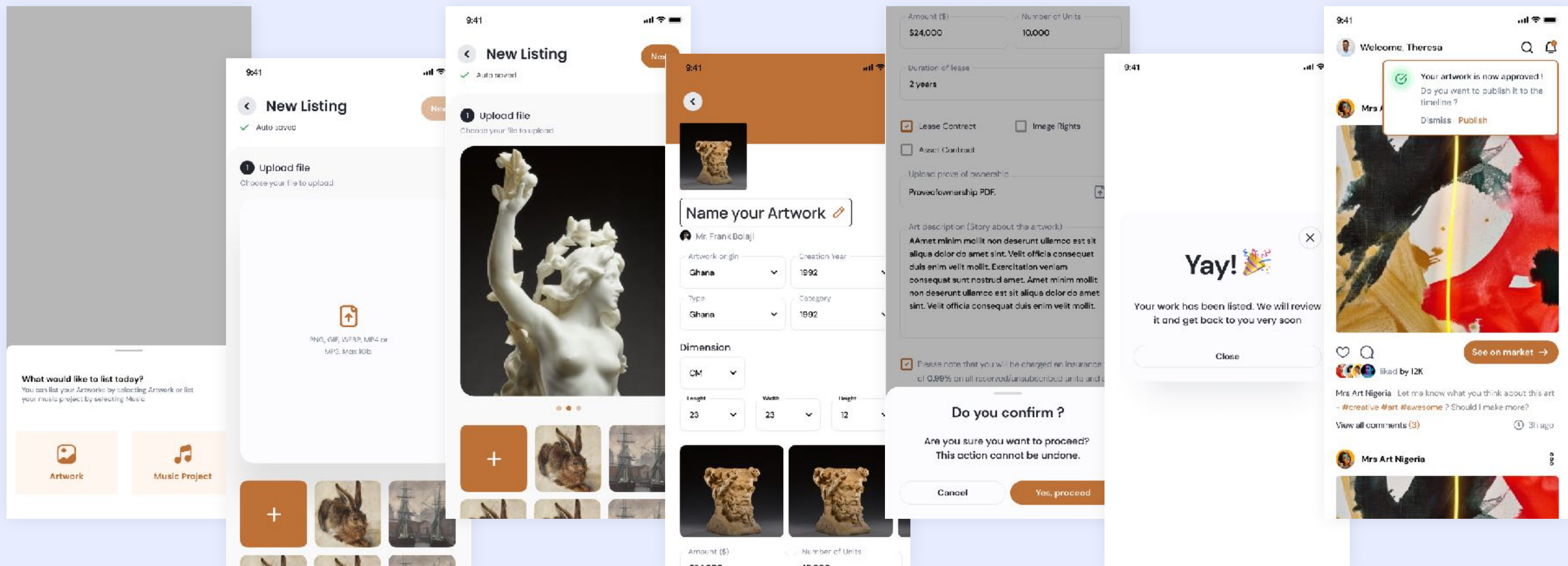
24 participants, iterated on bid confirmation screen after 38% confusion rate on V1.



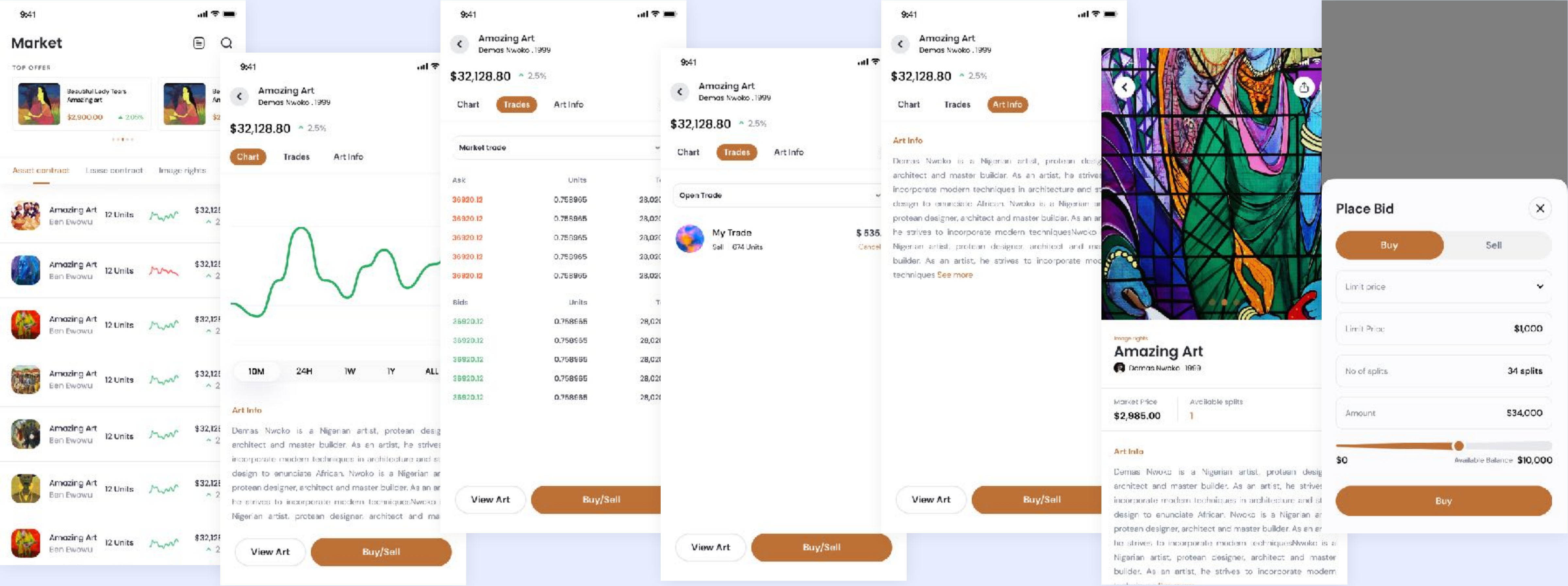
A few components I created during this projects

Thumbnail of the main screens





Multiple screens displaying the process of submitting a listing flow...



Several screens showcasing the secondary market trade flow...

Storyboard #03 - Suppression

Storyboard #02 - Améliorer la position d

Storyboard #01 - Nudges & Gamification

Liste des fonctionnalités

Mettre en place une
miniature (activable par le
clic) à la prochaine
connexion du PDF avec :

- Post d'Activis pré-rempli
- Post d'Activis pré-rempli
- Bilan en ligne
- Bilan avec coach via
Cefandly
- Rappel de contacter le
coach si projet pas fini

Mettre en avant une barre
de progression qui ne se
remplit entièrement qu'une
fois le projet "Terminé"

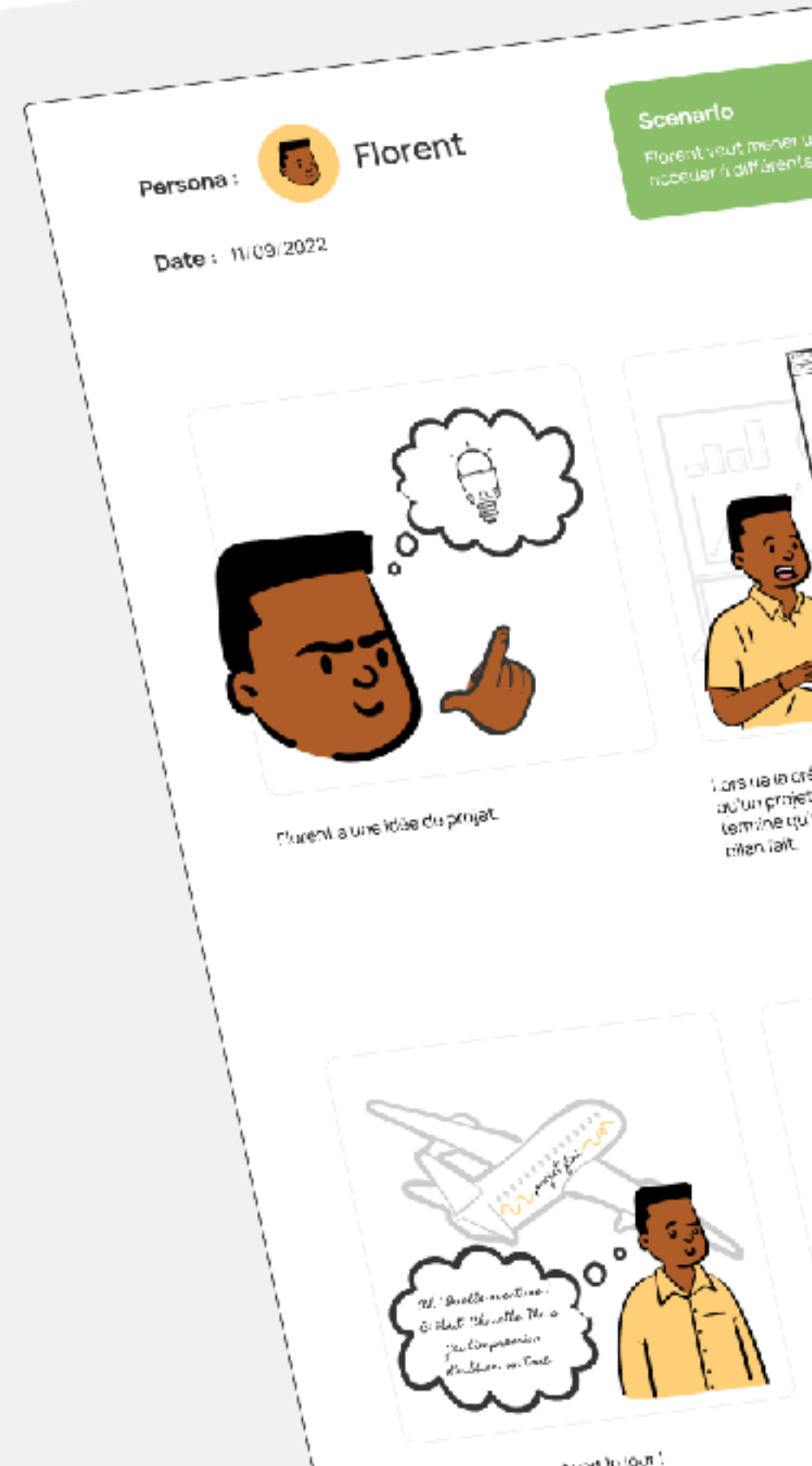
Accorder des badges au
PDF en fonction de
l'avancement du projet et
de sa progression dans

Donner les étapes du vie
d'un projet dès la page de
création du projet

- Publication
- Financement
- Mise en place
- Bilan

Permettre de remplir le
bilan directement en ligne,
puis validation par le
coach

- Quiz décomposé des
questions ?
- Champ et/ou notes ?



Teamstarter

The ARTSPLIT app enables investment in fractions of African artworks and music. Users can purchase "splits" to co-own works. I helped design the intuitive split purchase flow. Users browse fractionated works, bid on splits for sale and complete secure transactions through the platform. The app also features a secondary market and opportunities to obtain physical artwork custody.

MY ROLE

Product designer

OUTCOMES

- 12 user interviews conducted
- 3 storyboards validated with coaches
- MVP shipped Q3 2023 from this brief

DESIGN PROCESS



1. Definition Workshop:

Ran a WHY/WHO/WHEN/ WHERE session to align the team before research began.



3. Motivation mapping

Synthesized interviews into a map identifying 3 core unmet needs.



2. User interviews

12 sessions with coaches and project leaders; key finding: coaches needed async tools, not more meetings.



4. Idea generation

30+ ideas clustered into 6 themes and illustrated as storyboards.

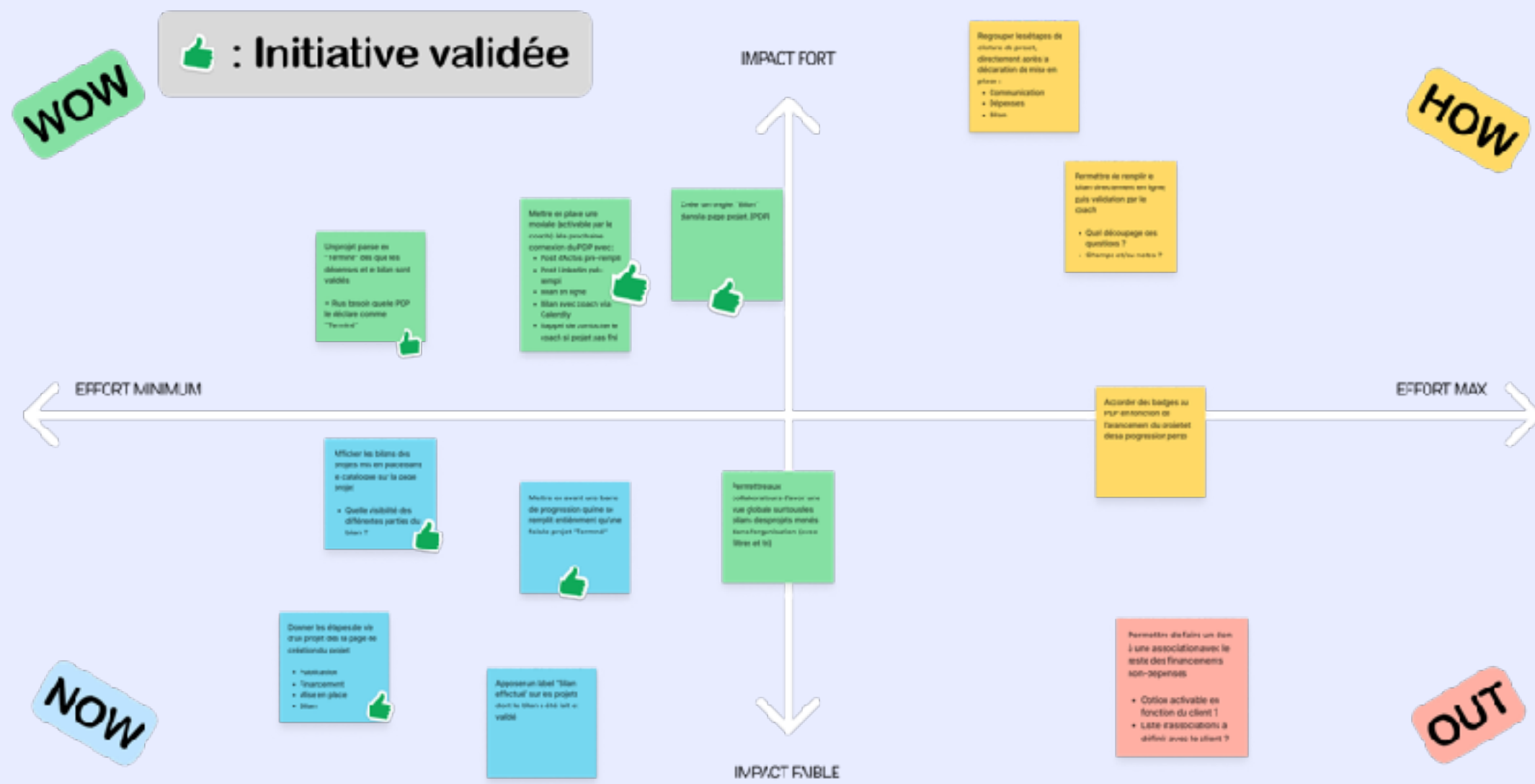
DESIGN PROCESS



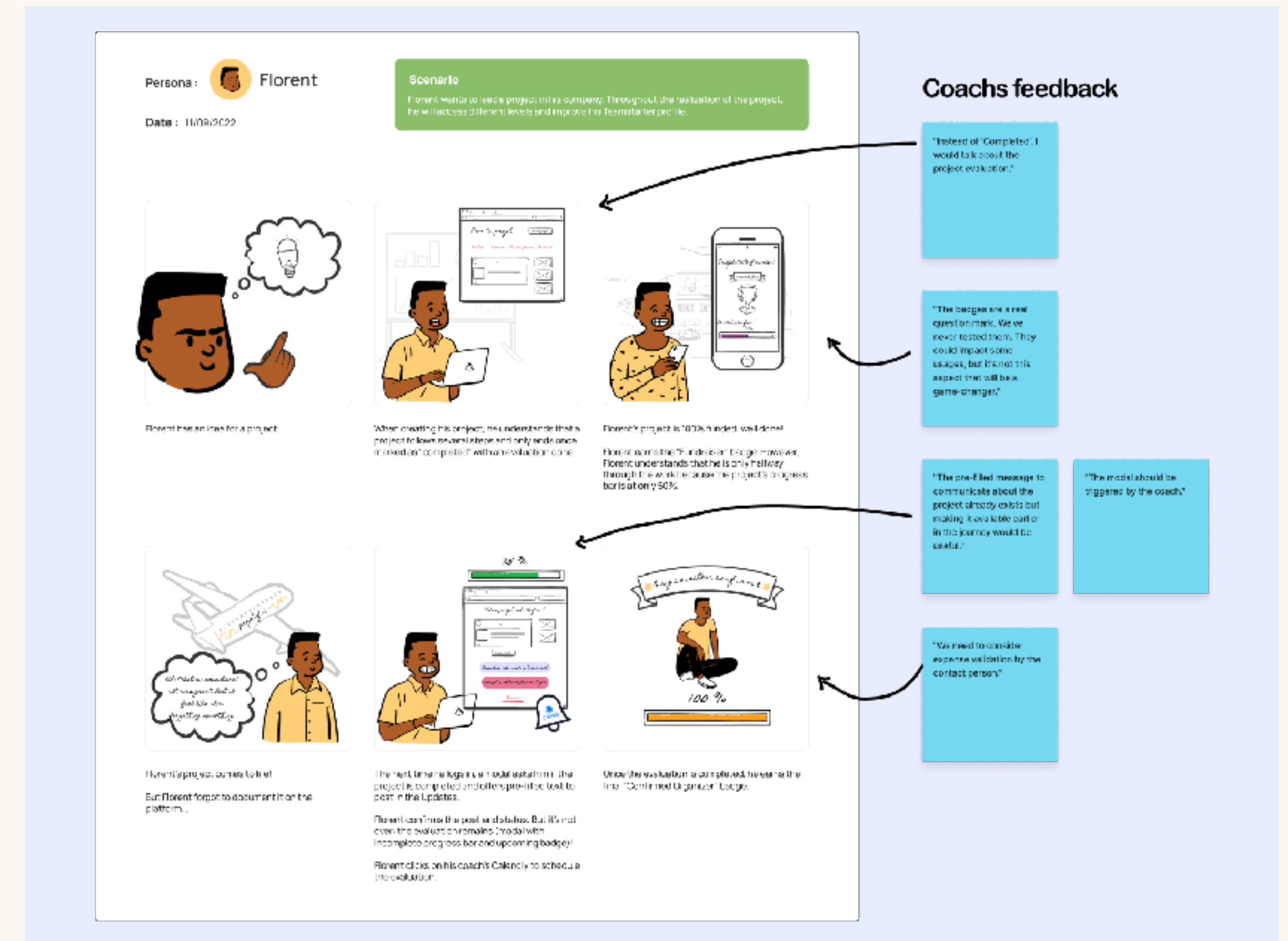
5. Prioritization

Impact/effort matrix with the full product team, resulting in a validated MVP featyure list.

Matrice IMPACT/EFFORT



The impact-effort matrix developed with the Teamstarter team, including impact and effort assessments.



One of the storyboards created incorporating coach feedback

 **Louis**
 0x2b4d87...f06f27876

FEATURES

 Dashboard

 Collections

 Utilities

Settings

Manage and edit all your informations.

Profil Social Bank account Fav



Modify

Username *

clairelasserre-nft

Email address *

clairemarie.lasserre@gmail.com I

Wallet address

0x17dd4b82f866acb1ea33...ee60e0dc

Save changes

Kanji

The problem : Brands found the NFT minting process intimidating, too many technical choices exposed too early, with no clear path from idea to published collection.As a freelance Product Designer, alongside one other designer. I owned the minting flow and dashboard experience.

MY ROLE

Product designer

OUTCOMES

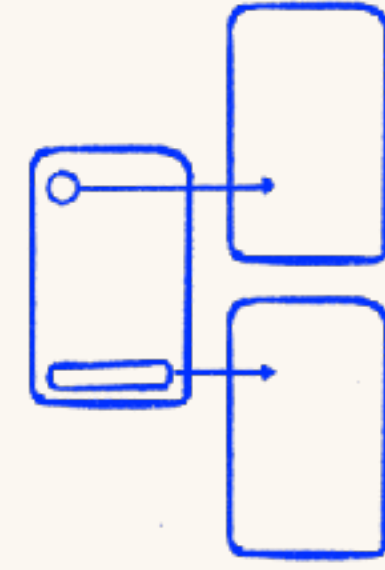
- -54% reduction in steps to first mint
- 8.4/10 usability score from Maze sessions
- Zero Web3 jargon in the critical path UI

DESIGN PROCESS



1. Problem understanding

Reviewed existing agency research on creator and brand pain points; key theme: terminology anxiety



3. Design & prototype

Dashboard, collection builder, and marketplace with interactive Figma prototypes



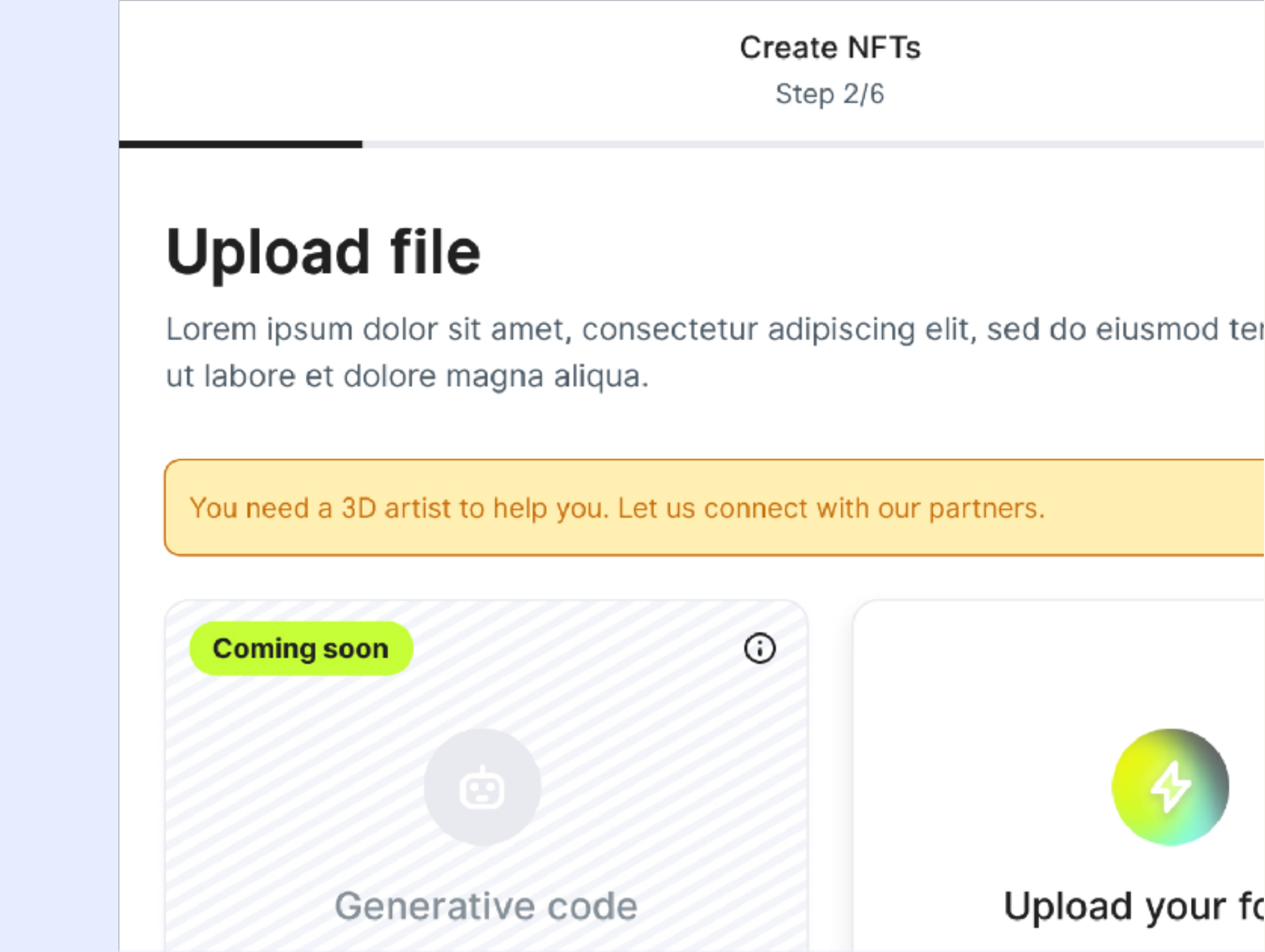
2. Map out user flows:

Diagrammed the full minting journey, flagging every point where a non-technical user would get stuck



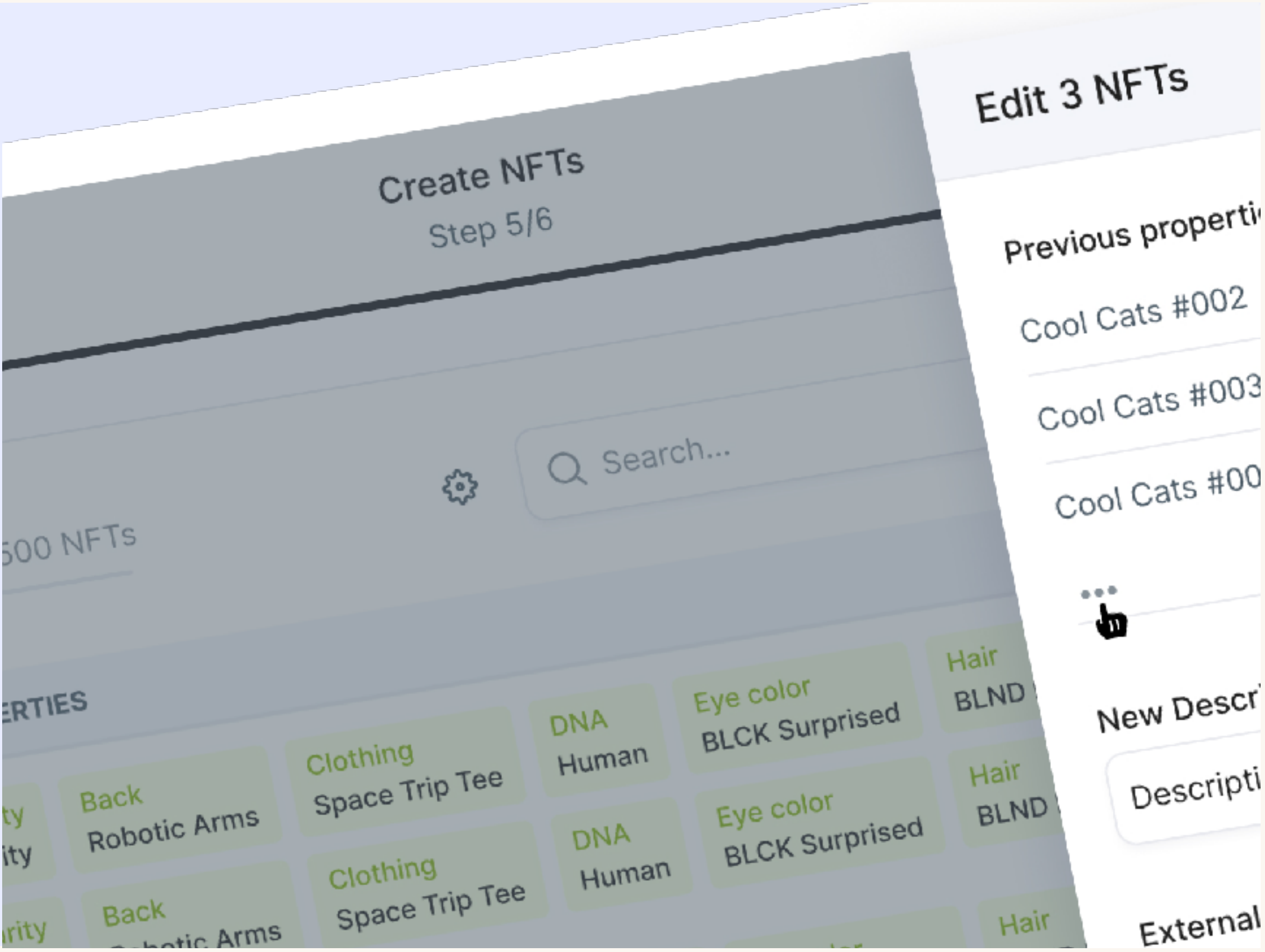
4. POC testing

18 participants via Maze, iterated CSV upload screen after a recurring 3-session finding.



A close-up of the NFT collection creation journey screen. Here, the user can either upload a CSV file or create a collection from scratch.

Side panel for editing your NFT collection once it's created



Monetize my collection

Transfer roadmap

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Cool cats

Sale starts by Active

0/385 claimed

Sale phases :

Private sale

Past

Start date: 10/10/2022 23:59 CET
End date: 13/11/2022 16:00 CET
Token price: 0.2 ETH
Amount of tokens on sale: 100

Public Sale #1

Active

Start date: 19/12/2020 04:00 CET
End date: 19/12/2020 04:00 CET
Token price: 0.2 ETH
Amount of tokens on sale: 100

Public Sale #2

Comming soon

Start date: 19/12/2022 04:00 CET
End date: 14/06/2023 18:00 CET
Token price: 0.1 ETH
Amount of tokens on sale: 100

Public Sale #3

Coming soon

Start date: 19/12/2022 04:00 CET
End date: 14/06/2023 18:00 CET
Token price: 0.1 ETH
Amount of tokens on sale: 100

Create NFTs

Step 4/6

Add property

Define the properties of your NFTs. They are characteristics you want to grant them!

Property's name *

Rarity

Value

+ Add value

+ Add property

Next step

Edit sale phases

Create NFTs

Step 1/6

Create NFT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Minting now

nft are really minted on the blockchain.
You will pay the gas fees. What are gas fees?

Lazy Minting

NFTs informations are stored but the NFT itself is not created. This is to avoid you to pay high gas price when they create the NFT.

Monetize my collection

My collection transfer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Robotes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

NFT transfert roadmap

Private sale

Past

Start date: October 10, 2022 at 23:59 pm CET
End date: October 13, 2022 at 16:00 pm CET
Token price: 0.2 ETH
Amount of tokens on sale: 100

Offer Cool Cats #4

Past

Start date: October 10, 2022 at 23:59 pm CET
Amount of offered tokens: 100

[VOTRE ÉPARGNE](#)[FONDS](#)[VOS OPÉRATIONS](#)[VOS SERVICES](#)

Bienvenue sur votre tableau de bord !

Répondre à votre intéressement

Nombre de jours 4,5 jours soit 450,00 EUR

Date limite 18/02/18 à 17:00
Heure de Paris

 Il vous reste 2 jours

[Je répons](#)

Répondre à votre

Nombre de jours

Date limite

 Vous n'avez pas r

Votre épargne consolidée

Montant total

15 000,00 EUR

Dont plus-values et intérêts 

+ 1 500,00 EUR



Par produit

Par gestion

PEE

PERCO

Natixis

As a consultant, I played a key role in enhancing the entire journey for users to visualize their available retirement savings, which was split across two websites. The goal was to standardize and create a seamless user experience to reduce bounce rates and effectively direct users towards the savings products offered by Natixis Interépargne.

MY ROLE

Product designer

OUTCOMES

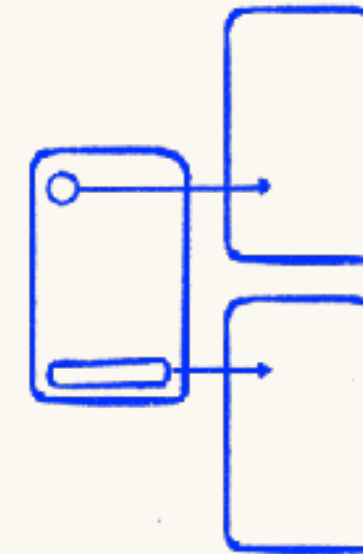
- 29% drop-off rate on the retirement simulation path
- 200+ components migrated from Sketch to Figma
- Full design system redocumented with new token structure

DESIGN PROCESS



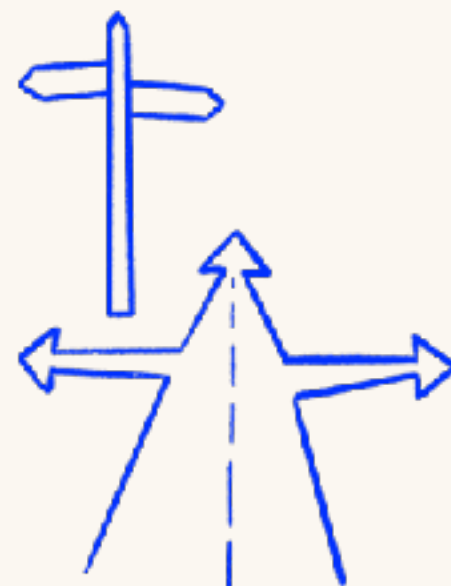
1. Experience audit

Mapped both disconnected websites into a single journey, identifying 8 friction and abandonment points.



3. Business space

Continuously improved the enterprise space allowing companies to configure employee savings plan.



2. Simulation redesign

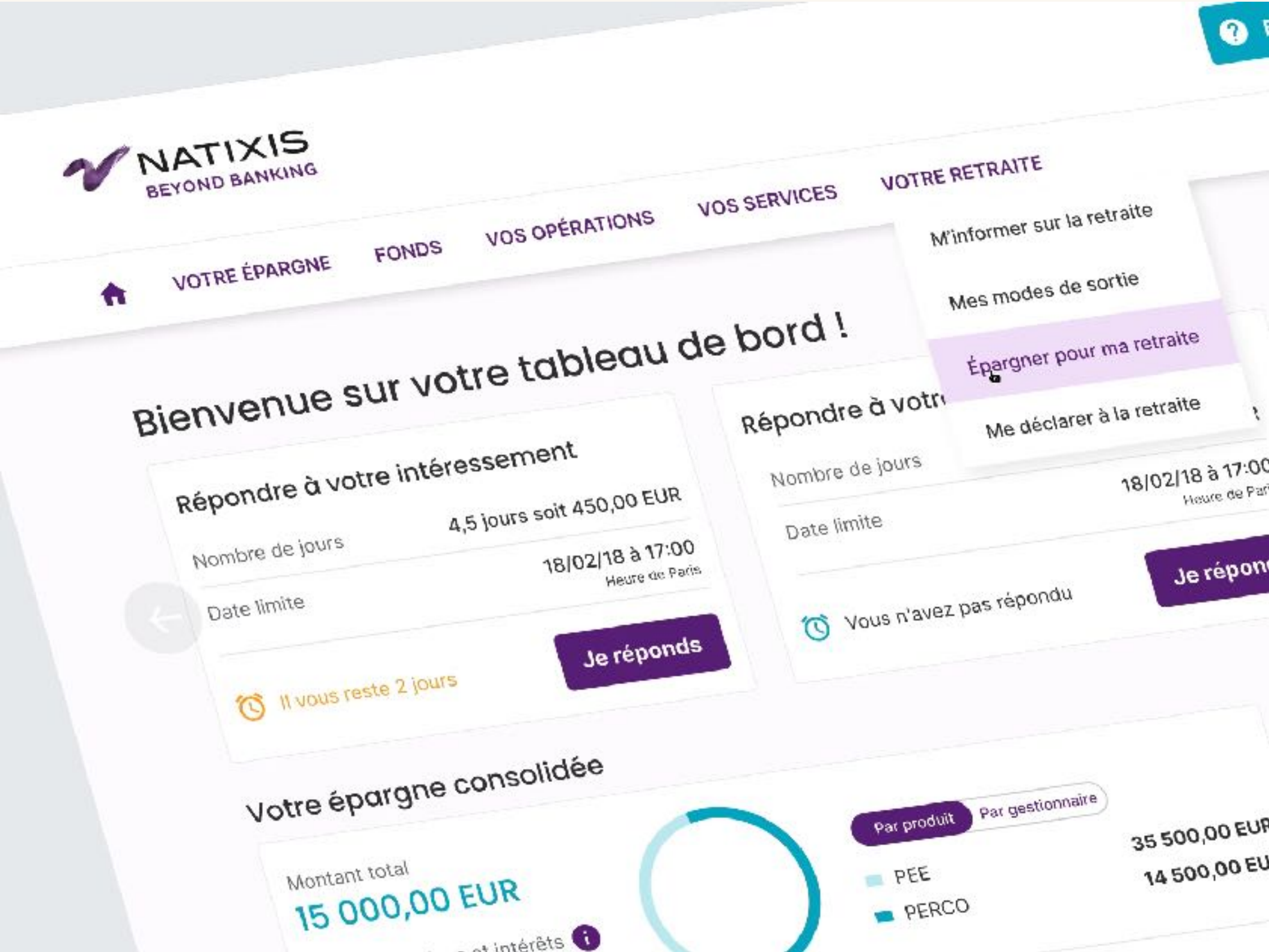
Redesigned the retirement calculator to feel reassuring and progressive.



4. Design system migration

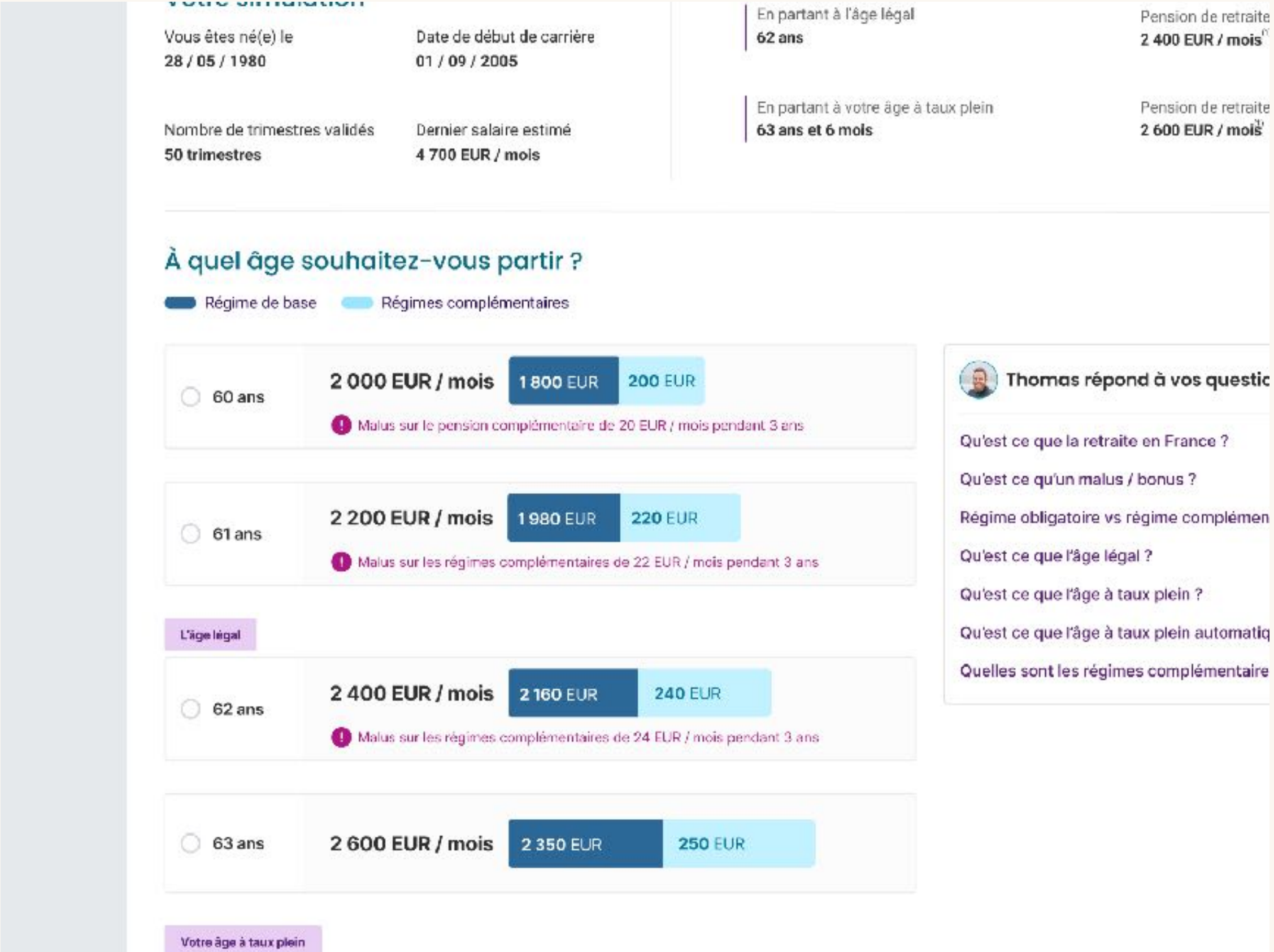
Led migration of 200+ components from Sketch/ Invision to Figma with updated documentation.

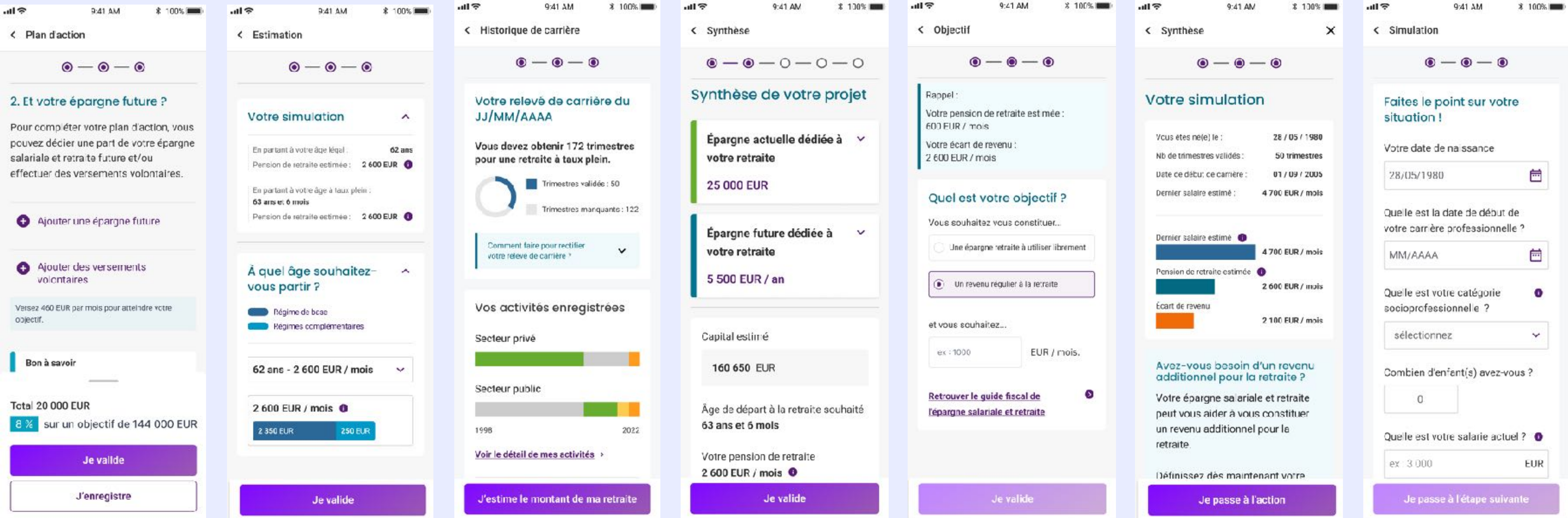
1. Overhaul of a retirement savings tool



Close-up of the Natixis Intepargne dashboard. Here, the user is about to enter the retirement simulation journey.

Screen allowing users to visualize their retirement contributions based on their retirement plan.





Several mobile screens showcasing retirement contributions flow

Webflow projects

In my spare time, I find joy in crafting websites using cutting-edge tools like Webflow. During my student days, I aspired to design captivating websites reminiscent of those showcased on platforms like Awwwards or SiteInspire. This hobby not only hones my organizational skills through the implementation of design systems and the utilization of design tokens to streamline developer workflows, but it also enhances my eye for aesthetics and visual appeal.

LaReserve.tech

LaReserve.tech mobilizes citizens to quickly respond to crises through digital solutions. It incubates high-impact projects for 30 days with offices, funding, and expert support. The goal is to build MVPs and maximize their reach.

<https://www.lareserve.tech/>

 **LaReserve.tech**

[La Réserve](#) [Les défis](#) [Les réservistes](#) [La charte Réserve](#) [Devenir réserviste](#)

Deviens réserviste  design

face  à la crise énergétique

LaReserve.tech est le programme de mobilisation citoyenne pour créer des réponses rapides en temps de crise.

[Deviens réserviste →](#)



 **+ de 300 réservistes**

[Tous les réservistes ↗](#)



Hugo Martinez

Réserve **EcoWater**

#Communication · #Politique



Constance Montcoudiol

Réserve **Projet 194**

#Design · #UX · #User Research



Ardjo Shahadat

Réserve **Lightsoff**

#Product design · #No code



Margaux Bual

Réserve **J'aifroid!**

#Marketing · #Social Media

Deviens réserviste

 marketing

face

 à la secheresse

LaReserve.tech est le programme de mobilisation citoyenne pour créer des réponses rapides en temps de crise.

[Deviens réserviste](#)



 **+ de 300 réservistes**



Constance Montcoudiol

Réserve **Projet 194**

#Design · #UX · #User Research

Tu veux t'investir (un peu, beaucoup, passionnément) sur des projet à impact ?

Que tu sois tech, designer, product, RP, copywriter... Tous les talents sont importants

Eleuthera

Eleuthera offers digital transformation consulting services to help companies transition digitally. They provide due diligence, digital strategy development and implementation support. Experienced consultants advise on creating clear operational strategies and new digital models.

<https://www.eleut-hera.com/>

The image shows the homepage of the Eleuthera website. The top section has a dark orange background with the Eleuthera logo on the left, navigation links (FR, EN, RDV) in the center, and a list of menu items (CE QU'ON PENSE, CE QU'ON FAIT, QUI ON EST, NOS RÉFÉRENCES, NOUS CONTACTER) on the right. The main content area has a light orange background with a stylized 'n' logo and the text 'SPECIALISTES EN STRATÉGIES MARKETING DIGITALES'. Below this is the headline 'À LA CROISÉE DES MONDES DU CONSEIL ET DU DIGITAL'. A text block describes the company as a 'CABINET DE STRATÉGIE À LA JONCTION DU MONDE DU CONSEIL ET DU MARKETING DIGITAL' and includes a 'NOUS CONTACTER' button with a right arrow. The bottom section has a white background with the heading 'CE QU'ON PENSE' followed by the text 'AUJOURD'HUI, LE MONDE EST DIGITAL. MAIS, ÇA VEUT DIRE QUOI ?'. Below this is a paragraph about new ways of thinking and communicating. To the right of the text is a large image with abstract grey and white curved shapes and a small orange circle at the bottom.

Punchie

Punchie provides customized coaching for business leaders. Their approach uses a duo of coaches to help leaders with tasks like defining their role, improving communication, managing stress, and effective delegation.



The screenshot displays the Punchie website's landing page. At the top, a navigation bar includes the Punchie logo and links for 'Démarche', 'Puncheurs.euses', 'Clients', 'Briefs', and 'Formations'. The main section features a large blue background with the text 'Coaching de dirigeant.e' in white, followed by 'Un accompagnement sur mesure par le binôme Punchie'. A button labeled 'Télécharger le guide' with a download icon is positioned below. In the bottom right corner, there is a circular profile picture of a man and the text 'Better Call Jean'. The lower portion of the image shows a white background with the text 'Un.e dirigeant.e performant.e a besoin :', a blurred line of text 'De sorti de sa solitude statuaire', and the phrase 'De savoir quand son'.

Punchie

Démarche Puncheurs.euses Clients Briefs Formations

Coaching de dirigeant.e

Un accompagnement sur mesure par le binôme Punchie

Télécharger le guide ↓

Better Call Jean

Un.e dirigeant.e performant.e a besoin :

De sorti de sa solitude statuaire

De savoir quand son

<https://www.punchie.fr/#manifesto>

About me

Product Designer with 5+ years of experience specializing in Design System strategy, architecture, and production. Hybrid profile combining design governance, component architecture, and motion/visual production. Experienced in remote-first, distributed teams. Comfortable with asynchronous workflows across timezones. Currently available for freelance missions.

My skills

Discovery

I'm used to conduct user research and analysis to uncover insights and understand user needs, market trends, and project requirements. This way, I make sure that projects are grounded in valuable and easily assimilable insights from the beginning.

Design Ops

With AI reshaping design, I focus on the interface of work itself, not just product interfaces, but systems that let teams collaborate efficiently.

Delivery

I pay particular attention to project timelines, resources, and stakeholders points of view to ensure successful and timely delivery. I know how to navigate potential challenges to meet objectives and exceed clients or users expectations.

About me

In my free time, I enjoy engaging in various activities that allow me to recharge and stay active. Among my passions are cycling, running, hiking, and music. What I particularly enjoy is the pre-planning of my routes using applications such as Strava. Planning ahead at home enables me to discover new scenic trails or simply optimize my outings by considering various factors such as distance, elevation, and weather conditions.

I'm more a ...

~~RULER~~

SCRIBBBLE

The way I work is more ...

~~HADNESS~~

METHOD

When I go on a trip I always need a ...

~~DESTINATION~~

DIRECTION

I'd rather be in a ...

~~COCOON~~

BEEHIVE



I'm available for remote freelance product design missions particularly in fintech, sustainability, and consumer-facing products.