

Guillaume Dusseux-Gicquel

Lead Product Designer · Design Systems · SaaS · E-commerce · Web/Mobile
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PROFILE

Lead Product Designer with 7+ years across B2B SaaS, e-commerce and consumer web/mobile products. I lead end-to-end design from discovery and research to polished UI, scalable design systems, engineering handoff and design QA. I partner with Product, Engineering and business stakeholders to turn user needs and business goals into buildable experiences. My HTML, CSS and React background strengthens prototyping, delivery and implementation quality.

EXPERIENCE

- Lead Product Designer** - Eureden Sep 2024 – Present
- Lead end-to-end UX/UI as sole designer across B2B software, e-commerce, web and mobile products and design systems.
 - Own work from discovery and product framing to user flows, prototypes, polished Figma, specifications, engineering handoff and design QA.
 - Partner with Product, Engineering and business stakeholders to align scope, defend decisions and support implementation.
 - Use field visits, interviews, usability tests and analytics to identify friction and validate decisions before development.
 - Created design-system foundations from scratch with tokens, variables, components and responsive patterns reused across products.
- Senior Product Designer** - Skeepers May 2024 – Jun 2024 · Rennes
- Redesigned B2B SaaS journeys and responsive interfaces for customer engagement, reviews and user-generated content.
 - Delivered build-ready designs with Product and Engineering through rapid iteration during a focused engagement.
- Product Designer** - Edenred France Mar 2022 – May 2024 · Paris
- Led the Merchant Partner Space redesign from research and information architecture to responsive UI, handoff and design QA.
 - Designed software experiences across Edenred.fr, MyEdenred (1.8M+ users) and Meyclub (5M employees) on web and mobile.
 - Shipped role-based onboarding, access, MFA, transactions, product pages and checkout across B2B and consumer products.
 - Used interviews, usability testing, behavioural data and A/B tests to refine journeys and product performance.
 - Extended responsive design-system patterns across web and mobile products, improving consistency between teams.
- Product Designer** - Unitee Startup Studio Sep 2021 – Jan 2022 · Rennes
- Owned UX/UI for startup products from concept and roadmap to user flows, polished mobile interfaces and reusable foundations.
 - Designed Housebase and Novus across landing pages, onboarding, search, e-commerce interactions and prototypes.
- UX/UI Designer** - Flitdesk Sep 2020 – Jun 2021 · Paris
- Built a responsive SaaS design system and high-fidelity GPS and workspace-management interfaces across mobile and desktop.
 - Introduced Figma and delivered user stories, technical specifications and build-ready UI with international engineers.
- UX/UI & Front-End Developer** - Freelance Sep 2018 – Jun 2020 · Montpellier / Nantes
- Designed and developed responsive e-commerce websites from wireframes to launch using HTML, CSS, React, Java and Spring.

SKILLS

- Product Leadership:** End-to-end product design, discovery, product framing, stakeholder alignment, facilitation and design QA.
- UX/UI & Research:** User flows, prototyping, responsive web and mobile, interviews, usability testing, analytics and A/B tests.
- Design Systems:** Figma components, variables, design tokens, reusable patterns, documentation, accessibility and UI craft.
- Delivery & Tools:** Figma, specifications, edge cases, engineering handoff, HTML, CSS, React, Java, Spring, Git, Rive, AI-assisted exploration, Jira, Miro and Maze.

EDUCATION

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| UX / Product Design — Professional Training
The Bridge École Entreprises, Paris · 2020 | Java EE — Full Stack Development
Diginamic, Montpellier · 2018–2019 |
| Web Development — Full Stack
3W Academy, Nantes · 2018 | Master's — English & Anthropology
University of South Brittany, Lorient · 2012–2016 |

LANGUAGES

French — Native · English — Fluent