

# Jeremy Gaborieau

## Senior Product Designer

### Summary

Senior Product Designer with 10+ years of expertise in crafting fluid, user-centered UI solutions for mobile applications and desktop platforms. Skilled in implementing scalable design systems to optimize interface production and ensure consistency. Experienced in integrating AI into user experiences and leveraging AB testing and user research to refine designs. Highly collaborative, I thrive in cross-functional teams, working closely with engineers, Product Managers, and stakeholders in both SaaS and B2B product environments. Strong background in UX research, wireframing, and prototyping, delivering innovative and effective user experiences.

### Work Experience

#### Cdiscount / Senior Product Designer

10/2021 - 06/2024, BORDEAUX, FRANCE - (3 YEARS)

- Worked on a Top 3 French B2C ecommerce platform with \$2.4B annual revenue, 1.8M+ daily visits, and 22M+ unique monthly visitors.
- Collaborated with cross-functional teams to create and enhance wireframes, prototypes, and high-fidelity UI mockups, ensuring alignment with user needs and business objectives.
- Boosted mobile/app conversion rates by 8% in 2024 following the redesign of the header and navigation system, achieved high customer satisfaction scores, with a design NPS of 86% and a navigation NPS of 90% on mobile/app.
- In 2024, played a key role and contributed in Cdiscount's most significant UI rebranding project in 25 years, making a major impact on the platform.
- Led the redesign of key platform features, including the homepage, product pages, shipping and order process, as well as the customer & membership zones.
- Implemented, promoted, and advocated for a complete design system internally, including design tokens & UX writing guidelines ensuring consistency & scalability.
- Served as a product designer for Cdiscount's B2B & B2C marketplace, supporting 12M+ active sellers across and 20+ different product categories.
- Also contributed to the design and development of Cdiscount's complementary services, including Travel, Ticketing, and Cellular plans.
- Designed and integrated an AI-powered assistant to help users with product searches and improve the overall shopping journey.
- Facilitated design reviews and user testing sessions to gather feedback and improve design solutions.

#### UX Republic / Senior Product Designer Consultant

07/2021 - 10/2021, BORDEAUX, FRANCE - (<1 YEAR)

- Consulting assignment for Cdiscount, primarily focused on running product design for ongoing operations and enhancing interfaces.

#### LCH Agency / Product Designer & Motion Designer

03/2014 - 10/2020, BORDEAUX, FRANCE - (6 YEARS)

- Collaborated with 40+ clients in a leading agency, delivering product & motion design for global brands like Uniqlo & BNP Paribas, ensuring consistency across digital and print mediums.
- Led innovative UX/UI projects in a B2B SaaS & Big Data app, including the Datadrive© Suite, simplifying complex data solutions for enterprise.
- Designed impactful marketing campaigns for clients such as Carrefour, Gautier, Wilkinson, Bordeaux Airport, etc. driving customer engagement.
- Developed immersive visual content for international industry-leading events like Vinexpo and Vinitech, boosting their global presence in the wine industry.

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### Education

#### ESTEI Design School

09/2012 - 03/2015, BORDEAUX, FRANCE

- Master's Degree in UI Design, User Experience & Ergonomics
- Bachelor's Degree in 3D Graphics and Digital Media

#### University of Limoges

09/2010 - 06/2012, BORDEAUX, FRANCE

- Associate's Degree in Communication, Multimedia and Networks

### Language Skills

- French : Native
- English : Proficient

### Skills

- Experienced in Figma
- Expert in Pixel-Perfect UI design
- Skilled in Creative Problem-Solving
- Advocate of Design Thinking
- Design System specialist & evangelist
- Experienced in User Research & Testing
- Data-Driven design through A/B Testing
- Strong UX Writing skills
- Effective Cross Functional collaboration
- Passionate about Motion Design
- Skills in Front-End Development

### Tools

