Jeremy Gaborieau
Senior Product Designer

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Summary

Senior Product Designer with 6+ 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

Freelance / Senior Product Designer

SINCE 06/2024, SAN FRANCISCO, CA - (1 YEAR)

- Designing user interfaces and scalable design systems for clients like **UC Berkeley, Hero Assistant App, BreamK, and Modalis.** Focused on clean visuals, usability, and cross-platform consistency.

Cdiscount / Lead Product Designer

11/2020 - 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.

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.**

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, LIMOGES, FRANCE

- **Associate's Degree** in Communication, Multimedia and Networks

Langage 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

Figma · FigJam · ZeroHeight · Adobe Creative Suite · Notion · UserTesting · Contentsquare · Hotjar · Maze · Dovetail · Sketch · Adobe XD · Jira · HTML / CSS · Storybook