

Louis Massuel

Product designer

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Experience

Since Sept.2022 **Product Designer @ Wingly**

Work with the product and development team to create a totally new website. Backlog definition, user research, wireframing and prototyping, UI, user test.

April.2019 to Aug.2022 **Product Designer @ leboncoin**

Work in a squad of 30 designers. Helped two developer teams to create designs.

Project n°1 : Holiday rental

Results 📈 • 70% Business objectives reached so far (ahead of time)
• +10pts increase of our main KPI (transformation) 📈
• Transactions best results 🏆

Project n°2 : Consumer goods

Results 📈 • 2019 business objective reached 👍
• x4 transactions vs year n-1 📈

UX/UI teacher @ Strate Ecole de Design

Simultaneously teaching for master students design thinking and UX/UI best practices. Exercises on real case study. Curriculum and course material creation.

Oct.2017 to Dec.2018 **Lead UX/UI teacher @ Ironhack Paris**

Teaching in english design thinking and practicing UX tools (design sprint, survey, interview, ideation) and UI (wireframe, IHM, interface).

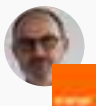
Results 📈 • 72 people trained (aged 23 to 45)
• Global satisfaction rise from 9% to 45% (equivalent to +400%) 📈📈
• Teacher satisfaction rise from 50% to 70% (equivalent to +40%) 📈

May.2015 to May.2017 **Product Designer @ Orange in Ivory Coast (Expatriation) 🇨🇮**

Working in agile with international teams (France, India, Egypt). backlog definition, user research on the field, prototyping, UI, user test, design review

Results 📈 • UX/UI revamp for Orange Football Club, Orange n°2 application (400.000 download at the time).
• More than 10 projects per year in full autonomy (audit, ethno, mockup, intégration follow-up...)

Reference



« Louis had a great endurance and was positive at all time. It led him drive his UX/UI mission and increase the design awareness to Business teams. »

Gilles ROUQUET
Orange, Xperience Design Lab Director

Tools

Figma, Phrase, Notion, Trello, Confluence, Jira

Education

2008 **Master design d'interaction**

2015 Strate école de design

2013 **Master management DESMA**

2014 Grenoble école de management