

François-Xavier Decarpentrie - Product Designer UX/UI

10+ years of experience conducting research and testing, facilitating workshops, prototyping and designing digital products and services.

**French citizen available for
freelance & long-term opportunities**

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EXPERIENCE

Freelance

Senior Product Designer. 01/2024 - Present - Paris

Client: L'Oréal (Research & Innovation)

- Principal UX/UI Designer responsible for all the digital tools and services used by chemists
- Designed a GenAI chatbot based on GPT4 to help chemists identify the best performing formulas

Senior Product Designer. 11/2023 - 12/2023 - Paris

Client: Biogen (Biogen Digital Health)

- Created and prototyped a mobile app to help Japanese patients suffering from Spinal muscular atrophy (SMA) track the evolution of their symptoms

Innovation Designer. 5/2022 - 10/2023 - Paris

Client: Valeo (France #1 global automotive supplier)

- Prototyped and tested AR/VR/XR experiences (entertainment, gaming, ADAS)
- Conducted user research and workshops around the use of video in vehicle

Product Designer. 2014 - 2022 - Various locations

Clients: Accor, Sanofi, OUI.sncf, Samurai Trip, 4th Valley, DigitasLbi, Nissan

- Converted conceptual visions into a coherent and convincing UX strategy and translated complex matters into simple solutions

R/GA

Senior Experience Designer (contract). 7/2019 - 12/2019 - Melbourne

Client: Toyota Australia

- Prepared and facilitated design thinking workshops with the design team (10 people) to reach consensus on the creation of the design system
- Built interfaces and prototypes to support discussions in a cross-functional team

Isobar

Senior Experience Designer. 8/2018 - 7/2019 - Melbourne

Client: Holden (Australian automobile manufacturer)

- Conducted interviews to capture user needs and insights and particularly to understand online habits and mindsets of customers in market for a new car
- Combined user and data insights and business goals into wireframes and prototypes

Microcred (Baobab Group)

UX Manager. 6/2016 - 7/2017 - Paris

- Lead and trained a team of 3 UX/UI designers
- Conducted customer interviews in Senegal and Madagascar to capture user needs

Razorfish (Publicis.Sapient)

Lead UX Designer. 8/2014 - 12/2015 - Shanghai

Clients: Nike, Heineken, Unilever food solutions, GrandVision

- Created functional designs for web & mobile apps and digital campaign

SKILLS

Wireframing

Rapid prototyping

Research (qualitative & quantitative)

Usability testing

Information architecture

Workshop facilitation

Agile SCRUM

HTML, CSS, JS

TOOLS

Figma, Sketch

Photoshop, Illustrator

After Effects

Unity

Blender

LANGUAGES

French Native

English Fluent TOIEC 990

Japanese Business JLPT N2

Chinese Conversational

EDUCATION

2011 Advanced Master

Digital Project Conception

TELECOM Paristech, Paris

2009 Master's degree

Asian Affairs

IEP, Lyon

2008 Studying abroad

Dokkyo Daigaku

Soka-shi, Saitama-ken, Japan

