

Paris based

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François-Xavier
Decarpentrie

SENIOR PRODUCT DESIGNER

Open for opportunities

Over 10 years of experience focusing on **design practice management** and **what makes design valuable for companies and for users.**

I interface with managers, designers, developers, marketing and business people to make sure everybody is aligned on business goals and user objectives.

What I do

User research
Competitive audits
Value proposition
Design Sprints
Workshop facilitation
Wireframes
Rapid prototyping
User testing
HTML, CSS, JS
Design Systems

I've worked with

L'Oréal
Valeo
Accor
Toyota
Nissan
Nike
Sanofi
GrandVision
R/GA
Publicis Groupe

01

Biogen Digital Health (BDH) is dedicated to advancing the use of digital medicine and health technologies.

The aim is to de-risk and accelerate R&D engine and increase our commercial impact to improve human health.

BDH has created a portfolio of digital health programs including initiatives across clinical development and real-world settings in various stages.

BIOGEN DIGITAL HEALTH

Role

Senior Product Designer

@Biogen BDH, France
Nov 2023 - Dec 2023

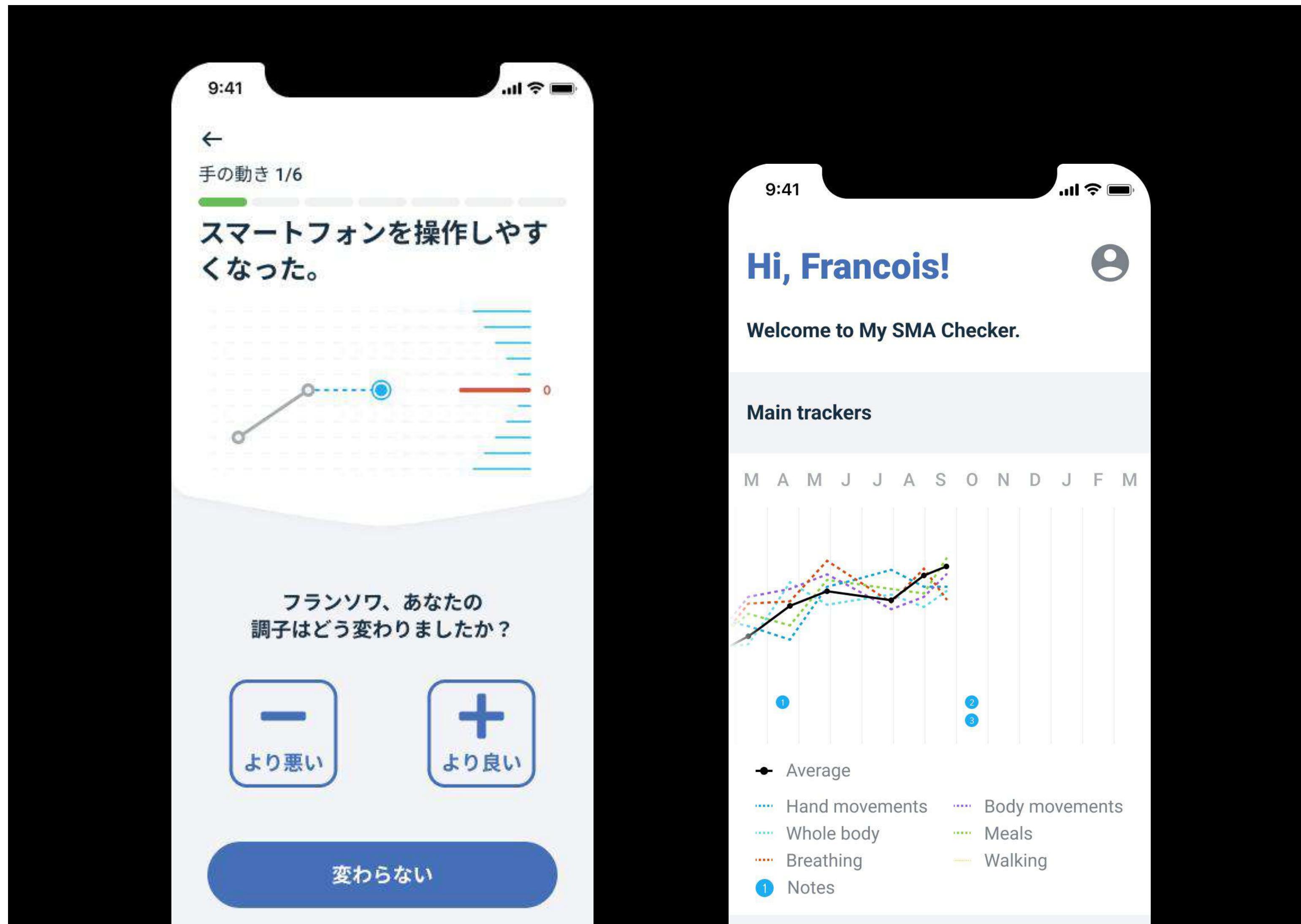
#user interface #user experience
#mobile app #prototype

Role & responsibilities

As a Senior Product Designer, I collaborated with Biogen Digital Health to develop a smartphone application for Japanese patients suffering from Spinal muscular atrophy (SMA). It is a rare neuromuscular disorder that results in the loss of motor neurons and progressive muscle wasting.

Patients can use the app to track the evolution of their symptoms and discuss them with their neurologists to modify their course of treatment.

I've created the concept for the mobile app and quickly iterated with the marketing team in Japan and the dev team to ship a functional product within two months.



The concept

Patients can use the app to monitor the evolution of their symptoms by answering a series of questions once a month.

Each response is recorded on a -5/+5 scale, and patients are able to follow the specifics of each tracker. The results can be exported and shared with their neurologist to discuss how their treatment should be adjusted.

Interactive prototype → [here](#)

Download the app → [Android](#) [iOS](#)

02

The CarLab is an R&D and incubation lab that accelerates promising concepts to enrich them and prove their value through a user-centric approach and a startup mindset. CarLabs' mission is to study the automotive trends of the future.

It is a place designed around the principles of Design Thinking and new working methodologies, on which the team relies to tackle the mobility issues of tomorrow.

Role
**Senior Product &
Innovation Designer**

@Valeo, France
May 2022 - Present

#user_research #user_test
#prototype #design_sprint

CARLAB VALEO



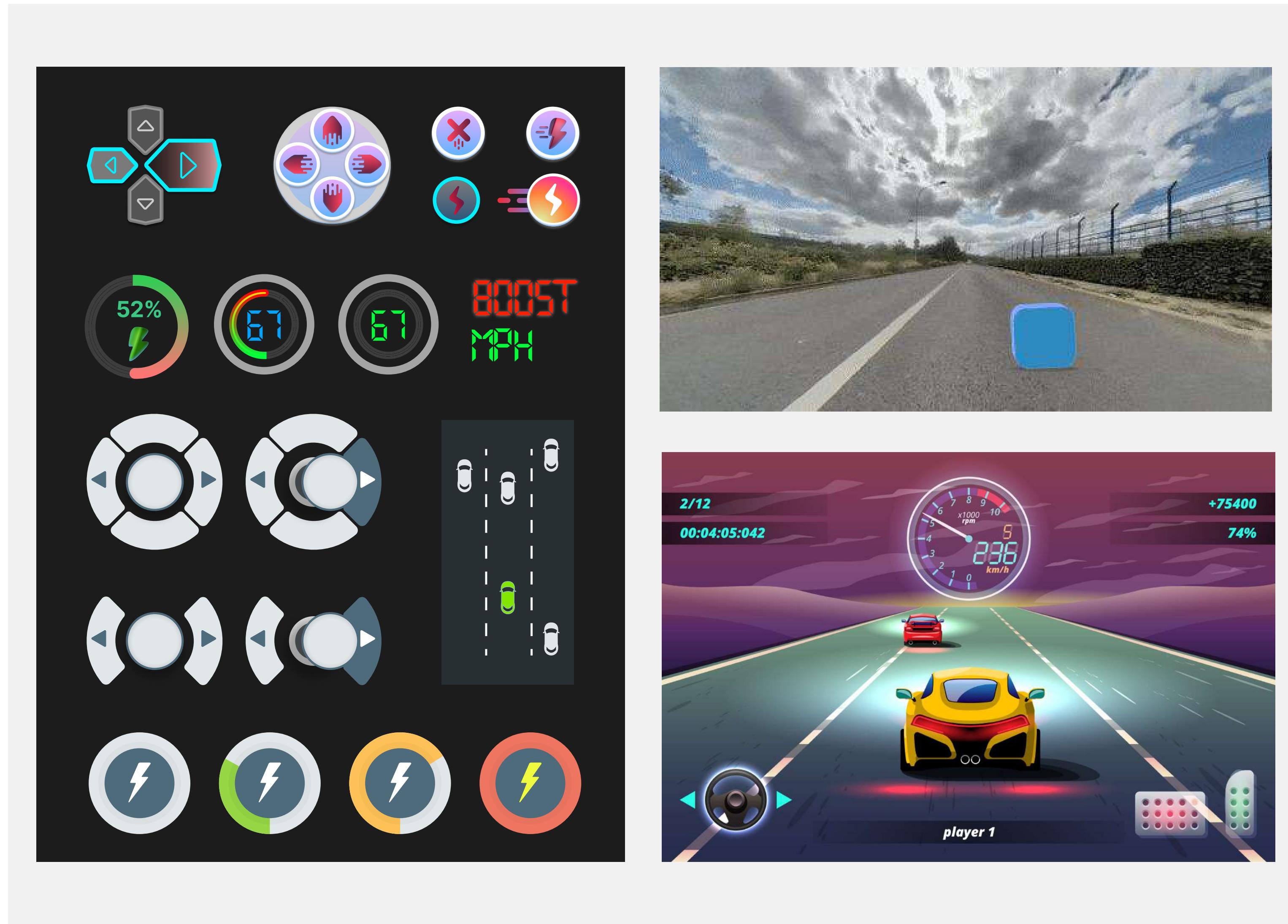
Role & responsibilities

As one of the team's most senior designer (5 designers), I had the opportunity to work on a variety of projects centered on the use of video and other data collected by the vehicle. Valeo is a market leader in automotive sensors (radar, lidar, camera, etc.), and one of my mission was to identify and develop use cases for Valeo's technologies.

I've explored a variety of topics, including the creation of content, gaming, and safety.

I have supervised every stage of the projects:

- Describe the goal and criteria for success.
- Schedule user research activities
- Run workshops and co-design sessions.
- Produce prototypes and production-ready assets
- Plan user testing sessions



V-Racer

I created a concept for a video game that would "gamify" the environment of the vehicle in real time and built a prototype for it using Unity.

It uses the front camera's video feed to recognize and turn roadside objects like other cars, traffic signs, and other structures into gameplay elements. For instance, when collecting items off the road, other vehicles may throw bombs that your character must avoid.

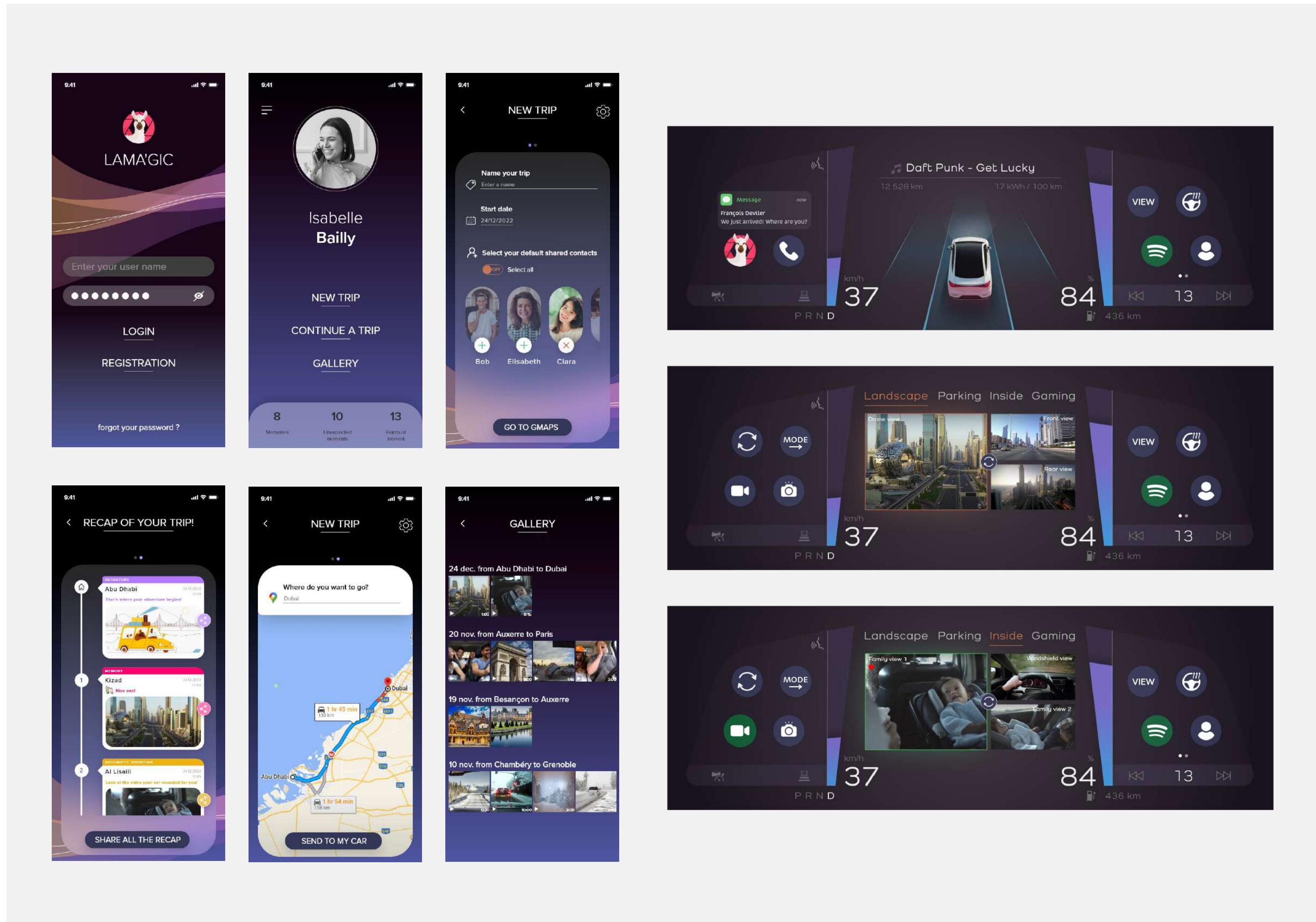
Passengers can use their mobile devices to play the game.

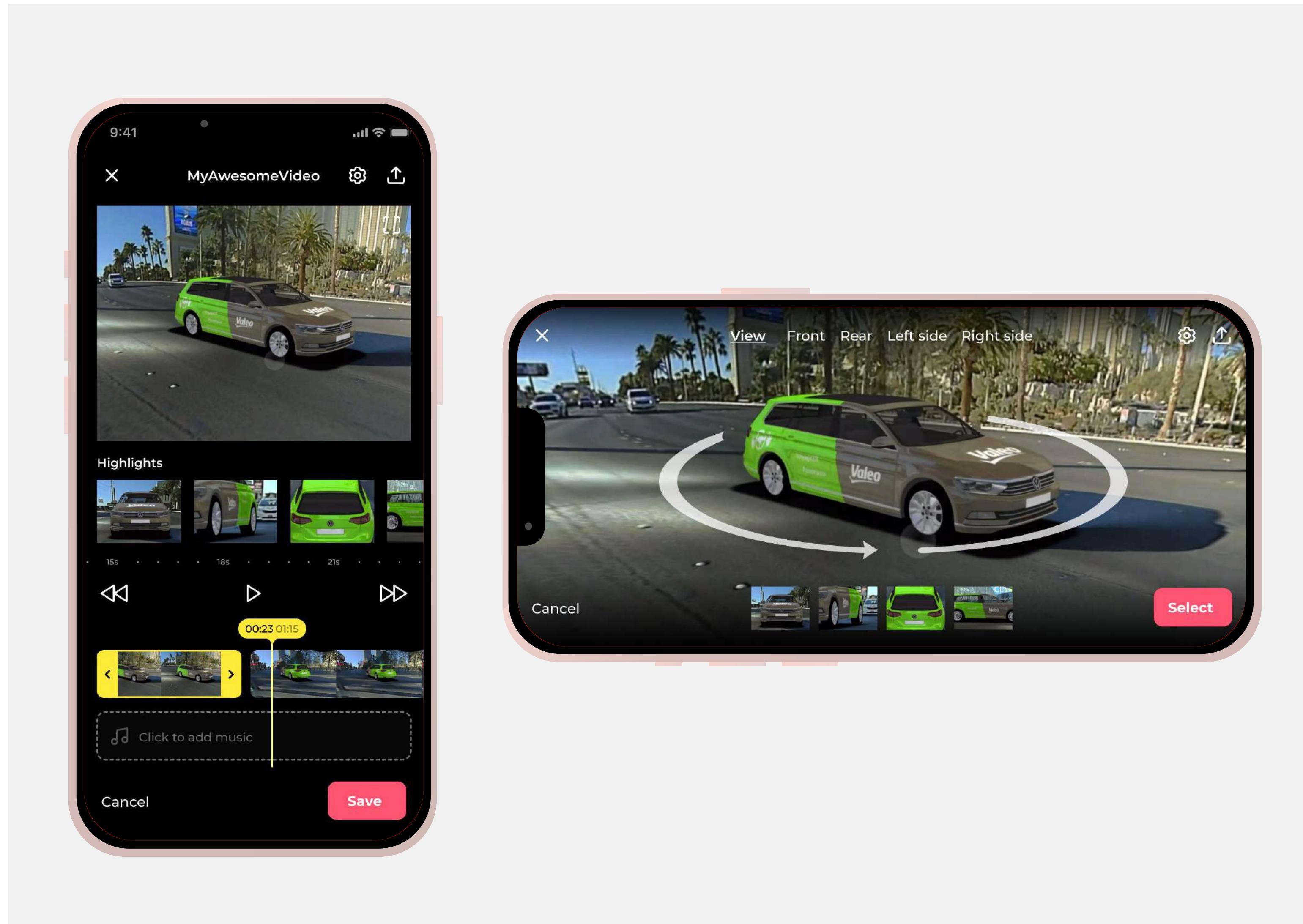
Magic Memories (Lama'gic)

I worked on a concept that captures the memorable moments and journey's unique moments.

For instance, when a mood strikes in the car, the system would sense it and begin automatically shooting videos that will be edited and provided to the user after the trip.

I created a clickable prototype for the smartphone and in-car apps using Figma, which we then put to the test with actual users.

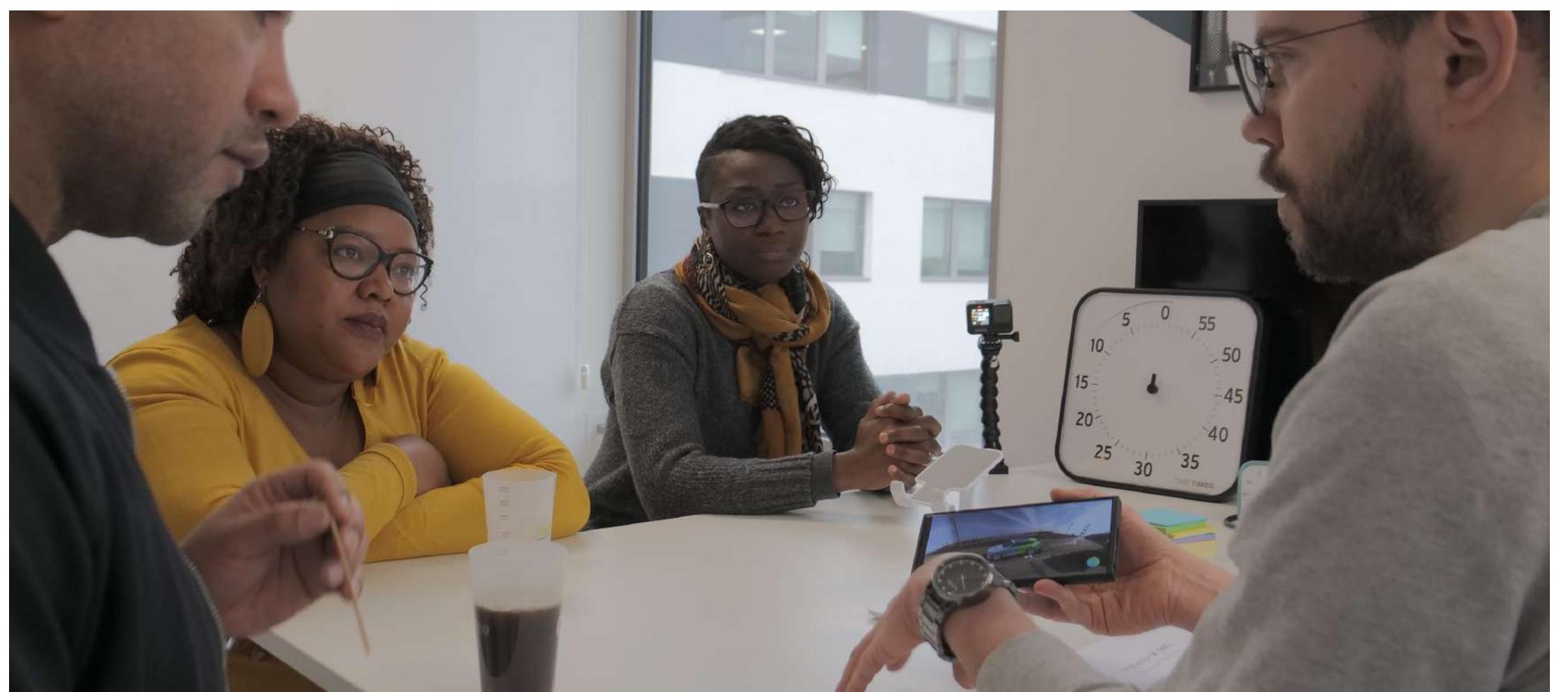
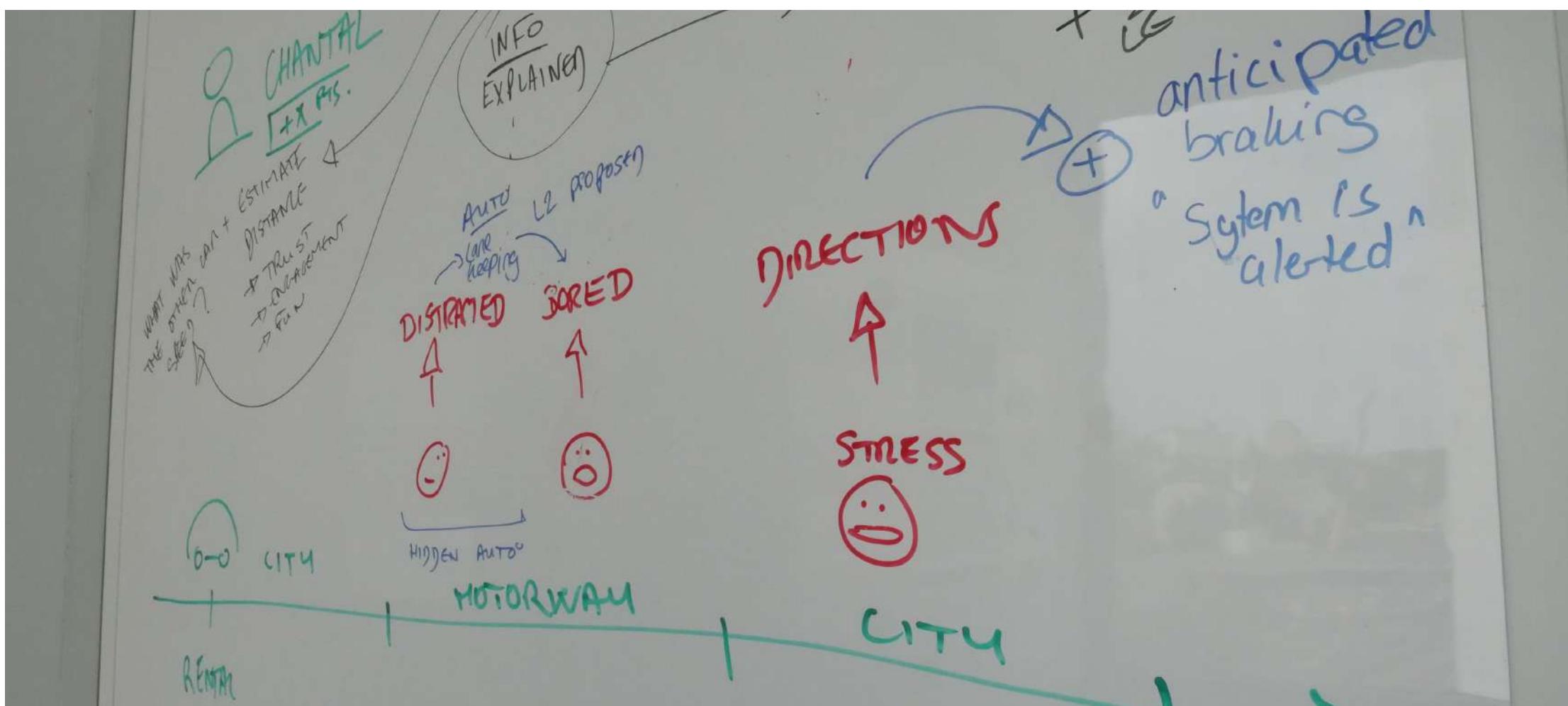


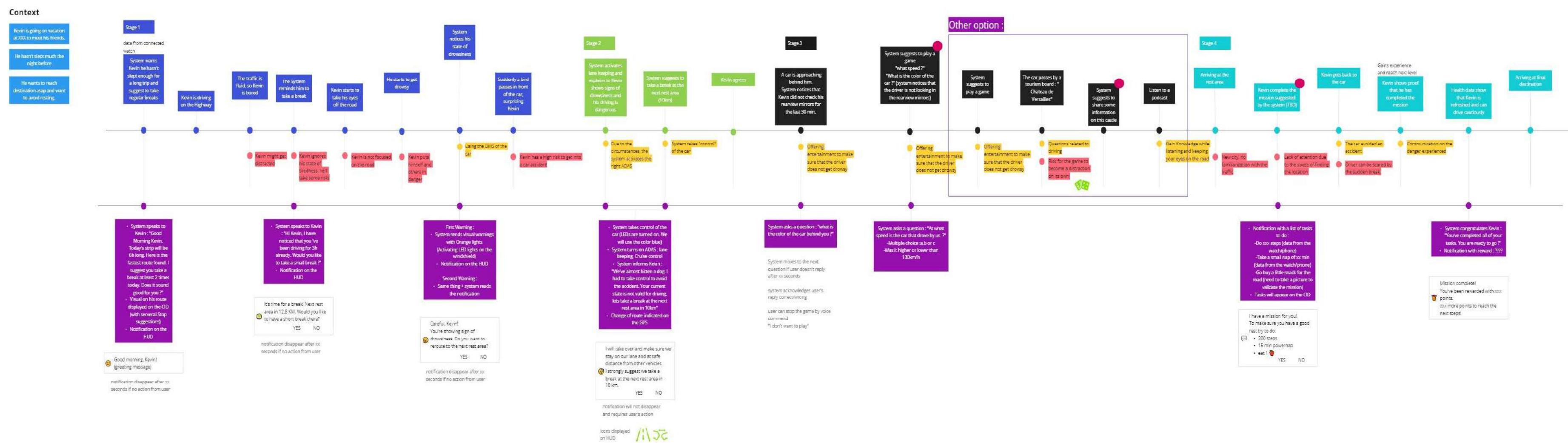
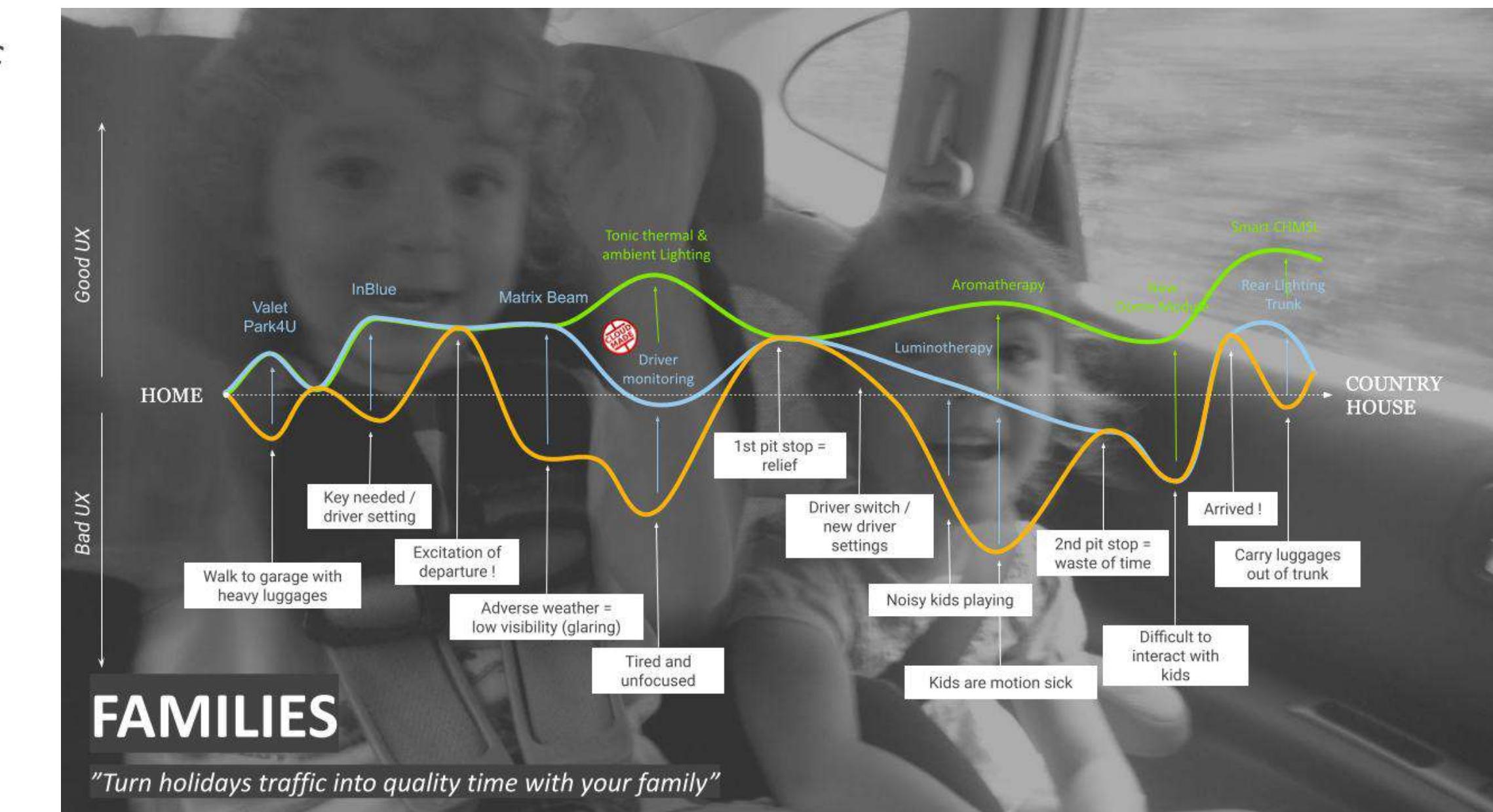


Panorama XR

Panorama XR is a technology that uses a drone view to recreate a vehicle's exterior environment in real-time. This is a significant advancement in the security of remotely controlled autonomous vehicles. It's a new way to communicate between the inside of the car and the outside world.

I've prototyped a mobile app using this technology that allows racing aficionados to stream their performance in real-time and edit recordings of the best moments from the best angles.

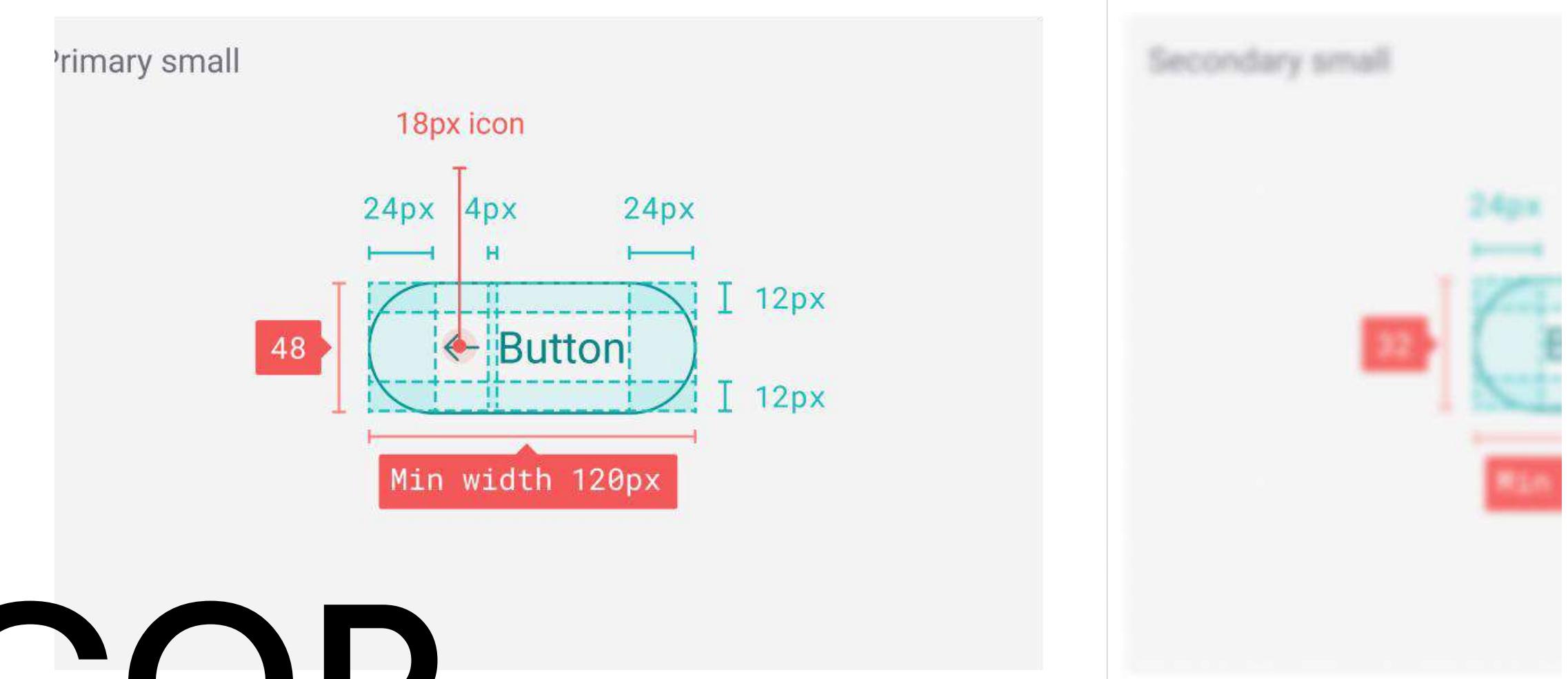
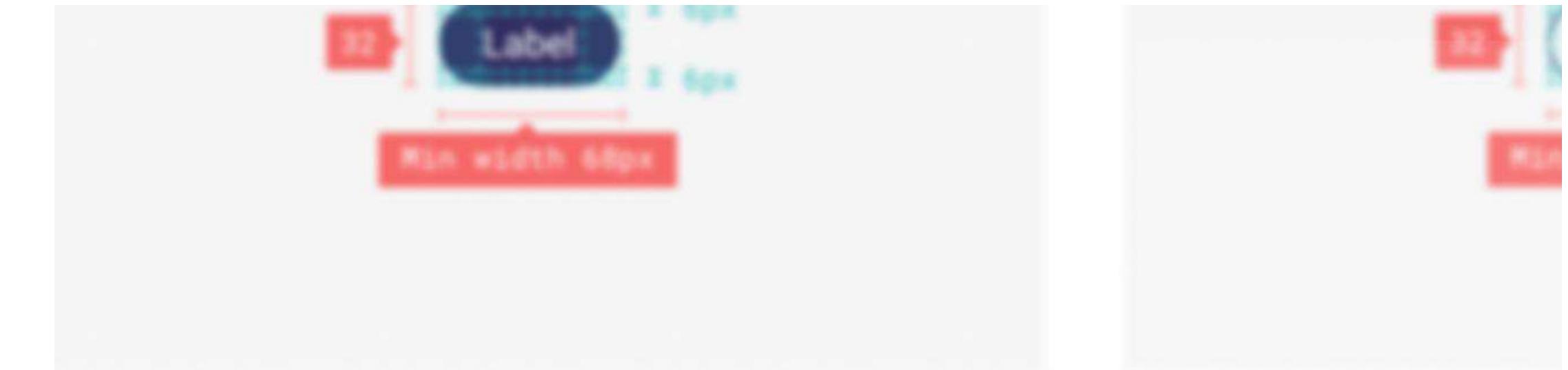




03

Accor is a French multinational hospitality company that owns, manages and franchises hotels, resorts and vacation properties.

It is the largest hospitality company in Europe, and the sixth largest hospitality company worldwide. Accor operates in 5,300 locations in over 110 countries.



ACCOR

Role
Lead Product Designer
@Accor, France

January 2021 - May 2022

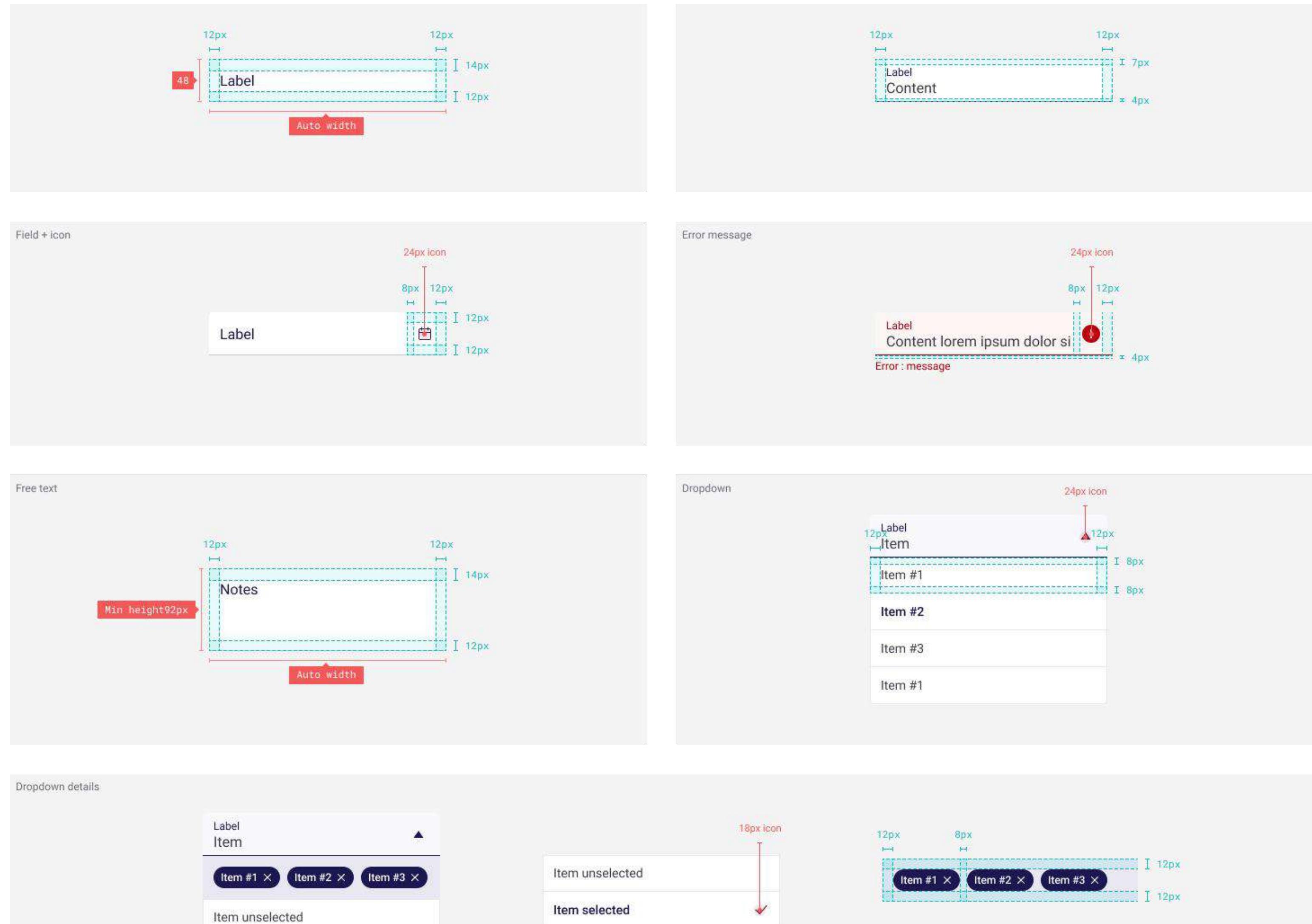
#user_research
#workshop_facilitation
#prototype #wireframes
#design_system

Role & responsibilities

Understanding and analyzing the problems experienced by our end users allowed me to provide better solutions. A plethora of tools and services that all behaved and looked differently and required various login credentials was one of their main frustrations.

I've led and facilitated discovery sessions with hoteliers to understand their use of current tools and to map out their current journey. This made it easier to pinpoint problems and potential improvement areas.

I also had the chance to go to hotels and spend time studying the personnel go about their regular business. I contributed to the development of a community of hoteliers who I often engaged for advice or input on the solutions I was developing.



Clarity comes first

The Design System was built in Figma. It was pulled from the design system developed for the clients of the Accor company with the specific needs and pain points of our users in mind.

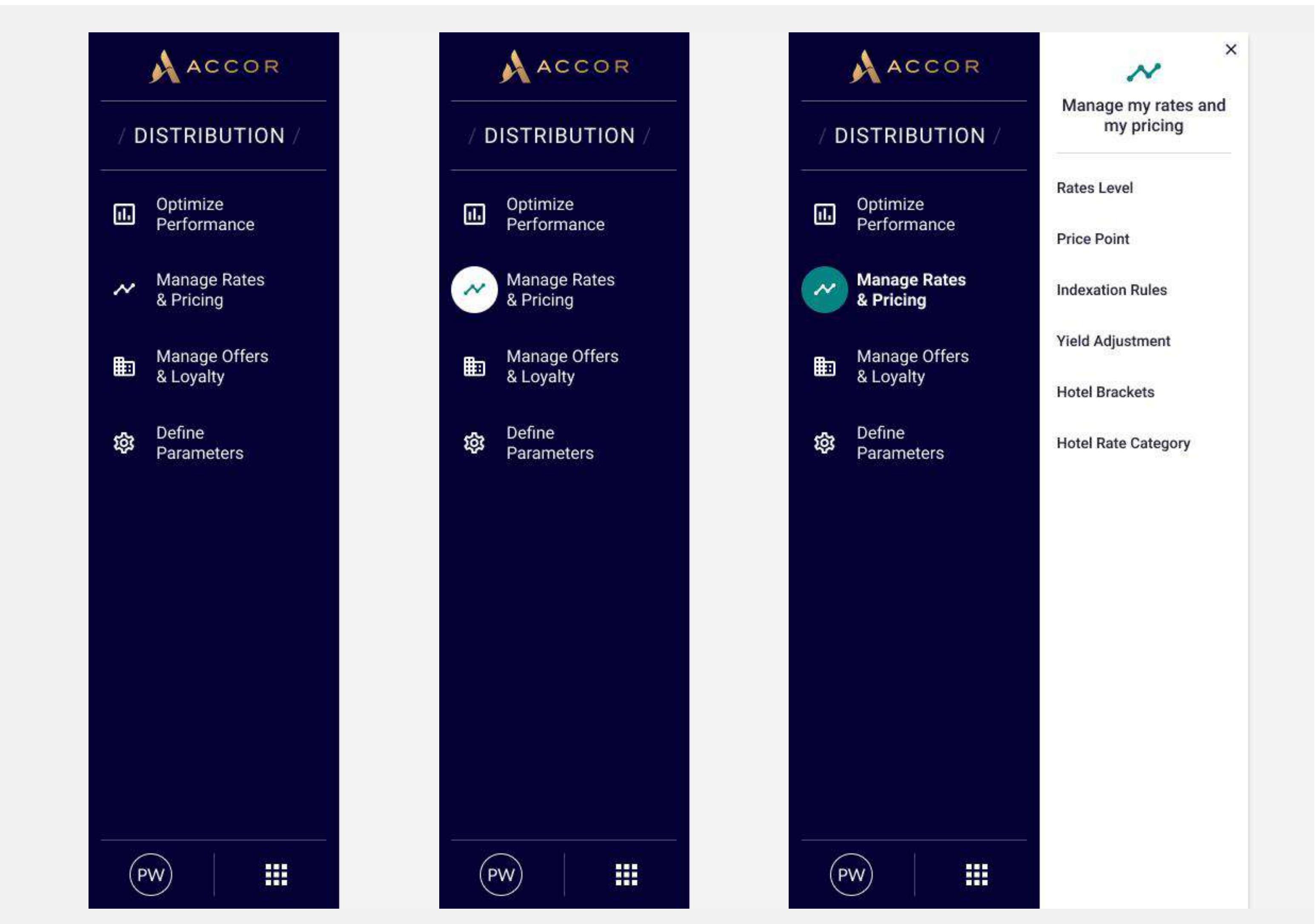
They spend a lot of time using the tools to fill out data in forms, define prices in the planning, as well as double-check the specific requests of customers in the arrivals lists. They frequently work on outdated equipment with small screens.

It was essential to provide them with simple-to-use solutions, with the most crucial information readily apparent at a glance and without needless scrolling.

Single entry point

I set up a standard and contextual navigation for all of the group's tools to save users from switching between different logins and passwords.

This gave them a single entry point, made it simple for them to access the right tool at the right time, and allowed them to easily switch between applications as needed.



Hotel Performance

Show Pricing Show BID Price Show Restrictions Show Planning Coming soon!

Some inputs are being processed and may respond to your research, please try again later

01/08/2019

	Wed 01.08	Thu 02.08	Fri 03.08	Sat 04.08	Sun 05.08	Mon 06.08	Tue 07.08	Wed 08.08	Thu 09.08	Fri 10.08	Sat 11.08	Sun 12.08	Mon 13.08	Tue 14.08
DBC	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR		1 120,00 EUR	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR	1 120,00 EUR
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	Max stay	Max stay	Max stay 5	Max stay 5	Max stay	Max stay	Max stay	Max stay	Max stay 5	Max stay	Max stay 5	Max stay 5	Max stay 5	Max stay 5

Hotel Performance

Day(s) application

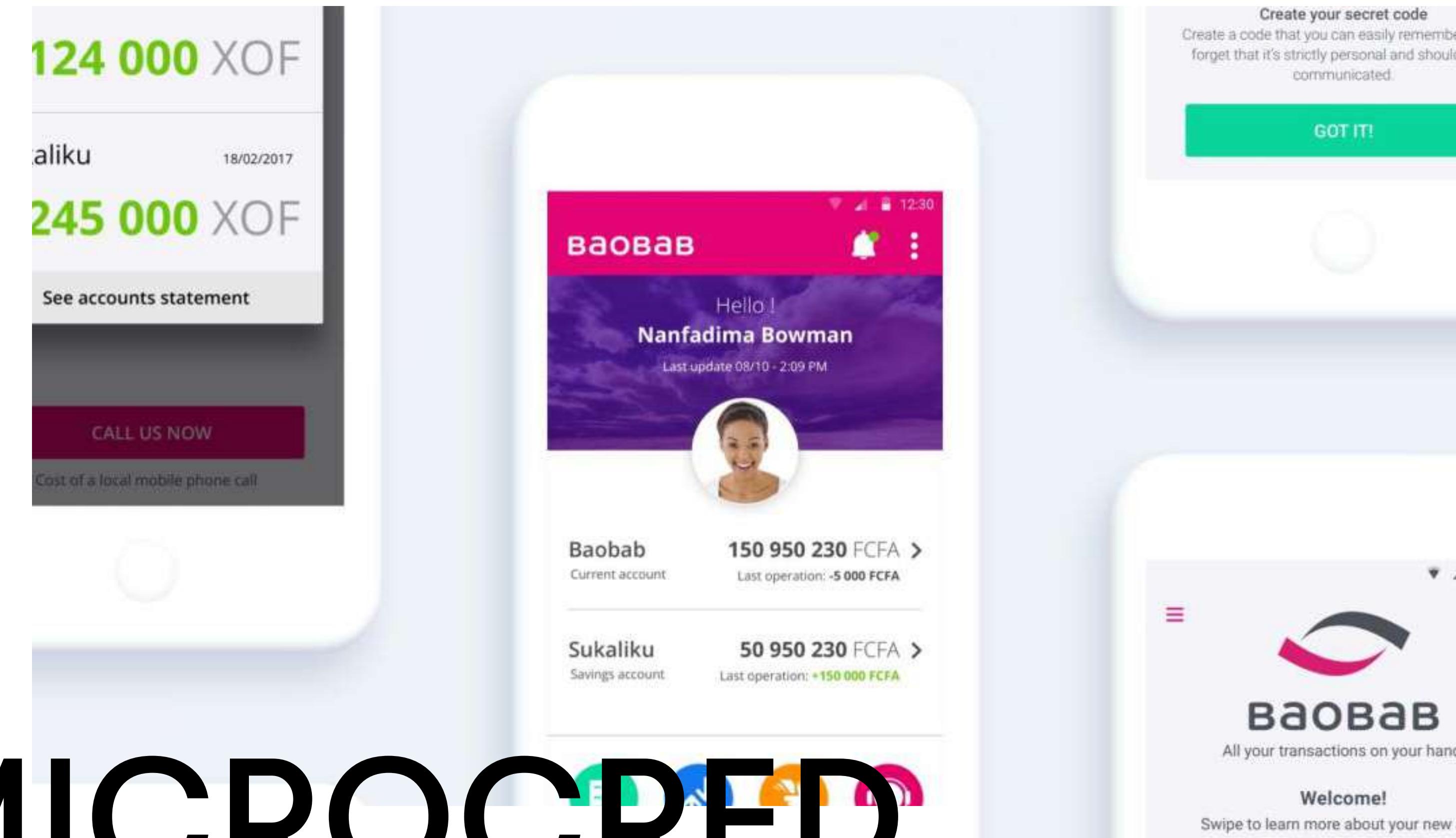
Select one or few dates to edit :

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04

Microcred (now Baobab) provides financial services to half a million small businesses, fulfilling its mission of broadening access to finance among those underserved by traditional banks.

It is the largest hospitality company in Europe, and the sixth largest hospitality company worldwide. Accor operates in 5,300 locations in over 110 countries.



MICROCRED (now Baobab)

Role
Lead Product Designer
@Microcred, France

2017

#user_research #fintech
#prototype #wireframes
#user_test

Role & responsibilities

I've joined the organization as the manager of the design team. I was based in Paris and directly managed two junior designers who were based in Dakar, Senegal.

I defined the MVP roadmap and features in collaboration with Operations, Business Analysts, Product Owners, and Developers, making ensuring that business objectives matched consumer needs.

I conducted internal interviews and focus groups with stakeholders to better understand their needs and frustrations. I then created processes and solutions to improve the efficiency of our workflow and make it easier to hand over work to developers.



User research and testing in the field

Setting up ongoing user research and testing sessions was a crucial component of my work because we wanted to investigate and evaluate various hypotheses.

My team in Dakar was operating in 'guerrilla mode' on the ground, routinely visiting clients, doing quick interviews in the city and getting input from agency employees.

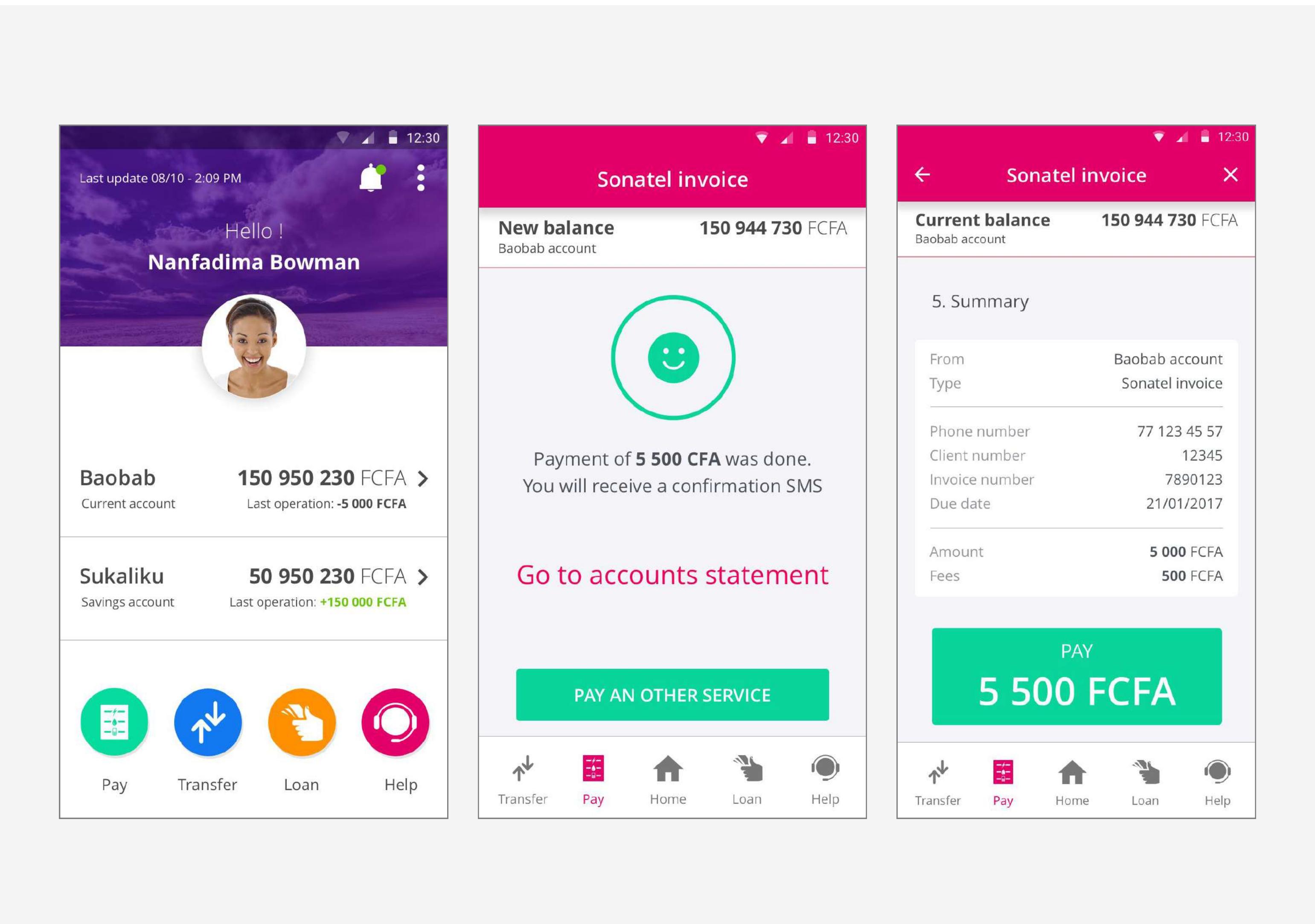
In addition, I constructed an Invision prototype and organized semi-moderated testing sessions with 12 clients. I had the chance to fly to Senegal and Madagascar to meet and observe our customers on their daily life.

Prototype

We gave users tasks to do with the prototype and watched how they interacted with it.

The majority of consumers' reluctance to communicate their emotions, together with some of them's lack of tech-savvy or English or French language proficiency, presented an important challenge.

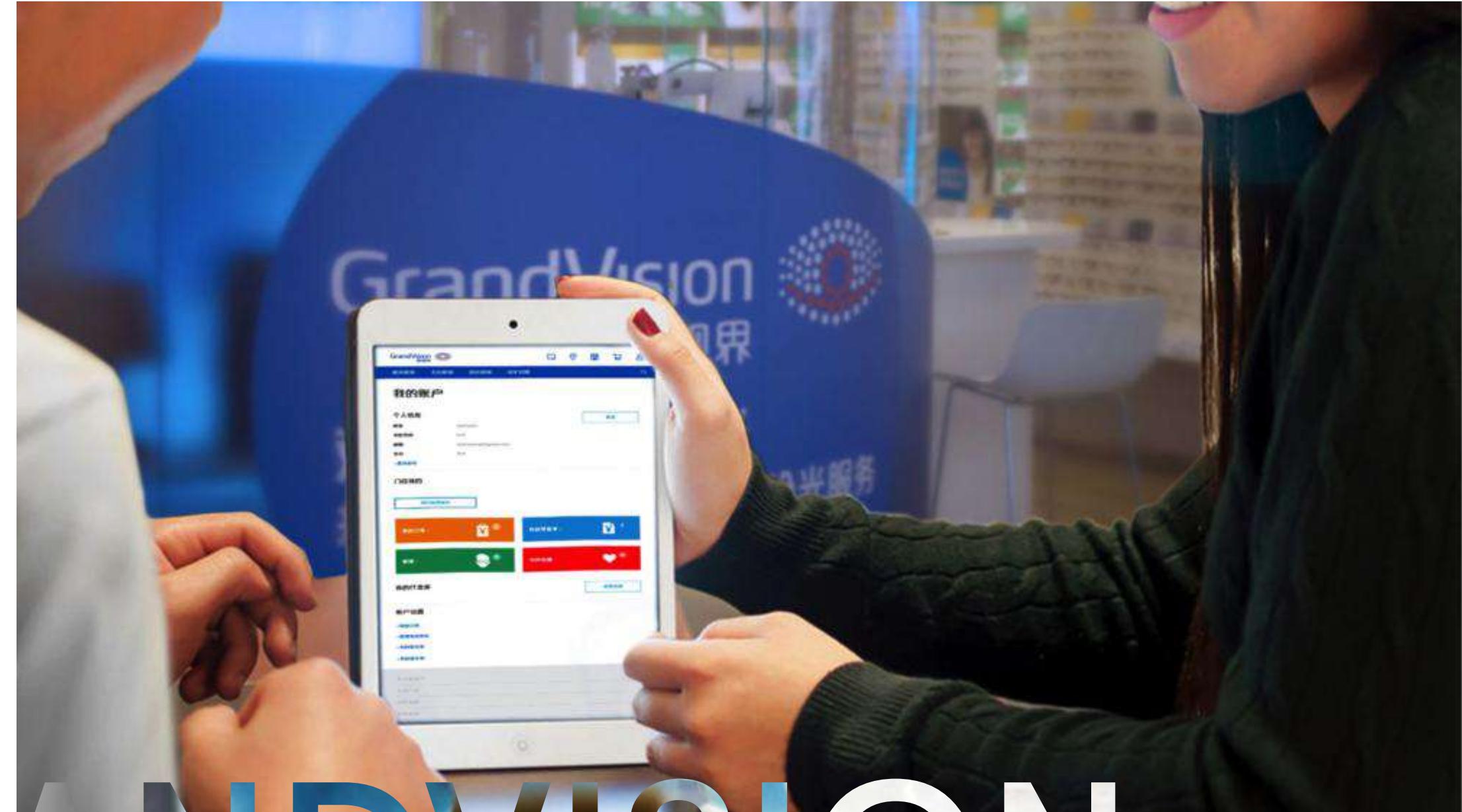
We've learned a lot. For example, we've made the primary navigation more apparent by using colors like orange for loans because color is essential for clients who can't read.



05

GrandVision is a global leader in optical retail and operates in more than 40 different countries, in over 7,000 stores and online.

GrandVision released a new brand in China for the first time in their history. This was a pilot project that would eventually roll out globally.



GRANDVISION

Role
UX Designer
@Razorfish, Shanghai

2014

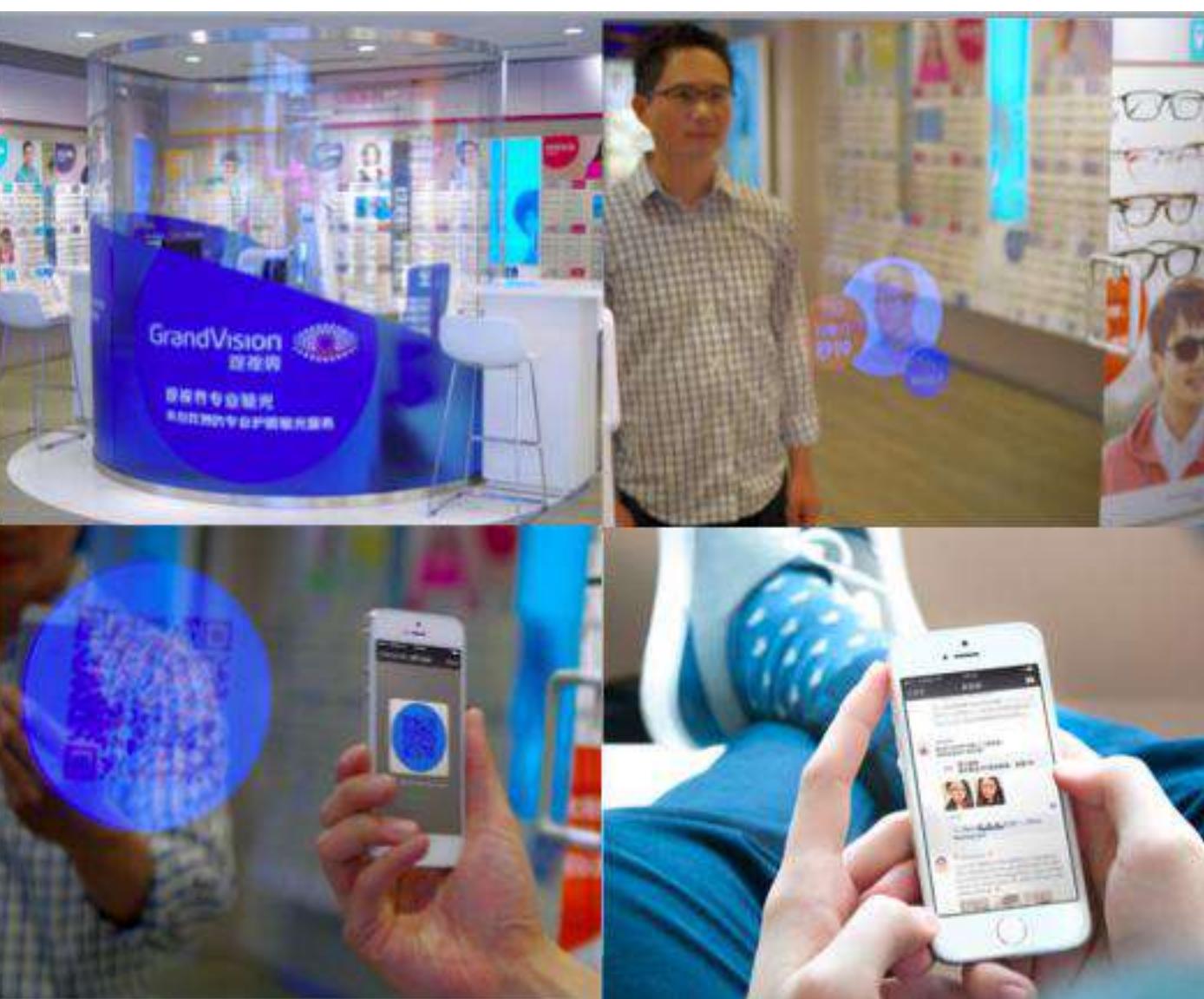
#user_research #ecommerce
#prototype #wireframes

Role & responsibilities

I lead the overall design process, interfacing with business analysts, client stakeholders and developers to make sure business requirements were applied by UX and Visual Design teams.

I lead brainstorming and prototyping workshops as well as presentations involving client senior management and CEO.

I produced sketches, wireframes and prototypes using Sketch and Invision. The team also created a Design System that help speed up the process and improve consistency.



From field research to concept

"How can we help GrandVision leverage their expertise to empower Chinese customers?"

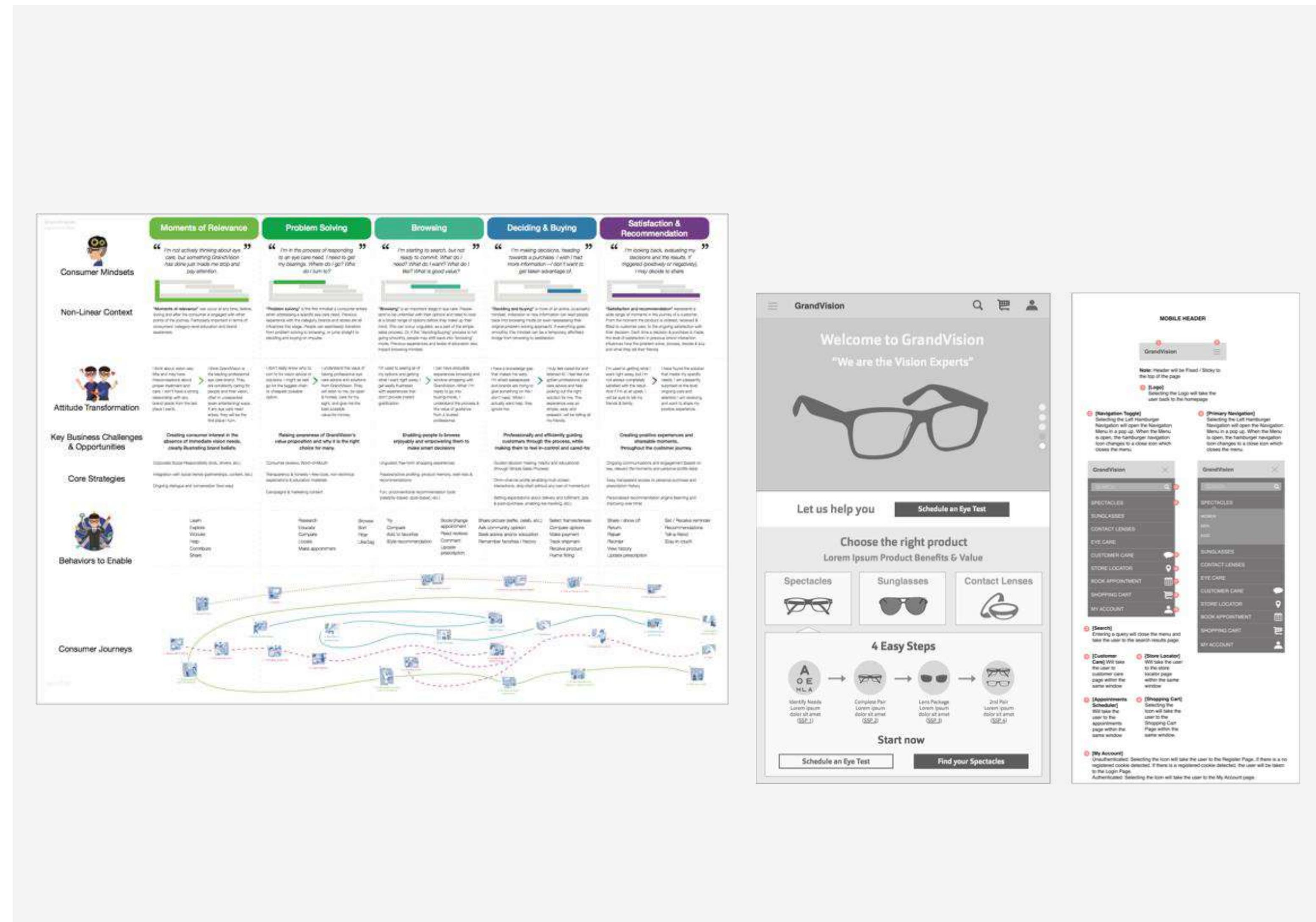
The market in China is very specific. Chinese consumers feel handicaped if they have to wear glasses and they lack confidence in local medical products. Furthermore, they feel Western eyewear is not adapted to Asian faces and shapes.

They compare a lot of different brands and products, read reviews and ask their peers before they make a purchase.

Building the solution

We've identified 5 customer behavior patterns and designed their corresponding journeys that leverage both digital and physical channels.

The solution empowers and guides customers with their choices. They are constantly reassured about their needs, the process, the products until they visit the store to get an eye test and make the purchase.



06

As a senior UX designer, I was responsible for leading the overall experience design process for Toyota Australia, the largest account at R/GA Melbourne.

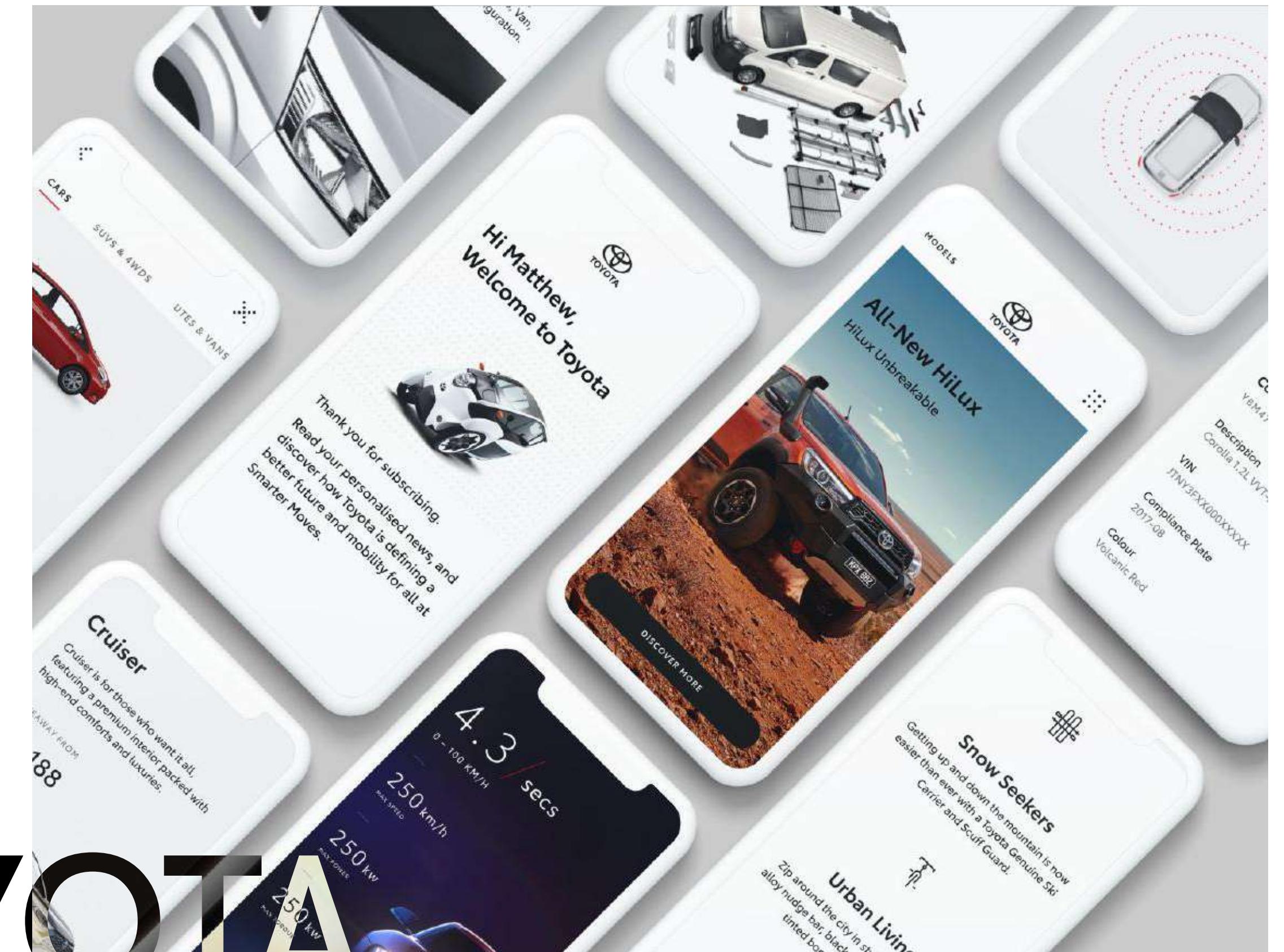
TOYOTA AUSTRALIA

Role

Lead UX Designer
@R/GA Melbourne

2018 - 2019

#user_research #user_test
#prototype #wireframes
#design_system



Leading the team

My role involved both UX design and user research, and I played a pivotal role in shaping the user experience for Toyota's digital presence in Australia.

I worked closely with other designers and stakeholders to ensure that the user experience aligned with Toyota's brand and business goals.

Throughout the project, I demonstrated a deep understanding of user needs and behavior, leveraging that knowledge to create intuitive and engaging user experiences.

How does Hybrid compare?

Simply select the vehicle you're interested in, set your local fuel price and the kilometres you travel, then see how they compare.

See how much you can save on fuel costs

Learn about the difference in CO₂ emissions

Discover how much further a hybrid can travel

MAKE YOUR COMPARISON

The most popular Toyota Hybrids

There's a hybrid ready for you and your lifestyle.

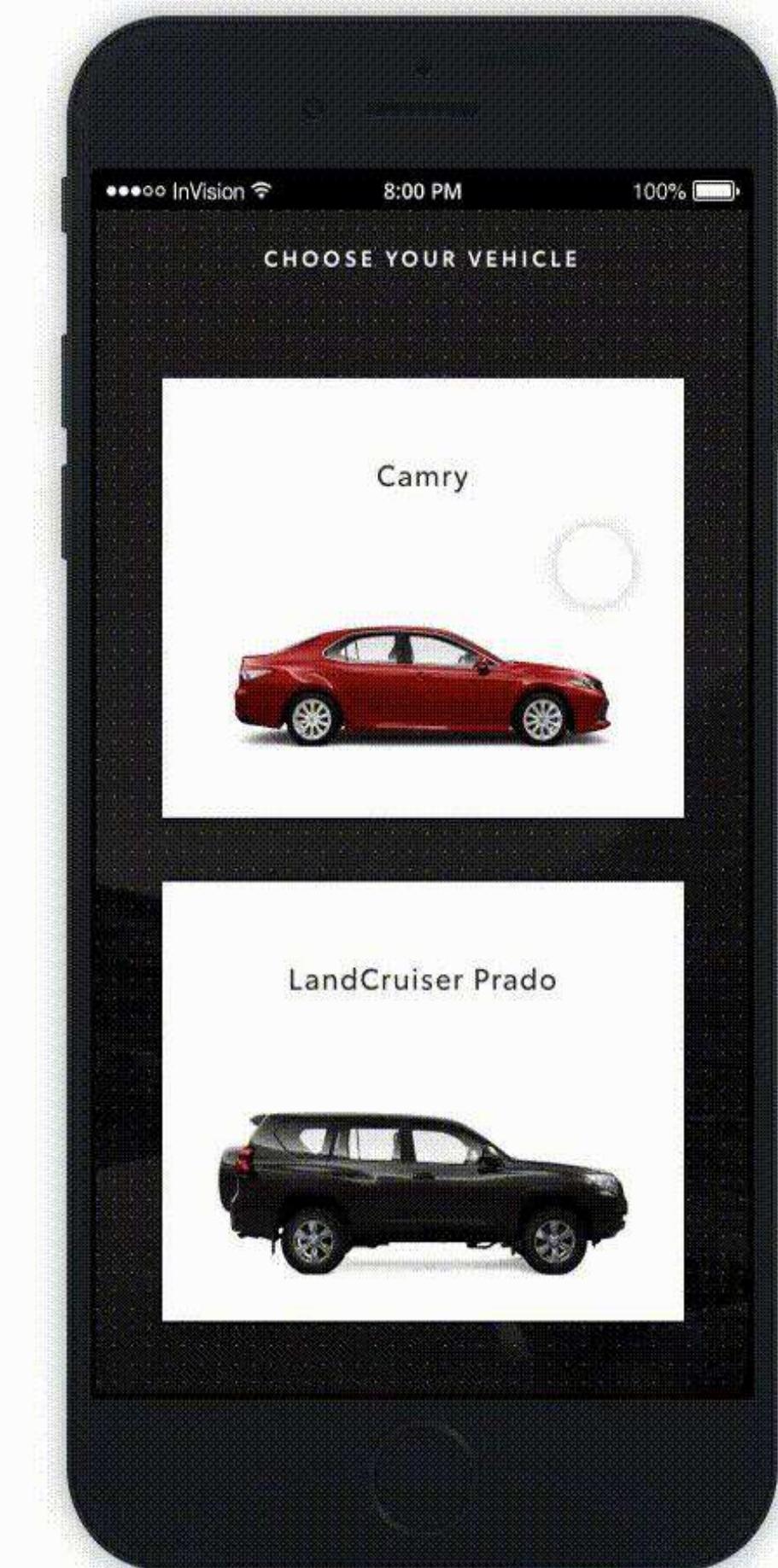
Corolla Hatch Impressive fuel efficiency

Camry Effortless acceleration

Prius Iconic hybrid styling

RAV4 A powerful hybrid like no other

EXPLORE THE HYBRID RANGE



Product Love

Our aim was to tell the story and convey the personality of each vehicle to Toyota customers.

We implemented the "product love" concept, dressing up the site's pages with animations and lifestyle images to give coherence and substance to the narrative.



The screenshot shows the Toyota Australia website for the All-New RAV4. At the top, there's a navigation bar with 'MODELS' (selected), the Toyota logo, and a three-dot menu icon. Below the navigation is a dropdown menu for 'RAV4' and a 'CONTACT A DEALER' button. The main content area features a large image of the RAV4 with the text 'All-New RAV4' and 'The return of recreation'. Below the image, the 'CRUISER' model is selected from a 'RANGE' dropdown that also includes 'GXL' and 'GX'. The 'CRUISER' section contains a headline 'Cruiser', a description about its premium interior and luxuries, and a 'DRIVEAWAY FROM \$49,188'. At the bottom, there's a row of circular icons.

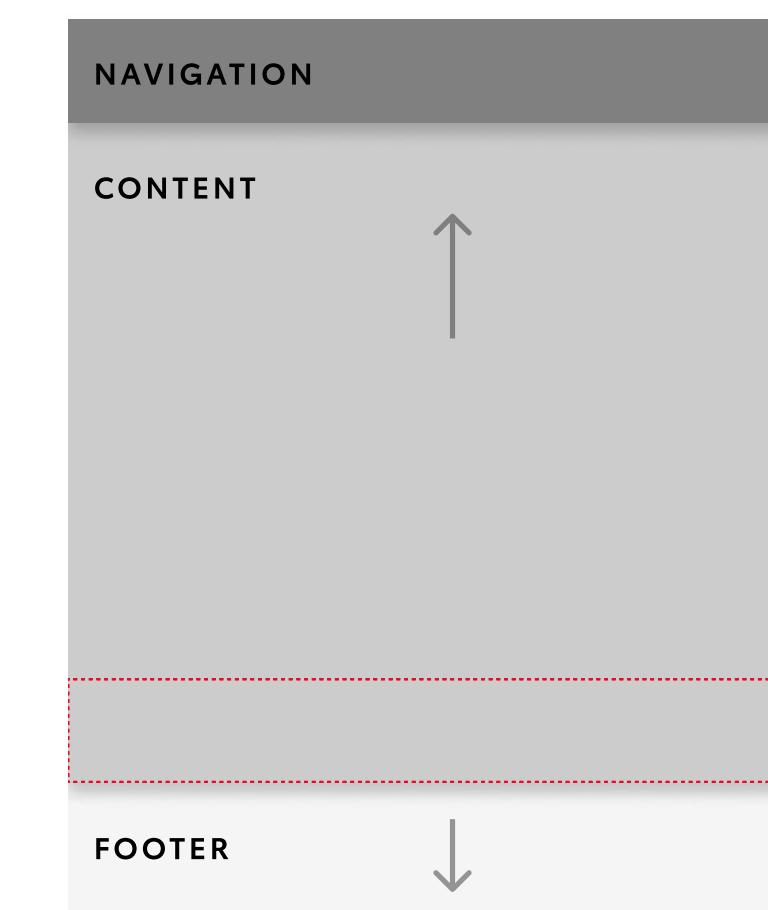
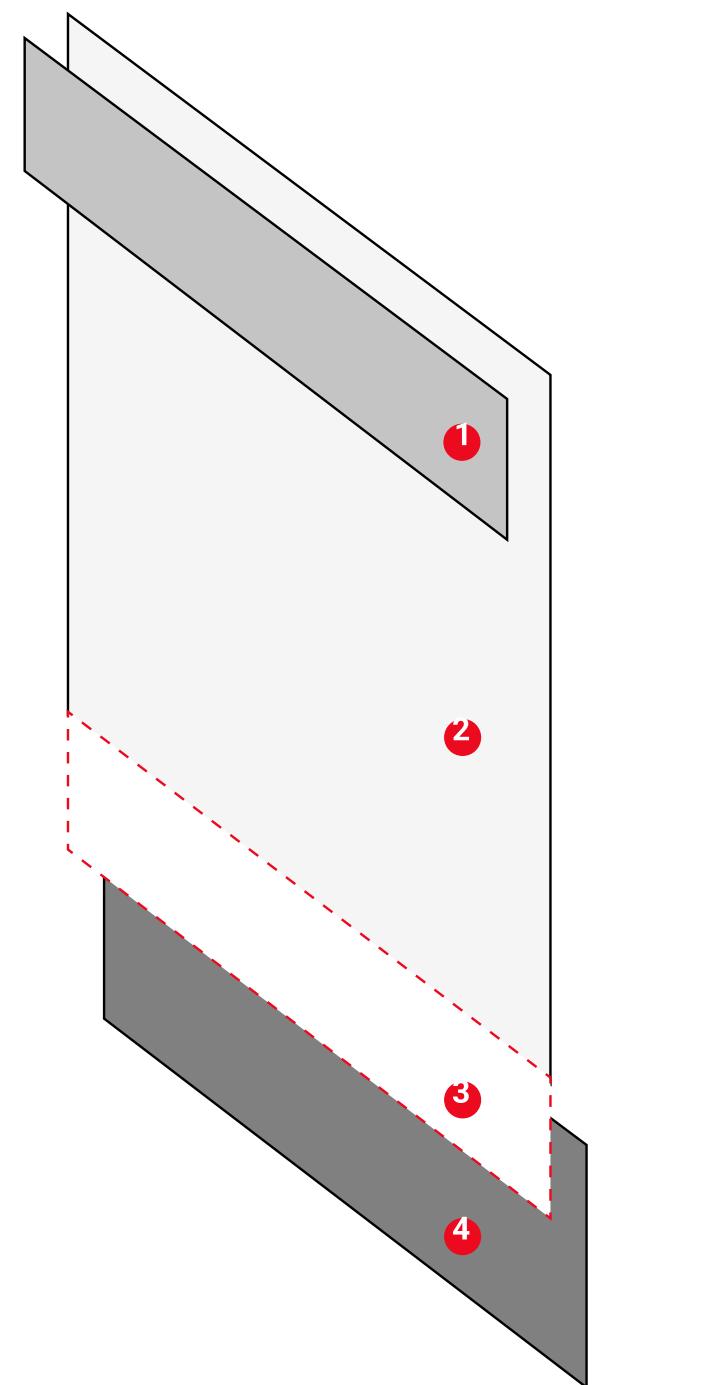
This screenshot shows a promotional offer for financing a RAV4 GX 2WD. It features a headline 'Take the wheel from \$149 per week' and a 'CALCULATE FINANCE' button. Below the headline is a small note about the terms: 'Based on a RAV4 GX 2WD / AUTO CVT / PETROL, 8% comparison rate, 4 year loan term, 30,000km per year with a guaranteed future value of \$12,500.' At the bottom, it encourages users to 'Drive smarter with the myToyota app' and provides 'LOG IN OR REGISTER' links.

This screenshot highlights a 'Tilt and slide moonroof' feature. It includes a descriptive text: 'Open up to fill the spacious cabin with even more restorative, natural light.' Below the text is a small image showing the moonroof in various states of opening.

This screenshot shows a 'Smart storage' component. It features a small image of a storage bin with an 'X' icon, followed by the text 'Throughout the cabin, you'll find a whole suite of storage solutions that help reduce clutter and increase space.'

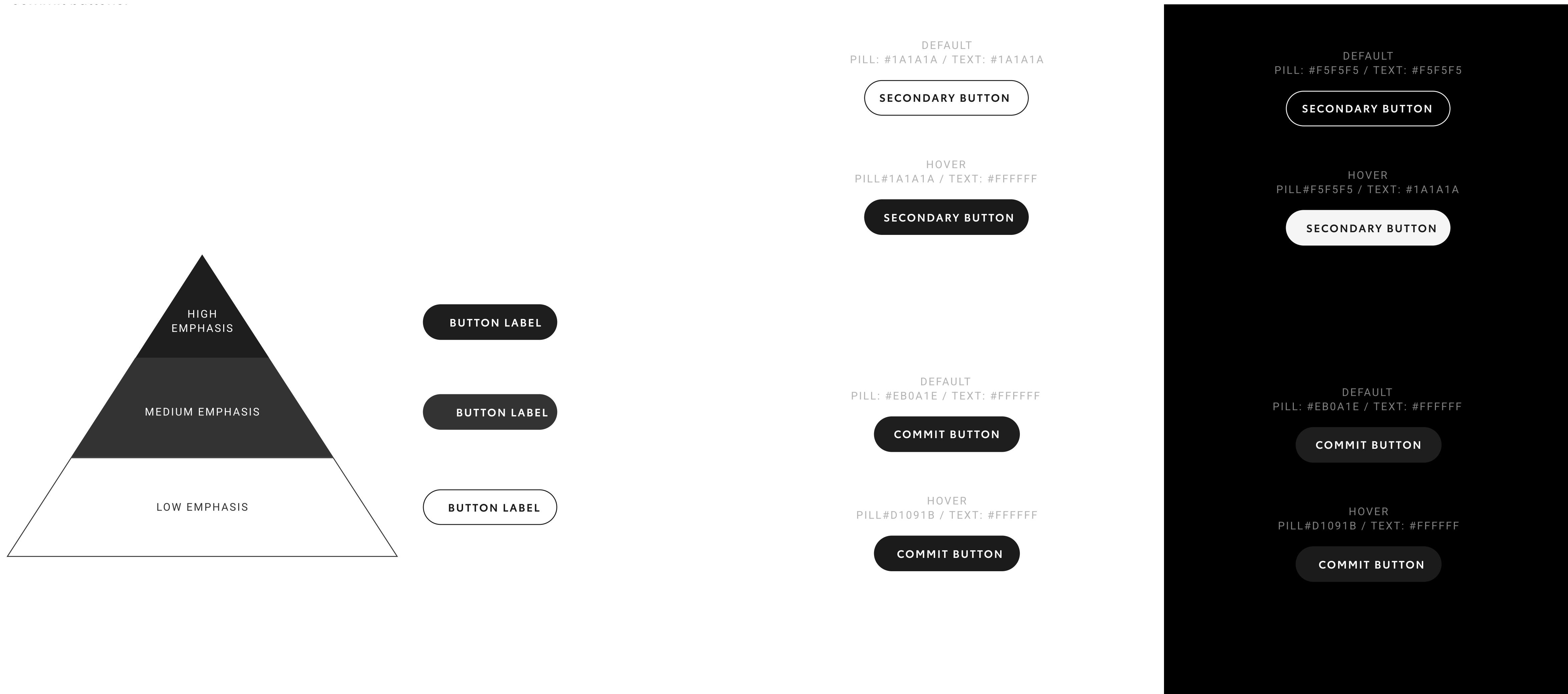
This screenshot shows a 'Start building the perfect All-New RAV4 for you' component. It includes a 'BUILD & PRICE' button and a decorative graphic of a dotted circle.

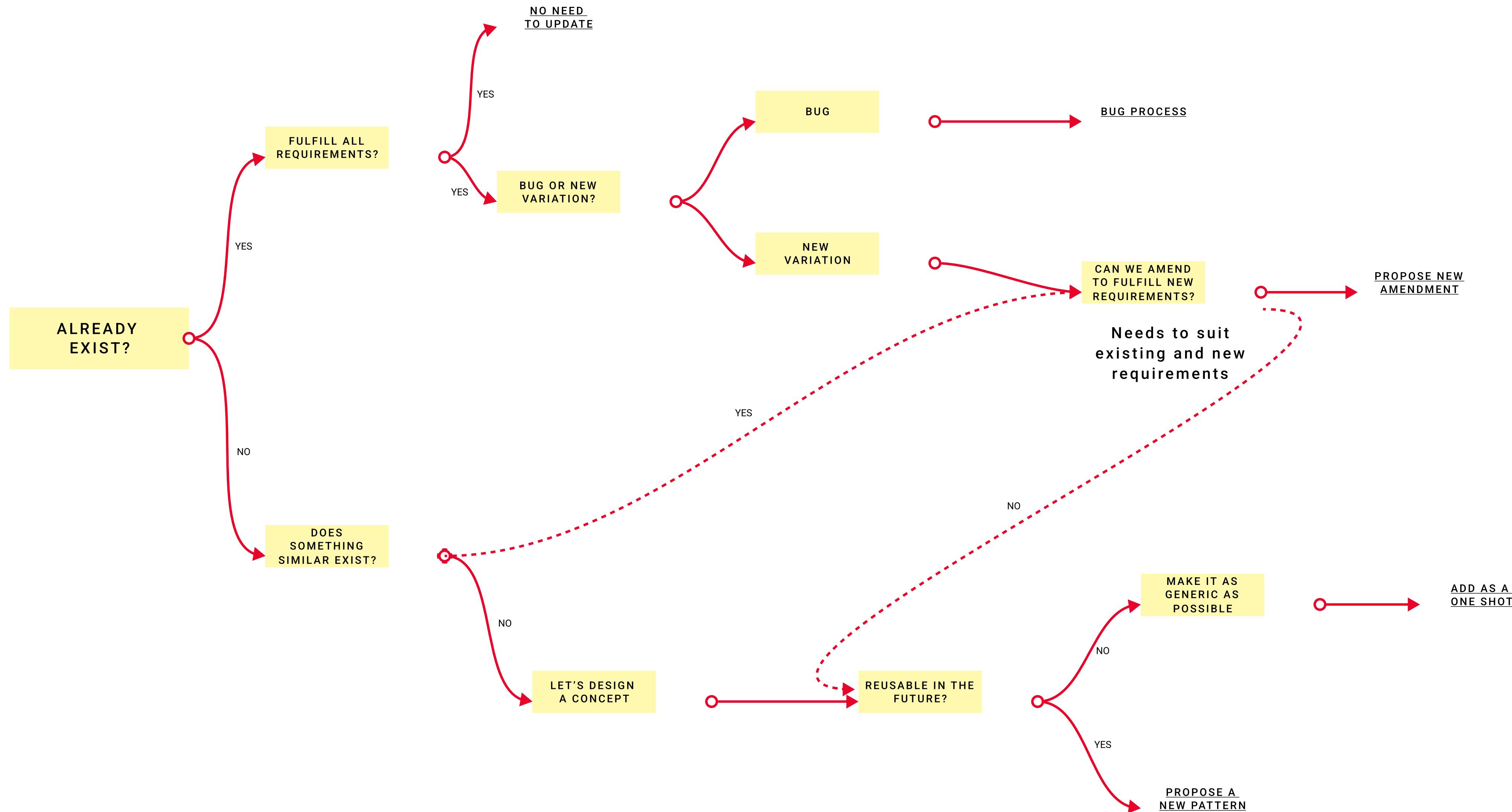
INTERACTION MODEL



SCROLL LOGIC

- Nav remains sticky to the top of the display, content layer moves behind the nav when scrolling.
- Content continues to scroll vertically. Current functionality working in line with lazy loading and content exposure (RAV4 BEP).
Any modules that need to be featured on the content layer can build onto the bottom of layout.
- Footer is exposed from bottom up with a parallax view, as content scrolls upwards more of the footer is revealed.
This layer is always sitting behind the top layers, in this case being the third layer to be seen by the guest.





THANKS!

FRANCOIS-XAVIER DECARPENTRIE

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