



Edouard Choudin

UX/UI Designer

34 y/o

Annecy

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Portfolio

Figma

As a UX/UI designer leveraging product management acumen, I seamlessly blend strategic thinking, creativity, cross-discipline collaboration and user-centric design to deliver impactful experiences.

Education

2021-22

Master's - UX Design

OpenClassrooms (FRA)

2013-14

Master's - Marketing

IAE Lyon (FRA)

2011-12

Master's - International Trade

IAE Lyon (FRA)

2008-11

Bachelor - Business Administration

University of Kent (UK)/IAE Lyon (FRA)

Skills

Languages

French - C2 (native)

English - C2

German - A2

Tools

Figma

Adobe CS Suite

Jira

GitLab / GitHub

Content Square / Hot Jar

Programming

HTML/CSS

GUI Scripting

Interests

Sports

Handball, trail running, cycling

Misc.

Graphic design, video games

Experience

November 2023 - Pres.

Product Designer @Decathlon (FRA)

Leading the design efforts for Decathlon Travel's website as well as business apps aimed at our internal teams and travel partners, focusing on optimizing UX, navigation and interaction patterns.

- User research, usability testing & data analysis (Content Square)
- Creation of mockups, wireframes & prototypes (all fidelity levels)
- Iterations on designs based on user feedback, analytics & trends
- Cross-discipline collaboration (product managers, developers, marketers) to ensure alignment with business goals & user needs
- Design System implementation (based on Decathlon's)
- Championing user-centric design principles and best practices within the organization

October 2022 - November 2023

UX/UI Designer @Paradox Development Studio (SWE)

Ease the learning curve while making UI interactions feel intuitive & informative. Defining & applying the UX vision on new & revised UIs.

- Creation of mockups, wireframes & prototypes (all fidelity levels)
- Audit & revamp of players onboarding
- UI implementation (GUI scripting)
- Cross-discipline coordination (game design, code, UI art)
- Evaluation & improvement of existing UIs & gameplay mechanics
- Collection of valuable insights on players' behaviours through collaboration with analytics & user research
- Coordination of external studios work related to UX/UI

Juin 2017 - Août 2020

Digital Project Manager @Supair (FRA)

Led the revamp of Supair's digital ecosystem: B2B website development & B2C website redesign to enhance brand visibility.

- B2B : Stakeholder coordination, user journey & flows definition
- B2C : UX/UI improvements, content structuring & optimisation
- Digital campaigns strategy & execution (emailing, social media)
- Budget monitoring & performance tracking (reporting to the CFO)
- Creation of key marketing materials (product sheets, brand book)