



**GUILLAUME COHEN**

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**PRODUCT & DESIGN**

Product & Design strategy  
Customer/User journey  
End to end Product Design from discovery to delivery  
Developing User research methods (quantitative and qualitative, testing)  
Design Methodology implementation (Design Thinking, Systemic Design, Lean UX)

**MANAGEMENT**

Coaching & supporting Design team  
Animating onepoint Design Community (+120 designer)  
Hiring strategy and implementation of design hiring process  
Bridging between c-level and operational

**BUSINESS**

Clients and customers needs definition & scoping  
Client Account management (+248% revenue in 2021)  
Business development: 1M€ generated in 2021 & 1.5M€ in 2022

**TOOLS**

Figma/Figjam  
Notion  
Airtable  
Maze  
Contentsquare (certified I)  
Hotjar  
GetFeedBack  
Testapic (certified)

**LANGUAGE**

French - Native  
English - Fluent  
German - B2

**HOBBIES**

Cooking  
Skiing  
Biking  
Tech enthusiast  
Fashion  
Industrial Design

Product experience Designer with technical and business skills I strive to design impactful products and to improve existing ones with cross-functional and multidisciplinary team.

Currently Design manager at onepoint, I've led projects & products for both B2B & B2C businesses.  
Additionally, I am coaching a team of amazing product designers to help them grow, evolve and design great experiences.

For the last couple of years I have also been in charge of experience and design for Schneider Electric Smart Home mobile platform and marketplace as one of my many missions.

**WORK EXPERIENCES**

**Onepoint** // January 2018 - today // Paris

**Leader Experience & Product Design**

- Defining product experience strategy (Roadmap, vision)
- Designing end to end product experiences
- Leading a team of 8 designers (from junior to senior)
- User and Design advocate inside onepoint and for clients.
- Partnering with Product Manager, Engineer & stakeholders.
- + Account management & Business development
- + Figma Account Manager at onepoint

**UX Designer & Product Designer**

- Determining user journey and user flow
  - Product Design and handoff with technical teams
  - Designing for desktop / mobile application and services
  - Defining design guidelines for systemic approach
  - Implementing user research strategy (user testing, interviews, A/B testing etc.) into customers workflows.
- e.g. Schneider Electric Mobile App (iOS-Android) for Smart Home commissioning*  
*- increasing completion rate by 32%.*

**Intern UX Designer**

- Developing conception and prototyping skills
  - Learning design thinking and how to animate workshop
  - Learning on how to collect quantitative and qualitative feedback
- e.g. onepoint corporate website - improving career and recruitment funnel in desktop and increasing candidates mobile application by 200%.*

**Some clients**

Schneider Electric, Accor, Auchan, Nissan, Crédit Agricole, Banque Postale, Google, Microsoft

**D-edge Accor Hotel** // 2016 - 6 months internship // Paris

**User Experience & Product Designer**

- Designing interface for a hotel software suite
- Optimizing booking engine funnels (web / mobile) +19% increase of conversion rate
- Crafting marketing roadmap with experts for the D-edge platform (advertising)
- Performing user testing & focus group with hoteliers (e.g. Booking.com)

**Altimax** // 2015 - 6 months internship + temp. position // Annecy

**Front end developper**

- Integrating & developing web & app for an agency (HTML, SCSS, JS, PHP)
- Implementing good practices for web efficiency and accesibility (Lighthouse, pageSpeed).
- Working on CMS such as Drupal, Joomla, Wordpress, Magento

**EDUCATIONS**



**Compiègne Institute of Technology**

UTC Engineer school // 2016 - 2018  
Master degree - Innovation & complexity - Design centered experience



**Montpellier Institute of Business Administration**

IAE // 2015 - 2016  
Bachelor degree - Technology Management & Digital Business



**Savoie Mont Blanc Institute of Technology**

IUT // 2013 - 2015  
DUT - IT development



**Germaine Tillion High School**

Lyon // 2010 - 2013  
French Baccalaureate S.SI - Specialized in engineering and IT