

GUILLAUME BERTHET

Product manager turned UX/UI Designer



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36 years old, French

EXPERIENCE

Digital design graduate

Career Foundry 📅 2021 - 2022 📍 Remote

Reinforced my design skills through a 9 months UX/UI intensive course

- Broaden knowledge of design theory, principles, patterns, and mediums
- Applied design thinking processes and tools with hands-on projects
- Showcased best projects on behance.net/guillauberthet
- Learnt front-end development fundamentals (HTML, CSS, JS)

Group product manager

Farfetch 📅 2019 - 2021 📍 Lisbon

Managed Connected Retail products for the marketplace and 3rd parties

Head of Product

Packlink 📅 2016 - 2018 📍 Madrid

Led digital shipping products for consumers and e-commerce businesses

- Piloted an extensive UX process to determine SAAS product approach
- Guided the design directions, operations, and priorities

B2B Product Manager

TheFork, TripAdvisor 📅 2014 - 2016 📍 Paris

Responsible of B2B products dedicated to the restaurant industry

- Defined product strategy through market and user researches
- Launched product iterations based on customer feedback

Game Product Manager

Kobojo 📅 2010 - 2013 📍 Paris

Led high traffic social games available on Facebook & mobile

Business development manager

Microsoft 📅 2009 - 2010 📍 Paris

Developed two programs aiming to accelerate the success of startups

ACTIVITIES

Scuba diving

Padel tennis & Beachvolley

Traveling

Hicking with my dog

ACHIEVEMENTS

6 projects designed
Delivered UX/UI for own projects

+1% point conversion
Improved Packlink website XP

x3 business customers
Grew TheFork & Packlink products

STRENGTHS

user experience	UI	design
product	discovery	conception
agility	e-commerce	startup

LANGUAGES

French	Native	●●●●●
English	Proficient	●●●●●
Portuguese	Advanced	●●●●●

EDUCATION

Digital design certificate

Career Foundry
📅 2021 - 2022 📍 Germany

Master in Management

Kedge Business School
📅 2006 - 2009 📍 France

Bachelor in Management

Heriot-Watt University
📅 2008 - 2009 📍 India