



Guillaume Cohen

Designer & Manager

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Paris, France

Skills

Product & Design

- Discovery & framing
- Holistic Design thinking
- Product Design
- Design System
- Accessibility
- Research
- Product life cycle
- Design to Dev

Management & leadership

- Design Delivery
- Team and project management
- Stakeholders Management
- Communication
- Problem solving

Code & AI

- HTML / CSS
- JS
- AI Design Process

Language

 French
Native

 English
Fluent

Hobbies

- Tech enthusiast
- Skiing
- Biking (Road, Fixie, MTB)
- Industrial Design
- Fashion

Few words

As a technical and strategic designer, I transform ideas into high-performance, innovative products. With over 7 years' experience at Onepoint, I have progressed from individual designer to design director, successfully managing B2B and B2C projects. Integrating technical and business issues throughout the product lifecycle. My approach combines creativity, technical rigor and an in-depth understanding of stakeholder needs, guaranteeing solutions perfectly aligned with market and user expectations.



key project

Schneider Electric – 4 years

Long-term support for Product Experience and Design strategy on connected home topics
#IoT #IA #Research #Innovation




key project

Air Caraïbes – 1 year

Creation of the new Air Caraïbes apps & software ecosystem
#CRO #DesignSystem #Brand #Flow

Experiences

February 2022 – Today  Paris



Head of Design Collective Onepoint


Role in the internal collective at Onepoint

- Supervision of the Design team (50+ Designers)
- Design strategy development at Onepoint
- Collaboration and communication with C-level executives
- Direct management of 12 designers (career, skills, and projects)
- In charge of publisher partnerships (Figma, Maze, etc.)

Track record

- Design workforce growth: +25% over 3 years
- Revenue: +14% in 2024
- Gross margin: +9% in 2024
- Top performer

Some clients: Schneider Electric, Accor, Auchan, Nissan, Crédit Agricole, Banque Postale, Google, Microsoft, Air Caraïbes, La Sécurité Sociale ou encore la Ville de Paris

February 2022 – Today  Paris




Design Leader Consultant Onepoint

Role with my clients

- Lead Design team and product development
- Product design from framing to technological implementation (flows, interfaces, prototypes etc.)
- Collaboration with crossfunctional & multidisciplinary teams
- Establishing Design Systems (Audit, production, governance, etc.)
- Implementing discovery, research, and qualitative and quantitative analysis strategies

Impact Example

- 32% improvement in the number of Smart Home activations via Schneider Electric's iOS/Android app
- Increase in the rating on the stores from 3.4 to 4.3 for the eSetup app
- The Social Security recruitment platform scores RGAA – 100/100

February 2018 – January 2022  Paris




UX & Prod. Designer Consultant Onepoint

Creation and improvement of digital products

- Definition and design of user journeys
- Design and production of interfaces (low-fi & high-fi)
- Use and maintenance of Design System
- Collaboration with technical teams to optimize development
- Conducting user tests

Example of impact

- Reduction of error rate and completion time for a subscription process used by professionals.
- Redesign of the recruitment process at Onepoint – 200% increase in the number of applications via mobile.

February 2016 – July 2016  Paris



UX Designer – Stage D-Edge – Accor

First designer to join the D-Edge team (formerly Availpro)

- Designing interfaces for the SaaS aimed at hoteliers
- Optimizing the booking engine (web and mobile)
- Setting up and conducting user tests and focus groups with hoteliers (e.g., Booking.com)

Example of impact

- Booking engine performance improved by 19% following the redesign

March 2015 – August 2015  Annecy



FrontEnd Dev – Stage + CDD Agence Altimax

- Integrating & developing web & app for an agency (HTML, SCSS, JS, PHP)
- Implementing best practices for web efficiency and accessibility (Lighthouse, PageSpeed).
- Working on CMS such as Drupal, Joomla, WordPress, Magento

Éducation



UTC – University of Technology of Compiègne

Industrial Design and Digital
Design Engineer
Sept. 2016 – Sept. 2018



IAE – Montpellier

Technology Management &
Digital Business
Sept. 2015 – Sept. 2016



Savoie Mont-Blanc University, Annecy

Computer Science Institute,
Development and
Management
Sept. 2013 – Sept. 2015

