

Guillaume Cohen

Designer & Manager

Contact

Email

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Portfolio

gcogco.fr

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Address

Paris, France

Skills

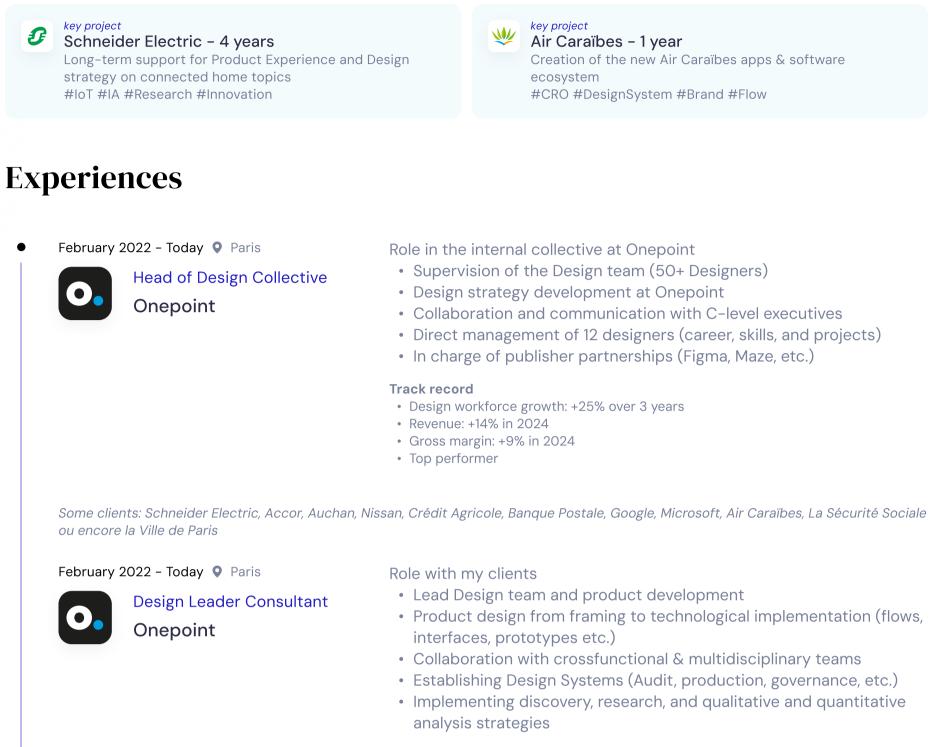
Product & Design

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

Management & leadership

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.



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 **Q** Paris

Creation and improvement of digital products

• Definition and design of user journeys • Design and production of interfaces (low-fi & high-fi)

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

Code & Al

- HTML / CSS
- JS
- Al Design Process



English Fluent

Hobbies

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



UX & Prod. Designer Consultant

- Onepoint
- 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

March 2015 – August 2015 • Annecy

Agence Altimax

FrontEnd Dev – Stage + CDD

- 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
- 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

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IAE - Montpellier

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Technology Management & **Digital Business** Sept. 2015 - Sept. 2016

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Savoie Mont-Blanc University, Annecy

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



