



PRODUCT DESIGNER

HUGO MOISSINAC

MASTER'S IN PRODUCT & SERVICE DESIGN • ENSCI-LES ATELIERS

NATIVE FRENCH, FLUENT ENGLISH

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EXPERIENCE

LVMH

Large corporation

Feb. 2025–Present

Lead Product Designer Freelance

For XDC, the internal design agency of LVMH's Beauty Division:

- Lead designer for the LOEWE Perfumes e-commerce website following the brand's global rebranding.
- UX & accessibility audit for Officine Universelle.
- Enhancement of a multi-brand design system and a white-label solution.

Michelin

Large corporation

Jul. 2023–Feb. 2025

Product Designer Freelance

For the ViaMichelin mapping service (iOS, Android, responsive web - 20M users/month), I collaborate with another designer to redesign the service :

- Managed and evolved the design system.
- Worked in Agile (BPMN, Epics, Sprints).
- Led UX research (interviews, testing, GA, Mouseflow).
- Designed AI-powered features to enhance user journeys.

La-Factory

Start-up studio

Juin 2023–Dec. 2024

Lead Product Designer Freelance

Within this startup studio, I designed the MVP for five B2B SaaS services, focusing on both UX and UI :

- Created an internal design system to accelerate the launch of new products.
- Defined priorities and user journeys, including AI-driven features.
- Drove continuous improvement in collaboration with the SEO, QA, Marketing, and Development teams.

Diverse clientele

Start-ups

2018–2023

Product Designer Freelance

I worked on a variety of digital projects, including :

- Comyu: End-to-end design of an app for coffee enthusiasts.
- Rézot: Design system and user flows for a recruitment app for event venues.
- Bonoway: Enhancements to a collaborative climbing guide for web and mobile platforms.

Diverse clientele

Agencies

2014–2020

Multidisciplinary Designer

Experience in graphic design, industrial design, and spatial design for various clients:

- Gilles & Boissier Agency: Interior design, furnitures, and communication projects.
- Dominique Perrault Architecture: Space design, furnitures, project management
- Normal Studio: Artistic direction and industrial design.
- La Fabrique de l'Est: Design and graphics for event and commercial space projects.

SKILLS AND TOOLS

UX / UI design

Accessibility / UX Research / AB Test / Data analysis (Google analytics, MouseFlow, Hotjar) / Prototyping / UX Writing / International products (Lokalize) / Design System / Figma / Adobe Suite

Soft Skills

Autonomy / Diplomacy / Collaboration / Creativity / Public Speaking

Autres

Front-end (HTML, CSS, JS, React) / No-code (Framer, Webflow) / Specification writing / SEO best practices / Validation phase, QA / Driving License / Fluent English / Native French

EDUCATION

ENSCI - Les Ateliers

2014–2018

Master's Degree (M2) - Product and Service Design

In this generalist design school, I studied product and service design, always with a focus on user-centered experiences.

Sorbonne université

2011–2014

Bachelor's Degree in Computer Science (Honors - Double Degree)

During this double degree in "Science & Design", I studied product design at ENSCI and computer science at La Sorbonne (University of Paris 6).