Vincent Waldmann

Senior Product Designer · Product & Design · 12 years

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Summary

Senior Product Designer with 12 years of experience designing and shipping high-traffic products (10M+ monthly visitors). Product management background: roadmap ownership, payment funnel optimization, and a creator platform launched from scratch to 100K users. Hands-on from discovery to front-end code, with AI-assisted workflows.

Experience

Product Designer · Freelance
Self-employed · France · 2025 – Present

- Designed the landing page, design system and onboarding experience for Beepz, a California-based car company, shipping alongside developers.
- Design conversion-focused sales pages and campaigns for a digital media network (140K followers on X).

Lead Product Designer · ZXY Corp
Full-time · Budapest, Hungary · 2023 – 2025 · Tech subsidiary of ARES SAS

- Led product design and roadmap for the group's websites (10M+ monthly visitors), from discovery to launch.
- Prioritized features with tech and marketing teams based on user needs and business goals.
- Scaled the creator platform to 5K+ creators and 100K users.
- Managed the design team.

Lead Web Designer · ARES SAS
Full-time · Paris & Pau, France · 2013 – 2023 · Digital media group

- Led UX, product design and front-end delivery of 30+ websites, from specs to production.
- Redesigned and optimized the payment funnel across all group websites.
- Launched a creator platform from scratch, working directly with creators to refine the product around their needs.

Skills

Product: Product Discovery, Roadmap & Prioritization, Onboarding & Activation, Conversion & Payment Funnels, KPIs & Analytics
Design: UX Design, UI Design, Design Systems, Prototyping, User Research
Technical: HTML, CSS, JavaScript, Git, GitHub, GitLab, AI-assisted design & development
Tools: Figma, Claude Code, Claude Design, Adobe Creative Suite, Affinity

Education

Bachelor's Degree in Web Design & Development
Science U Lyon · 2014

University Diploma in Multimedia & Internet Technologies (DUT MMI)
IUT Saint-Raphaël · 2011 – 2013

Languages

French (native) · English (fluent)