

Vianney Bertrand

Senior Product Designer · Product Builder

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Senior product designer specialised in B2B/B2E business applications, 14 years of experience: Accor, La Poste, Renault, Thales, Continental. I take user research, framing, design and functional prototypes to developer handover. I work with business teams, the PM and developers to test the journeys and prepare their implementation.

SKILLS	Business application design (B2B/B2E) · Discovery · Product framing & vision · Product prioritisation · Workshop facilitation · User journey mapping · Research, testing & synthesis · Information architecture · UI design · Design system · Accessibility · AI methodology for user research
CODE	When the project calls for it, functional React prototypes aligned with the client's design system and stack, designed for developers to take over. Code produced with AI, with interactions and frontend quality checked. The scope does not include backend or production maintenance.
TOOLS	Claude Code · Codex · Figma · FigJam · GitHub · Vercel
LANGUAGES	French, native · English, professional working proficiency

EXPERIENCE

April 2025 - Present	Softeam Senior Product Designer · remote
since May 2026	Accor - Procurement division - Two functional React prototypes, tested with mock data: product benchmarking and bar-menu compliance; AI analysis simulated - Designed both sides of the product: the hotel journey (menu upload, analysis, appeals) and the review back office (campaigns, review queue, rule engine) - Delivered on the team's target stack and the Accor design system. Used for usability testing, stakeholder demos and dev handoff → Second prototype ordered right after the first
4 months, part-time	La Poste - Espace Manager (La Banque Postale) - Redesign of a SharePoint intranet portal for ~1,000 La Banque Postale managers - first centralised space for managers who had no unified tool - Designed a bespoke AI methodology: full research pipeline (scripts, transcription, diarisation, structuring, synthesis) - built iteratively with AI, validated at each stage by field expertise 9 exploratory interviews to frame the architecture - design delivered directly in SharePoint (target format) to eliminate Figma-SharePoint friction 12 remote usability tests (Teams, think-aloud, 45 min) across 3 manager profiles - iterative improvement across all sessions → Average SUS score: 91/100
4 months, part-time	La Poste - Polaris - Took ownership of a React analytics tool (~1,500 KPIs) used daily by network managers - on La Poste's design system 9 user interviews (6 business profiles) to shape the homepage and dynamic tables - Redesigned the data tables: ran an A/B test on two design proposals, followed by an ambassador focus group to validate the final UI

6 months	Retail client (Confidential) - Redesign of a B2E application used by two user groups with different workflows - 24 qualitative interviews to understand practices and pain points; unified product vision built from the insights - Functional, branded, dev-ready React prototype (mock data), built with an AI methodology - used for business validation, usability testing and direct dev handoff - Methodology documented and presented to the client's entire design community (October 2025)
4 months	La Poste - Courrier Pub Express - Designed a B2B web application for creating hybrid advertising campaigns (print & digital) - Facilitated business workshops and user interviews; defined the UX/UI and user journeys - Interactive prototype, usability testing, UI aligned with the design system, and dev handoff
April 2019 - November 2023	Cappgemini Senior Product Designer
3 years 6 months	Renault Digital - Designed the user experience for connected services on the Mégane E-Tech 2023 - Features shipped: onboarding, data plans, partner services, remote vehicle updates (OTA) - Full redesign of the payment journey and Store integration in MyRenault (offers, EV pass, accessories) - Led the design of "Digital Key" in MyRenault - Bluetooth lock/start, key sharing, 8 main use cases + edge cases → 8 usability tests (interactive prototype, think-aloud) · Launched in Luxembourg on the Mégane E-Tech
3 months	Renault - Pilotage Web Redesign of a 1998 legacy business tool (Supply Chain) for building complex queries on the vehicle fleet - 6 in-person interviews/observations, workshop facilitation, dev handoff → Application built to spec and deployed
5 months	Thales Digital Factory Large-scale user research to define Thales Group's global learning strategy - 36 individual interviews across 7 countries (employees, managers, L&D leads) → Quantitative study: 1,209 respondents out of 9,300 · 6 personas delivered · Stakeholder workshop to align decision-makers
May 2011 - January 2019	Continental Automotive UX/UI Designer → Lead UX Designer - UX lead on a Toyota Europe tender - 3 experiences designed across 3 personas (urban segment), life-size dual-screen cockpit prototype + presentation videos → Continental won the tender with the proposed concept - Full redesign of the Roadlog application for tracking truck drivers' schedules and tasks → Application launched, market leader in its segment - Designed the user experience of the "Holistic Connectivity Car" prototype as lead designer → Car HMI Awards 2016: 2nd place "Most User-Friendly HMI Feature" · Presented at CES 2018, Las Vegas - Mentoring within the design team

EDUCATION

2026	Anthropic Academy AI Fluency: Framework & Foundations
October 2024	The Design Crew Design Leadership & Management
2006 - 2010	Strate School of Design Master's in Interaction Design (with Honors)