

Vincent Olive

Senior Product Designer

12 years in Product Design: end-to-end user journeys, two design systems migrated from Sketch to Figma, and close collaboration with product and engineering teams. A research- and usage-data-informed approach, including gamification for non-expert mobile users.

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01 — EXPERIENCE

Freelance · Product Designer

July 2024 — Present

- Contributed to the evolution of a company's first design system, refining components and improving UI consistency (NDA).
- Redesigned two sensitive-data verification flows to make each step clearer for users.

Sparted · Lead Product Designer

October 2021 — November 2024 · B2B mobile learning SaaS

- Designed end-to-end mobile player journeys and back-office authoring tools for a platform used by 150,000+ players, including white-label client programs, with product and engineering teams.
- Analyzed usage: participation dropped from day two; missed sessions and leaderboards discouraged late starters.
- Designed gamified Streaks & Catch-up features to sustain engagement and recover missed sessions: +7% campaign completion.
- Led migration of 2 design systems (app and back office) from Sketch to Figma: 100+ components and design-token foundations updated, documented and aligned with Storybook.
- Led feature prioritization, weekly product meetings and engineering coordination during a four-month PM vacancy; mentored 3 junior designers.
- Applied WCAG basics to contrasts, colors, icons and text sizes, including for older mobile users.

Neocase · Product Designer UI/UX

September 2017 — September 2021 · B2B HR SaaS

- Designed a document compliance platform and employee self-service journeys.
- Unified previously inconsistent back-office interfaces, modernizing the UI and improving accessibility and clarity of task statuses.
- Created and deployed 2 design systems (front office and back office).
- Introduced user research and led co-design workshops with product and engineering teams.

Neocase · UI Designer / Front-end Developer

March 2014 — August 2017 · Work-study · HR SaaS

- Designed interfaces and interactive prototypes for enterprise applications.
- Built HTML/CSS components, refreshed corporate visual identity and joined client workshops.

double-id · UI Designer / Graphic Designer

December 2012 — December 2013 · Freelance · Montpellier / Brussels

- Created brand identities, print and digital assets, illustrations and animations.
- Designed and built Drupal and WordPress websites with marketing teams.

02 — EXPERTISE

- DESIGN SYSTEM
- SYSTEMS THINKING
- UX / UI
- USER RESEARCH
- DISCOVERY
- PRODUCT & ENGINEERING
- DATA-INFORMED DESIGN
- GAMIFICATION
- FACILITATION

03 — TOOLS & AI

Figma · Storybook · Mixpanel · Productboard · Notion · Sketch · Adobe Suite · WordPress

AI · ChatGPT · Claude (MCP) · Lovable (exploring)

04 — EDUCATION

Master's Year 2 — Art Direction
Campus Fonderie de l'Image · 2015–2017

Master's Year 1 — Digital Project Management
Institut F2I · 2014–2015

BTS — Graphic Design & Multimedia
ESMA · 2009–2012

05 — LANGUAGES

French · Native
English · Professional

06 — INTERESTS

Theatre · Cinema · Drawing · Illustration · Exhibitions · Hiking · Climbing