

GLWADYS FAYOLLE

LEAD PRODUCT DESIGNER

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EXPERIENCE

JUL 24 - TODAY

LEAD PRODUCT DESIGNER | TIPTAP PAY

As the sole product designer at Tiptap, I enhance the UX/UI of fintech products and created an e-commerce page to simplify charity onboarding and device purchases. Collaborating with engineers, managers, the CEO, and board members, I design solutions that drive engagement and increase donations.

DEC 23 - TODAY

PRODUCT OWNER / HEAD OF UX | SKYTRADE

My mission is to lead the creation of a user-centric web3 product, ensuring every aspect aligns with user needs. I spearhead seamless UX from ideation to launch, iterating rapidly based on feedback. Ultimately, I aim to craft a delightful user experience, driving adoption and meeting business goals, while providing strong leadership throughout.

JAN 24 - TODAY

LEAD PRODUCT DESIGNER | THE RISK PROTOCOL

I navigate intricate decentralized systems to architect user-centric experiences. Balancing innovation with usability, I conceptualize and refine DeFi protocols, ensuring seamless integration with blockchain technologies. Through meticulous design iteration, I craft intuitive interfaces that empower users to engage confidently in the dynamic world of DeFi.

JAN 22 - DEC 23

LEAD PRODUCT DESIGNER & MANAGER | DASH.FI

I lead creation of user-centric interfaces for fintech digital payment platform, by refining the MVP, introducing new features, and collaborating with cross-functional team. Conducted extensive user research and interviews to inform data-driven design decisions that elevated user satisfaction and platform performance. Lead and coach team of 5 designers to deliver the best.

JAN 17 - NOV 20

LEAD PRODUCT WEB DESIGNER & MANAGER | GROUPE COULEUR

I managed ecommerce products enhancing the customer shopping experience and increasing conversion rates, overseeing comprehensive marketing campaigns for major sports events, creative direction, and brand content development across various mediums, including print, digital, and events. Responsibilities encompass design, web development, SEO, PR, community management and data analysis. Lead and coach team of 9 junior to senior designers to outperform.

SEPT 16 - DEC 16

GRAPHIC WEB DESIGNER FRONT END DEVELOPER | 6TEMATIK

Specializing in the development of visually appealing user interfaces for mobile and web applications, with expertise in designing interactive prototypes. Proficient in front-end integration on custom CMS platforms to seamlessly bring design concepts to life.

NOV 15 - SEPT 16

ART DIRECTOR / HEAD OF COMMUNICATION | OUTBACK IMPORT

I managed end-to-end 360 marketing campaigns, specializing in project management, brand content design, and development. Proficient in art direction, graphic and web design, print asset production, e-commerce management, event coordination, and PR, while also adept in data analysis and community management.

OCT 13 - OCT 15

GRAPHIC WEB DESIGNER FRONT END DEVELOPER | GROUPE ZANNIER

Managed digital BtoB/BtoC communication for fashion brands like Jean Paul Gaultier, Kenzo, and more, collaborating in a team for tasks including graphic/web design, WordPress management, multilingual newsletters, responsive front-end development, and community management.

NOV 11 - JUL 13

GRAPHIC WEB DESIGNER FRONT END DEVELOPER | LA BOITE DE COM

I spearheaded the design and development of brand content, excelling in graphic and web design, print asset production encompassing logotypes, business cards, flyers, leaflets, and roll-ups, and demonstrated expertise in responsive front-end development. Additionally, I skillfully managed Prestashop-based e-commerce websites to deliver exceptional results.

APR 11 - OCT 11

GRAPHIC WEB DESIGNER | KOZEA

Experienced in graphic and web design for healthtech, proficient in responsive front-end development, and skilled in digital and print asset production, including logos and business cards. Collaborative work with engineers to bring design concepts to life.

PROFILE

Passionate about every area of design and motivated by a permanent search for new ideas to solve complex problems, I am eager to fully invest myself in new challenges. With a robust background in product design and team management, I have honed my skills to excel in a dynamic and ever-evolving design landscape. My approach to design is not only rooted in creativity but also in strategic problem-solving. What sets me apart is my strong communication and collaborative skills, allowing me to effectively work with cross-functional teams to bring design visions to life.

SKILLS

TOOLS

Adobe Creative Suite
Figma
Jira
Miro
Horjar
HTML CSS / Saas Less / Javascript / JQuery
Webflow / Wordpress / Magento / Prestashop

RESEARCH

User research and user centered strategy
Personas
User journey
Usability Testing
Contextual Research
User Sessions and Interviews
Information architecture
Wireframing
Data Analysis
A/B Testing and Experiment

DESIGN

User Interface
Strategy and vision presentations
User flows
Concept sketches
Wireframes and mock ups
High fidelity Prototypes
Design System
Marketing Assets
Landing Pages
Newsletter

MARKETING

Go to Market Strategy
Copywriting, Emailing and Social Media
SEO & SEM
CRM and automation
ROI, Data collection/visualization/
analytics
Ad campaigns (PPC)

MANAGEMENT

Organizing and collaborating with teams
Communicative and approachable
Roadmaps development
Facilitating design feedbacks
Self starter
Detail Oriented
Flexible and empathic
Product Ownership

LANGUAGES

French - English

EDUCATION

2009

Creative Art Direction Bachelor's Degree

2008

Graphic Web Design Bachelor's Degree

2007

English Bachelor's Degree