

GLWADYS FAYOLLE

LEAD PRODUCT DESIGNER & MANAGER

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EXPERIENCE

JULY 25 - TODAY

AI

LEAD PRODUCT DESIGNER | NETOMI

- Spearheaded design for generative and agentic AI features (chat, messaging, email, voice), automating 80% of routine customer inquiries.
- Directs and mentors a global team of 6 designers across the US and India, establishing scalable design systems and direction.
- Architected a major navigation overhaul and no-code platform interface to simplify complex enterprise-grade AI configurations.
- Facilitates close collaboration with Product, Engineering, and Customer Success to ensure design alignment with technical feasibility.

JULY 24 - TODAY

FINTECH

LEAD PRODUCT DESIGNER | TIPTAP

- Orchestrated a complete UI/UX refresh focused on transaction simplification for a global donation platform.
- Optimized merchant onboarding, reducing required inputs by 70% and significantly lowering user friction.
- Boosted e-commerce checkout conversion by 37% through strategic redesign of payment flows.

DEC 23 - AUG 25

WEB3 DEPIN RWA

PRODUCT OWNER / HEAD OF UX | SKYTRADE

- Scaled the platform to 7,000 tokenized airspaces and \$35M+ in assets, growing transactions by 35% in the first quarter post-launch.
- Directed a cross-functional team of up to 15 interns, overseeing the product roadmap, UX strategy, and marketing execution.
- Pioneered the end-to-end product lifecycle for the world's first platform to tokenize and trade global air rights on-chain.
- Architected an intuitive rewards program that boosted user engagement by 30% and overall transactions by 20%.

DEC 23 - JUL 25

WEB3 DEFI

LEAD PRODUCT DESIGNER | THE RISK PROTOCOL

- Architected the end-to-end UX/UI strategy for a complex DeFi platform as the sole designer, leading the product to a successful mainnet launch.
- Navigated intricate decentralized systems to design intuitive interfaces that empower users to engage confidently in DeFi protocols.
- Led rapid design iterations based on testnet feedback, ensuring seamless integration with blockchain technologies.

JAN 22 - DEC 23

FINTECH

LEAD PRODUCT DESIGNER & MANAGER | DASH.FI

- Improved onboarding satisfaction from 20% to 75% and slashed churn rates by 50% through a streamlined interface redesign.
- Conceptualized and launched high-impact features (BNPL, user-role management) and a major UI refresh for a digital payment platform.
- Coached a team of 5 designers and conducted extensive user research to drive data-driven design decisions.

JAN 17 - NOV 20

EVENT / SPORT / TRAVEL

LEAD PRODUCT DESIGNER & MANAGER | GROUPE COULEUR

- Generated €1M in sales within 24 hours during a high-stakes website launch by optimizing e-commerce performance and user conversion flows.
- Directed and coached a team of designers, overseeing the creative output for 360° global communication campaigns.
- Managed strategic partnerships and integrated communication for major international sports events, ensuring brand consistency across print, digital, and live events.
- Owned the full-stack digital ecosystem, leading web development (Magento), SEO strategy, and data analysis to drive measurable ROI.

SEPT 16 - DEC 16

WEB & DIGITAL AGENCY

GRAPHIC WEB DESIGNER FRONT END DEVELOPER | 6TEMATIK

- Specialized in developing high-fidelity user interfaces and interactive prototypes for complex mobile and web applications.
- Executed seamless front-end integration, bridging the gap between sophisticated design concepts and technical implementation.
- Collaborated with diverse clients to deliver visually compelling and user-centric digital products within an agency environment.

NOV 15 - SEPT 16

TRAVEL

ART DIRECTOR / HEAD OF COMMUNICATION | OUTBACK IMPORT

- Orchestrated 360° marketing campaigns, managing the full project lifecycle from brand content design to multi-channel execution.
- Directed art direction, e-commerce management, and event coordination, ensuring a cohesive brand identity across print and digital platforms.
- Leveraged data analysis and community management to optimize audience engagement and campaign performance.

OCT 13 - OCT 15

FASHION

DIGITAL PRODUTC DESIGNER | GROUPE ZANNIER

- Managed digital B2B and B2C communication for prestigious global brands including Jean Paul Gaultier, Kenzo, Paul Smith, and Levi's.
- Executed high-end graphic design and responsive front-end development, maintaining the aesthetic standards of luxury fashion houses.
- Optimized multilingual e-marketing and WordPress management to drive international brand presence and user engagement.

NOV 11 - JUL 13

WEB & DIGITAL AGENCY

GRAPHIC WEB DESIGNER FRONT END DEVELOPER | LA BOITE DE COM

- Spearheaded the design and development of brand content, specializing in logotypes, print assets, and responsive front-end integration.
- Managed e-commerce platforms (Prestashop), delivering high-performance digital storefronts for diverse clients.

APR 11 - OCT 11

HEALTHTECH

GRAPHIC WEB DESIGNER | KOZEA

- Designed user-centric interfaces and digital assets specifically for the HealthTech sector.
- Collaborated closely with engineering teams to translate complex medical requirements into intuitive front-end designs.

PROFILE

Based in French Guiana, I am a Strategic Lead Product Designer and Product Owner with 10+ years of experience across AI, Fintech, and Web3. Proven track record in leading cross-functional teams to scale complex platforms, including a \$35M+ tokenized asset platform and AI solutions resolving 80% of routine inquiries. Expert in bridging high-level business strategy with intuitive, enterprise-grade user experiences.

SKILLS

TOOLS

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

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
Claude / Lovable / Cursor / ChatGPT

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