

Jeremie Ruest

Product Designer

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Mid-level Product Designer with 4+ years of experience working on SaaS web & mobile apps in the Restech, media, travel & creator industry

SKILLS

Figma

Lovable

Cursor

Design System

Rapid Prototyping

User Testing

User Research

Team Workshops

Branding

Scrum PO

HTML, CSS

EDUCATION

MS Environmental Science

Institut de physique du globe de Paris

User Experience Design Immersive

Summer 2020

General Assembly

EXPERIENCE

Dscout, Product Designer II

Dec 2024 - Current

- Launched and refactored the Figma integration flow for the Dscout usability test product, increasing the CSAT score by 8%.
- Led alpha to beta design and strategy of our first agentic AI application

Atlas Obscura, Product & Web Designer

Jan 2022 - Dec 2024

- Launched the new end-to-end experience for our travel eCommerce product, solidifying Atlas Obscura's position as a tour operator. This resulted in increased sales, exceeding Q3 goals by generating \$150k revenue in the first two weeks, and improved overall customer satisfaction.
- Re-designed the homepage which led to improved Bounce Rate, Average Session Duration, Sessions, Pageviews, and Pages/Sessions.
- Created flexible design systems for multiple product lines, collaborated closely with engineering and product management teams, as well as stakeholders, delivered responsive and ready-to-hand-off designs, and conducted user and market research.
- Explored a new way to explore our database of places using Artificial Intelligence.

MagicLinks, Product Designer

Oct 2020 - Nov 2021

- Launched key creator-focused products (Gifting Suite, InBio, and Top Products) and doubled brand revenues, exceeding company goals.

Sera, Product Designer

Aug 2020 - Oct 2021

- Led the entire design process of the MVP, which encompassed brand development, content strategy, design system creation and documentation, as well as interaction design and UI across multiple platforms.

UCSF, Web Designer

Aug 2019 - Apr 2020

- Developed and design the ACCM website prototype using Drupal and custom CSS.