

Shamim SPECK



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Senior Product Designer with a background in both design and engineering. I work across the product lifecycle, from understanding the problem to production, in close collaboration with PMs and Engineering. I use AI as part of my design practice to accelerate exploration, prototyping and delivery without compromising product quality or consistency.

Education

UX/UI Design Bootcamp

Ironhack Paris | Dec. 2020 – Feb. 2021

Design Thinking, UX Research, Wireframing, Prototyping, UX Evaluation, Design Systems, Branding

UX/UI Design Course

Elipse Formation | Sept. 2020

Design Thinking, Personas, Card Sorting

Master's Degree

Université Paris-Est Créteil | 2010 — 2016

Master's Degree in Complex Systems Engineering

Languages

- English: Fluent
- French / Persian: Bilingual

Expertise

- Product Discovery
- User Research
- UX/UI Design
- Interaction Design
- Design Systems
- Prototyping

Tools

- Figma
- Claude Design
- Claude Code
- Lovable
- Linear / Notion

Senior Product Designer

Professional Experience

Senior Product Designer

Jolimoi | Jul. 2024 – Present

- Leading the design of the e-shop and Business App, from problem definition to production, working closely with Product, Engineering, Data and business teams.
- Redesigned key user journeys based on user research and field insights, including Quickstart V2: 3,631 Stylists onboarded, >35% activation target reached in 9 of 11 mature months, with peaks at 52%; Team Maker: 701 customers converted into Stylists.
- Designed product recommendation features, B2B tools and user feedback tools, from defining user flows and edge cases to interactions and UI.
- Built an AI-assisted design practice around the Design System to accelerate exploration, prototyping and delivery while bringing design and implementation closer together.

UX/UI Designer

Havas Health & You Paris | Feb. 2022 – Mar. 2024

- Defined MVPs and facilitated workshops for clients including UCB, AstraZeneca, Urgo Medical and Dior Science, using ideation, MoSCoW and Impact/Effort prioritization to structure user journeys.
- Designed Lo-Fi to Hi-Fi prototypes, conducted UX audits and improved interfaces within regulated healthcare environments.
- Supported projects through delivery, collaborating with client, business and technical teams.

Product Designer (UX/UI)

Fleet | Oct. 2021 – Feb. 2022

- Conducted user research and UX audits across four product surfaces: acquisition funnel, B2B Cockpit, sales back office and corporate website.
- Designed and prototyped Lo-Fi to Hi-Fi journeys, with a focus on acquisition and the customer support experience.
- Combined usability testing with support data analysis, working with a Data Analyst to identify key pain points and inform the redesign of the support journey.

ADAS Systems Engineer (Renault-Nissan)

Altran Technologies (Capgemini) | Oct. 2016 – Jan. 2020

- Defined and managed system requirements for the AEB module during the upstream phase of the V-model development cycle.
- Trained groups of 5 to 15 people on Rational DOORS, both in person and remotely.