# I'm **Sébastien Plassiard,**
# a **Product Design** Leader

With **20+ years of experience** helping teams craft **user-centered solutions** that drive **growth** and impact for **startups, scale-ups, and global brands.**



## KEY SKILLS

- **Product Design Leadership:** leading high-performing teams with ownership and results focus.

- **End-to-End & Insight-Driven Design:** UX and service design based on research and data.

- **Dual Track Discovery & Delivery:** embedding design in product cycles for continuous learning and delivery.

- **Design Systems at Scale:** building scalable, accessible, and widely adopted design systems.

- **Cross-Functional Collaboration:** aligning Design, Product, and Engineering to boost impact.

## WORK EXPERIENCE

## Mylight150
MAY 2022 - PRESENT

### ○ HEAD OF DESIGN

- Leading and scaling a high-performing team of 7 product designers embedded in squads, delivering outstanding digital experiences in a hypergrowth environment.
- Creating and managing a design system based on design tokens to ensure design consistency and efficiency throughout the organization.
- Designing services and digital experiences that meet user needs while supporting business objectives.
- Managing and tracking product KPI to measure the performance of the design department and ensure continuous improvement of product quality
- Working with 3 entities attached to a group continuously improve the quality of our products (B2C, B2B, B2B2C Experience)
- Collaborating closely with CPOs to align design work with product roadmaps and strategic business goals.
- Contributing to a €100M fundraising round by scaling the design organization, demonstrating product vision.

### ○ LEAD PRODUCT DESIGNER
APR 2021 - MAY 2022

- Leading the Energy tribe, focused on optimizing and managing solar energy performance through user-centric digital solutions.
- Overseeing the design delivery across multiple squads by coordinating workflows and supporting other designers in their product streams.

## Prestashop
SEP 2020 - JUN 2021

### SENIOR PRODUCT DESIGNER

- Designing a seamless SSO experience integrated with PrestaShop's core product to simplify access across the ecosystem.
- Initiating and shaping the Knowledge tribe to deliver onboarding and learning experiences tailored to user maturity and needs.

⌂ Lyon
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## LANGUAGES

- **French** (Native)
- **English** (Professional Proficiency)
- **Spanish** (Fluent)

## VOLUNTEERING

**FIGMA COMMUNITY ADVOCATE**
2021 - 2025
Orchestrating engaging events for 100-200 avid design enthusiasts. As an advocate, I foster a dynamic platform for knowledge exchange and collaboration within the local design community in Lyon (France).

**SKETCH COMMUNITY ADVOCATE**
2018 - 2020

# Dreem
JUN 2020 - OCT 2020

### LEAD PRODUCT DESIGNER

- Exploring and validating new mass-market business opportunities at Dreem within a multidisciplinary squad through high-speed prototyping, rapid testing, and continuous iteration.

# Ontex
FEB 2020 - JUL 2020

### LEAD PRODUCT DESIGNER

- Leading the end-to-end design of Orizon, a connected health platform for care professionals, in collaboration with medical and technical teams at Ontex.

# Avis vérifiés
JUL 2019 - NOV 2019

### LEAD PRODUCT DESIGNER

- Establishing the design function at Avis vérifiés, including team recruitment and the creation of a design system, ahead of a major fundraising round.

# Louis Vuitton
NOV 2018 - FEB 2019

### SENIOR UX DESIGNER

- Enhancing the Louis Vuitton mobile app by designing features linked to connected devices such as smartwatches and IoT-enabled luggage.

# Michelin
DEC 2017 - APR 2018

### LEAD DESIGN SYSTEM

- Building Michelin's first design system to support the rollout of marketing websites in over 300 countries with visual and functional consistency.