

# Julie Valeur

## Senior Product Designer

### Work Experience

#### Zoopla (B2B SaaS) / Senior Product Designer

MARCH 2022 — CURRENT

- Launched new mobile functionalities, backed by user interviews, surveys & usage data, leading to a reduction in related new business loss by 91%.
- Shaped the product & AI strategy, securing 9 months of investment through researching, conceptualising & pitching a workload management tool.
- Led end-to-end design projects within a complex B2B SaaS product that helped increase the product NPS score by 16 points.
- Investigated & pitched a valuation report that helped support yearly price rises, and achieved 54% adoption and 62% account retention after 90 days.
- Conducted stakeholder workshops, 50+ user interviews, surveys, usability testing, and data analysis to refine and confirm solutions.
- Led the UI discipline for a team of 8, developing the design system and ensuring consistent application through advising and mentoring.

#### Bylder (SaaS) / Product Designer (Integrated)

JUNE 2019 — MARCH 2022

- Produced simple and effective solutions to complex user journeys, while pairing with engineers to navigate technical limitations.
- Led the overhaul of the theme builder, reducing user onboarding by 25 mins, and lowering support calls.
- Managed the implementation of a new design system: researched, designed and tested 30+ new components and patterns.
- Conducted user research, audits and competitor analysis.

#### TwelfthMan / Digital Designer

OCTOBER 2018 — MARCH 2022

- Delivered customer-centric UX strategies for over 10+ sports clients, considering technical, business and accessibility needs.
- Mentored two junior designers to further enhance UX and UI skills.

#### Great Big Events / Junior Graphic Designer

MARCH 2017 — OCTOBER 2018

- Conceptualised & delivered graphic assets for sporting events including the ICC Cricket World Cup 2017 and the Commonwealth Games 2018.

#### Watchfit / Junior Graphic Designer

SEPTEMBER 2016 — DECEMBER 2016 | PART-TIME

- Designed and built landing pages & digital promotional materials for the launch of fitness guides.

### Portfolio

[www.julievaleur.com](http://www.julievaleur.com)

### Contact

07517241560

[julie.valeur@gmail.com](mailto:julie.valeur@gmail.com)

### Education

Product Psychology  
Masterclass

FEBRUARY — APRIL 2021

Interaction Design  
Foundation

JULY 2019 — DECEMBER 2020

BA (Hons) Journalism, 1st

SEPTEMBER 2014 — JUNE 2017

### Technical Proficiency

**Design:** Figma, Lovable, Cursor, Sketch, Adobe XD, Webflow

**Softwares:** Miro, Pendo, Jira, Google Suite

**Coding:** HTML, CSS, Javascript (incl. JQuery)