

Benjamin Calméjane

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Digital Product Designer • Paris, France

10 years of experience building digital products, from Web3 infrastructure to cloud services. I specialize in turning complexity into clear, delightful and scalable interfaces, working closely with engineering and product teams. Comfortable owning end-to-end design in high-autonomy environments.

Experiences

2022 - 2025

Ledger Senior Product Designer

Scaled the Ledger design system to Enterprise, bridging the gap between retail and institutional products. Defined design roadmap twice yearly and run weekly design workshops with cross-disciplinary stakeholders.

Product: **Ledger Enterprise** — Restructured navigation architecture and core interaction patterns for all features of the Ledger Vault platform. Enabled the dark mode with updated UI components. Re-designed the end-to-end onboarding experience with a brand new hardware device: **Ledger Stax**.

Product: **Ledger Tradelink** — Led UX/UI design of Ledger Tradelink from 0 to launch: an off exchange trading network embedded in the self-custody solution. Acted as design point of contact between product, engineering and business managers.

Product: **Vault mobile app** — Designed end-to-end UX/UI from scratch for an institutional transaction approval app (iOS & Android): biometric auth flows, Bluetooth integration with Ledger Stax device, human-readable transaction display (Clear Signing). Interface shipped close to original design.

2020 - 2022

Gandi.net Product designer

Facilitate the design-system usage (better developer experience) across all products and improve end-user experience for cloud services, email management and bundle buy.

Product: **GandiCloud VPS** — Design the UI for a new product launch, improving a navigation logic used in other Gandi's products. From user on-boarding to billing via SSH Key management. 600 virtual machines created per month since launch.

Product: **Simple Hosting** — Revamp the UI and app spatialization, adapting each section to the Design System. Refined personas to prioritise features by user profile. Simpler UI and easier transitions between Gandi's products.

Product: **WordPress 1 Click** — Benchmarked direct competitors and redesigned the user journey for creating a WordPress site with a domain name. Enhanced shop steps per user profile. CSS-only SVG animations during installation steps. Better automation experience than competitors.

2018 - 2020

ConsenSys UX, UI & Visual designer

Driving the Ethereum blockchain protocol to B2B & mass-market adoption, transforming core concepts of smart-contracts into user-friendly applicative solutions.

Client: **LVMH** — Workshops with the client and tech-partners to assess use cases for a luxury goods tracking + secondary market service.

Product: **CodeFi Assets** — Design a tool to digitize securities. Based on real use-cases, heeding the evolving European regulation.

Client: **komgo** — With 3 designers between 5 scrum-teams across Europe, redesigned the experience for a global commodity trade finance network: table architecture, Stripe-inspired filters, contextual empty states, Outlook plugin.

From 6 to 13 banking entities and 0 to 1,000+ users in 10 months.

Product: **Pegasys Orchestrate** — Workshops with product managers and tech leads to build an interactive product demo from CLI to GUI.

2016 - 2018

Plöy! Co-founder of the interaction designers collective

Co-founded a 4-person design collective. Delivered UX/UI and brand projects for startups, and local businesses. Managed client relationships, project scoping and delivery end-to-end.

2015

Nodesign UX - UI designer in agency

Client: **Parrot** — Proof of concept for the "follow me" functionality of Parrot drones on Apple Watch. Interaction design and UI animations.

Client: **France Connect** — Improved UI, UX and API architecture for the French cross-platform public services authentication service.

Clients: Cap Digital, Electrosound exhibition.

2014 - 2018

Noidd.com Co-founder & Designer of the Web App

Web-app for sharing and discovering music and videos live. Distributed in bars and event venues as a connected jukebox. Experimented with online "battle" events between users.

Education

2018

Dev Bootcamp: The Hacking Project, Paris
Ruby, Ruby on Rails, HTML, SCSS, Javascript.

2016

Master UTC: University of Technology of Compiègne, France
Innovation & complexity, section UX-UI Design

2015

Master ÉSAD: Superior School of Art and Design, Amiens, France
Graphic Design, Digital Design Major

2013

Bachelor ÉSAD: Superior School of Art and Design, Amiens, France
Jury's mention for 'diversity of research and original propositions'

2012

Erasmus programme HGB Academy of Visual Arts, Leipzig, Germany

Skills

Softwares

I think on paper first, then on Figma Suite, VSCode, P5js, Vibe-Coding (Claude Code, MCPs, V0), Git (Github, Gitlab), Adobe Suite, Zeplin, Miro, Arduino, Photography.

Soft skills

Facilitation across multi-disciplinary teams. Comfortable driving design decisions in high-uncertainty environments. Strong written communication for async-first teams.

Languages

French (native), English (fluent), Spanish (beginner), learning Hebrew