

Axel Lessio

Portfolio: axellessio.com

Highly strategic product designer with 10+ years in B2B SaaS and proven leadership experience. I helped multiple companies define and elevate their UX strategies, from product/market fit to 9-figure acquisitions.

Work experience

UX & Product Strategy Consultant

Jul 2025 - Present

Self-employed

- Designed an internal workflow automation tool for a SaaS in the Logistics/Operations industry (NDA) that saved 10+ hours per employee per week. Quantified to \$500k savings per year.
- Consulted with Dentsply Sirona, a health tech company, to improve a sophisticated cloud-based medical software serving 500k patients worldwide and critical for the company's financial success.

Head of UX → Sr. Product Designer

Feb 2023 - June 2025 (2 years, 4 months)

Beekeeper.io

- Started as a hands-on team lead to hire a team of 4 designers and evolve the company's UX maturity. Led by example through initiatives such as a 4-day design sprint and establishing user research.
- Led generative and evaluative research that influenced company-wide product strategy, which led to a \$1.1B merge and acquisition deal in the HR tech world.
- Designed and launched the Company Events feature, resulting in 600+ events created and 25% customer adoption within the first two months.
- Owned end-to-end discovery and design of an HR suite that boosted user engagement. Typical 30-day window metrics: 33k onboarding workflows, 10.2k PTO requests, 70k payslips sent, 3.7k health and safety automations.

Product Design Lead

Nov 2020 - Feb 2023 (2 years, 4 months)

SniffSpot

- Built the product design function from scratch, including process definition, cross-functional rituals, and creation of a design system in Figma.
- Designed and analyzed A/B tests using tools like Google Optimize and Hotjar, resulting in 41% more guests, 64% more hosts, and 82% reduction in refund rate.
- Conducted mixed-method research (user interviews, usage data analysis) that led to a laser-focused, user-driven roadmap that led to a 300% YoY revenue growth.

Senior Product Designer

Jun 2020 - Mar 2021 (10 months)

TravelPerk

- Designed an intuitive and scalable user experience for a complex enterprise payment system during a core architectural overhaul
- Led a redesign of roles and permissions, combining stakeholder interviews and usability testing to align UX with business logic and security needs
- *Note: Short tenure due to a strict return-to-office policy*

Senior Product Designer

Mar 2019 - May 2020 (1 year, 3 months)

Self-employed

- Led the UX/UI design for Couchbase's Database-as-a-Service platform, helping increase SMB acquisition and retention through a simplified onboarding flow
- Designed dashboard UX, course flows, and content engagement features for Dataquest, driving improved learner progression and retention
- Collaborated with global clients (Prezly, Cam.tv, ICA, Koney) on SaaS tools, landing pages, and mobile-first design solutions using Figma and Sketch

Product Designer

Mar 2016 - Mar 2019 (3 years)

Waggl (acquired by Perceptyx)

- Shaped the company's product design vision and UX culture as the first design hire, contributing to company growth and eventual acquisition by Perceptyx
- Designed HR tech features for survey creation and reporting, including anonymity settings and manager insights, boosting user engagement and enterprise usage

Product Designer

Feb 2016 - May 2017 (1 year, 4 months)

Wyscout (acquired by Hudl)

- Designed advanced scouting tools for football professionals, including video tagging, search filters, and tactical lineup planning
- Collaborated with data analysts and product managers to deliver features tailored to coaching workflows and performance review

UI/UX Web Designer

May - Dec 2015 (1 year, 3 months)

Interlaced (Agency)

- Designed and developed custom WordPress themes for small businesses, improving SEO and user experience for local clients
- Contributed UI design for an internal SaaS tool focused on logistics in the distribution industry

UX Designer

Sep 2014 - Apr 2015 (8 months, contract)

Tunnll

- Prototyped bus screen interfaces, contributing to an innovative urban mobility system
- Designed landing pages and business plan to support startup growth and investor outreach

Education

- Civiform Institute - Design degree (2014)
- California Institute of the Arts - UI/UX Design Specialization (2019) · [Verified](#)
- University of Alberta - Product Management Specialization (2018) · [Verified](#)
- HEC Paris - Leadership Certificate (2022) · [Verified](#)

Skills

End-to-end Product Design · Product Strategy · Product Discovery · User Research · UI & Visual Design · Mentoring & Coaching · Cross-functional Collaboration · Stakeholder Management · Prototyping · Data Analysis & Storytelling · Figma · Mixpanel · Miro · Dovetail · English (C2) · Spanish (C1) · Italian (Native)