

Gaiak Lamaze

UI/UX Design Manager - UX Strategy, Product Design & Team Leadership

Location: Paris, France (Open to relocation - Dubai)

LinkedIn: <https://www.linkedin.com/in/gaiak/>

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Availability: Immediate

Summary

UI/UX Design Leader with 20+ years of experience in digital, including 15+ years in travel and e-commerce environments.

Specialised in designing and optimising complex user journeys across booking systems, marketing funnels, and post-purchase experiences.

Proven track record of driving measurable business impact - including +15% conversion rate and +12% average order value improvements in airline e-commerce.

Experienced in leading design initiatives, mentoring designers, and collaborating with product and engineering teams to deliver user-centric and business-driven solutions.

Designing high-impact e-commerce & travel experiences.

Skills

Hard Skills & Tools

UX Strategy, Product Design, User Research, A/B Testing, Conversion Rate Optimisation (CRO), Customer Journey Mapping,

E-commerce optimisation, Booking flows, Analytics (Google Analytics, AB Tasty, Hotjar),

Figma, Adobe Creative Suite, Webflow, WordPress

Soft Skills

Leadership & Mentorship, Stakeholder Alignment, Cross-functional Collaboration

Strategic Thinking, Communication, Facilitation, Decision Making

Professional Experience

UX/UI Design Instructor - Wild Code School - France

2023-2025

- Led the full UX/UI Designer certification program (RNCP35634) as the main instructor
- Designed and delivered complete educational frameworks, workshops, and real-world projects
- Mentored and coached future designers, improving employability and industry readiness
- Structured learning paths and design frameworks aligned with real-world product environments
- Collaborated with stakeholders to continuously evolve curriculum and improve outcomes

UX/UI Designer - Corsair International (Airline) - France

2012-2022

- Designed and optimised end-to-end airline booking journeys, from search to payment
- Increased conversion rate by **+15%** through UX improvements and A/B testing strategies
- Increased average order value by **+12%** by optimising ancillary services and upsell flows
- Led redesigns of B2C and B2B platforms to improve usability and conversion
- Contributed to product decisions and prioritisation in collaboration with cross-functional teams
- Ran **A/B testing campaigns** to optimise conversion rates
- Created wireframes, prototypes, and high-fidelity UI for responsive platforms
- Collaborated closely with IT, marketing, and product teams in a complex technical environment
- Played a key role in improving end-to-end customer journeys across acquisition, booking, and post-booking flows

Web Designer / Webmaster - Corsair International - France

2010-2012

- Delivered website redesigns and marketing landing pages
- Improved SEO performance and online visibility
- Developed front-end integrations (HTML, CSS, JavaScript)
- Customised white-label platforms to enhance user experience

Web Designer / Webmaster - ebookers.fr (Orbitz Group)

2005-2010

- Designed digital assets including landing pages, newsletters, and campaigns
- Contributed to SEO optimisation and content performance
- Supported marketing initiatives in a high-traffic e-commerce environment

Earlier Career (3D & Digital Design)

1999 - 2003

- Lead 3D Artist - Microids, 2000 - 2003
- 3D Designer - Mattel Interactive, 1999
- 3D Designer - Havas Interactive, 1999

Languages

- French (Native)
- English (Fluent)
- Creole (Native)

Achievements

- Delivered +15% conversion uplift on airline booking flows through UX optimisation
- Increased average order value by +12% via ancillary services optimisation
- Built and led a full UX/UI training program mentoring future designers
- Contributed to cross-functional product improvements in complex e-commerce environments