Florian Pondevie

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06 58 38 30 62

Product Designer

www.flo-pondevie.com

Product Designer with 10 years of experience on B2B and B2C products. I back design decisions with user research, benchmarks, expert input and tests, and more recently I also design and prototype with AI. Throughout my career, I have coached, managed, and led design teams.

Experience

PMU

Lead Product Designer, freelance · 2023 to 2026

Within PMU's Design department, I worked on many projects: new betting terminal, new bet types, improvements to mobile app, the partner terminal, and the design system. I led the design process, from research and benchmarks to UX, UI, interaction design and user tests. I presented to sponsors and made the final design calls, backed by the data.

Betting terminal for points of sale · 2023 to 2026

Goal: Guide bettors through a new vertical terminal and its new gestures, like scanning receipts instead of inserting them.

Led the project from A to Z, redesigned all main features for a new format. In the last seconds before a race, a slower bet costs revenue, so each journey decision was weighed and tested when strategic or critical for UX. Features designed to ease adoption of the new uses, validated on 8 pilot terminals before wide rollout.

Result: 11,200 terminals, over 50% of horse racing stakes (nearly €4bn), 25 sec average time to place a bet

PMU+ betting app and TV channel · 2025 to 2026

Goal: Grow the betting experience and reach new bettors.

AI to guide betting decisions, accounts that bring more value to drive sign-ups, and a silent TV channel with motion design to promote the app.

Result: 41% of users who consult the AI advice then place a bet, 21.6% of logged-in visitors consult it

Also other projects.

CACD2 / Crédit Agricole Conseil et Développement Digital

Lead Designer · 2019 to 2023

Helping Crédit Agricole entities with their digital transformation. Coaching 2 to 3 designers every week and on their projects.

Crédit Agricole Consumer Finance – Redesign leasing car website · 2023

Goal: Help visitors find a leasing car and contact the client faster.

Focus groups (14p), online survey (120p), benchmark, user flow, interfaces, qualitative and quantitative user tests.

Result: 81% of tested users satisfied

Crédit Agricole Titres – Redesign stock market website · 2022

Goal: Make the stock market accessible to everyone.

80% Novice and 20% expert users, accessibility criteria, technical constraints. Survey (50 people) and 15 interviews, white-label design system, competitor benchmark, prototyping, tests on 300 people with heat maps.

Result: 93% of users rated it at least 7.5/10

Crédit Agricole S.A – Audit of a quote and invoice management tool · 2021

Goal: Improve the tool with short and long term solutions.

Interviews across jobs, audit based on Jakob Nielsen's usability heuristics.

Also: Leasing & Factoring, Assurances, CA Serbia, LCL, BforBank, Sofinco.

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Experience (continued)

Silamir

Lead Designer, team manager · 2016 to 2019

Helping companies, from startups to large groups, with their digital transformation. Shared the lead of the design team with another designer: staffing, hiring, design project management, methodology.

Renault – Improving the AGV experience (Automated Guided Vehicle)· 2019

Interviews with 10 people across roles to find improvements for AGVs, a prioritization workshop, personas and flows with their pain points.

Société Générale – Design-thinking coaching · 2019

Strengthened the design-thinking skills of 5 project managers with one-to-one monitoring and group workshops with role-play.

Ingenico Healthcare – Patient billing platform · 2018

To identify opportunities for a new billing solution: on-site interviews with healthcare professionals, multi-service benchmark, new subscription process and a showcase site.

ICF Habitat – Claims tracking tool · 2018

Goal: Improve complaint monitoring with a tool and local actions.

On-site interviews (tenants, site managers, caretakers), workshops, personas, journey maps, then prototypes and tests of a mobile app and a dashboard.

Result: 90% user satisfaction

BNPP Leasing Solutions – Leasing file management platform · 2017 to 2018

Creation of a new digital file tracking tool: interviews across professions, customer journey map, workshops, interfaces, prototypes and tests at each release.

Also worked with: FDJ, BNPP Arval, RATP, Terraillon.

Freelance

Designer · 2013 to 2017

UX and UI design, motion design and branding for Mazars, Bouygues Telecom, BNPP Arval, CAF, Dodow, Euler Hermes, Michelin, Ministry of Labor, Sodiaal and others.

Education

Master's, Information Design
READI Design Lab, École de Design Nantes Atlantique
2015 to 2016 · Mention très bien, jury's favorite

Master's, Transcultural Design
Srishti Institute of Art, Design and Technology, India
2015 to 2016

Bachelor's, Design
École de Design Nantes Atlantique
2011 to 2013

Skills

Research: interviews, surveys, benchmark, workshops, user tests, journey maps

Design: UX and UI, design systems, accessibility, data visualization, prototyping (Figma and AI), motion design

Leadership: coaching, design feedback, strategy

Languages: French, English (TOEIC 885/990)