



Clémence Lemaire Courageux

Product designer senior code and no-code

(+49) 176 3069 8393

clemence.lc@gmail.com

linkedin@clemencizm

portfolio@clemence

Product Designer driven by the challenge of crafting effective solutions that align with business strategies through a user-centric approach, collaborative processes, and a well-documented methodology. Enthusiastic about accessibility, seamless UI interfaces, design systems, and fostering synergy between technical and design teams. With a PMP certification, a background in Full-Stack Web Development, and hands-on experience as a Product Owner, I am deeply committed to creating the best possible products within technical and economic constraints.

UX research

User interview

Usability test

UI concepts

Clickable prototypes

Agile

SaSS

PWA

Landing pages

E-commerce

Data visualisation

Design system

White-label

HTML

CSS

JS

Accessibility

KPIs

NPS



Experience

Jan. 2024 - present

Product designer, UX UI Designer, Teacher

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Personal projects • Berlin, Germany • Education, Networking, Portfolio

- Redesigned newmorning.com with a focus on streamlining the buying process (currently ongoing).
- Taught the UX/UI module of the Growth Marketing Bootcamp at Le Wagon
- Redesigned parlezvsfr.com with a focus on driving new acquisitions and developing a comprehensive Design System (currently in the integration phase).
- Designed the UI and Design System of Movie Nights, an social platform for movie lovers as part of the Full-stack web-development Bootcamp final project.

Jun. 2023 - Nov. 2023

Lead UX UI Designer, Product Owner

EST Digital GmbH • Berlin, Germany • Tourism

- Coordinated the intergration of a payment gateway on Explorer.de and STAtavel.de, turning "simple" websites into e-commerce platforms.
- Prepared the documentation and supervised the integration of the G Adventures API (a travel distributor) into 2 websites.
- Supervised the design of the detail page and checkout pages, and set up the white-label principles in Figma and provided guidance to junior UI designers.
- Ensured that the processes and task flows remains stable between online and offline environments providing fallbacks and accurate connexions to CRM (Hubspot), Google Tag Manager and the internal accounting tool.
- Defined product requirements and user stories, collaborating with stakeholders.

Jan. 2022 - May 2023

Lead UX UI Designer, DesignOps

[/luxresearch](#) [/wireframes](#)

Hotelplan group • Berlin, Germany • Vacation rentals

- Established the UX UI workflow for the company and biweekly meetings with the leads of cross-teams to foster cohesion and synergy
- Developed a design system implemented across three digital products, establishing standards to reduce development time and enhance user trust.
- Collaborated with the product owner and engineering team to implement innovative solutions and complex features (2-step authentication, dashboard, inbox, etc).
- Reimagined the information architecture and UI of the PWA, resulting in an increase of 100% of returning users, reaching a average feedback score of 8.5/10, and motivated ten of thousands of full service vacation home contracts being renewed and optimized.
- Conducted user interviews, usability tests, and insightful reports, leading to a more relevant and contextual user experience and improved adoption of the new design department across teams.

Experience (2/2)

Apr. 2019 - Dec. 2021

UX UI Designer

 parlezsfr.com

Parlezsfr • Madrid, Spain • *E-learning*

- Designed the UI and implemented the front-end with the goal of increasing class bookings by improving SEO.
- Evaluated and integrated third parties tools (payment platform, meeting calendar).

Apr. 2019 - Nov 2019

Senior UX UI Designer

Boston Consulting Group (BCG) • Madrid, Spain • *Finance, E-learning*

- Created concepts for dashboards, serious games and AR/VR project.
- Designed UI mockups and high-fidelity interactive prototypes that were visually appealing and user-friendly.
- Improved the design workflow by introducing the use of UI Kit to the team.
- Worked in a fast-paced environment with high level of attention to detail.

Apr. 2017 - Nov. 2018

Lead UX Designer senior, UX Architect

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Steelmood • Huelva, Spain • *Human Resource*

- Led the UX UI design of a new human resources management tool (SaaS).
- Created the taxonomy, wireframes, user flows, task flows and site maps to effectively build the architecture of the content and facilitate the best navigation experience to the user.
- Created and maintained design documentation.
- Reported weekly to the CEO and participated to dailies with the technical team.

Jun. 2015 - Dec. 2016

Mid-level UX UI Designer, Junior Frontend Developer

 [/wireframes](#)

Indigo • Mexico city, Mexico • *Travel*

- Created UI designs and prototypes for the web and mobile app of **Mundo Joven**, an online travel agency,
- Led the design of the internal booking system and implemented the HTML, CSS and jQuery of it.
- Implemented responsive design principles to ensure websites are mobile-friendly.
- I collaborated with cross-functional teams, mainly through interviews and validation process (UX UI testing).

Jun. 2007 - Dec. 2017

Freelancer (Graphic Designer, UX UI designer, Frontend Developer)

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Paris, Mexico city, Sevilla • *Tourism, Hospitality, Accounting, Medical, Human Resources*

- Supported small and medium-sized companies in creating online and offline communication materials.
- Launched multiple responsive websites and apps, creating the designs and implementing them in Wordpress.
- Negotiated quotes.
- Assumed project management responsibilities.

Certifications

Full Stack Web Development Bootcamp

Le Wagon Berlin, April - June 2024

UX course certificate

UDF (Interaction design foundation) online, 2018 - 2019

Education

BTS (Technical degree) Book production

Asford Paris, 2003 - 2005

Master's degree Graphic design

Académie Charpentier Paris, 1999 - 2002

Master's degree Project Management

University of Barcelona, 2017 - 2018

Knowledge

Spoken Languages

French native, Spanish fluent, English advanced.

Tools and ressources

Figma, Sketch, Jira, Asana, Notion, Miro, Bugherd, Usabilityhub, Frill, Mobbin, Relume, Framer, Webflow, Github, Visual Studio Code, Supernova, Storybook