

Rodrigo ANGULO

Senior UX/Product Designer

Design Strategy & Leadership

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Passionate about product design that solves real problems while generating business value. I have supported + 20 end-to-end projects with leaders like Pluxee/ Sodexo, Engie and Orange. My holistic approach, combining design thinking, user research and data-driven iterations, has made it possible to:

- Reduce user friction
- Increase engagement
- Boost conversions on critical journeys

RECENT EXPERIENCE

2023/26 **Lead Product Designer** Pluxee

2022/23 **Product Design Manager** Sodexo

2021/22 **Lead Product Designer** CORUM
L'Épargne

2020/21 **Product Designer** Engie Digital

2019/20 **UX Designer** Orange, France

AREAS OF ACTIVITY

Insurance / Banking / Telecommunications /
Industrial / E-commerce

pluxee

sodexo

ENGIE



Exhaustive skills

LEADERSHIP UX

- Long-term UX vision, roadmaps
- Mentoring and coaching junior designers
- Influence on C-level decisions
- Design team management and organization
- Cross-disciplinary collaboration UXR/UX/UI/PM/DEV
- Evangelization
- Diplomacy in complex environments

IA & DATA

- Using AI models in secure and controlled environments

STRATEGIC PRODUCT & PROJECT MANAGEMENT

- Product Mindset (Vision & Roadmap)
- Business alignment
- Feature prioritization

VISUAL DESIGN & UI

- Wireframe & mockup creation
- Accessibility (WCAG compliant)
- Design System

RESEARCH & USER UNDERSTANDING

- Content organization and structuring
- Qualitative and quantitative research methods
- Identifying user friction and opportunities
- User persona and journey map creation

PROTOTYPING & TESTING

- Interactive prototype creation
- Usability testing
- User feedback analysis

METHODOLOGY

- Discovery Discipline
- Design Thinking
- Design Sprint
- Agile / Scrum / Kanban methodologies
- Continuous exploration, conception, testing, and improvement cycles

TOOLS

- Figma/Sketch/Adobe UX Miro
- Jira / Trello
- Slack / Teams
- Content Square

Pluxee

Carla: Creation Help Center Pluxee

OBJECTIVE

Develop a design vision aligned with Pluxee's business priorities, **Create a self-service space allowing users to find answers without human intervention**, Optimize user experience, Support digital transformation adapted to multi-country contexts.

MEANS IMPLEMENTED

Facilitation & Reflection, Stakeholder needs analysis (Consumer, Clients, Merchants), Content Organization & Navigation, Validation

RESULTS OBTAINED

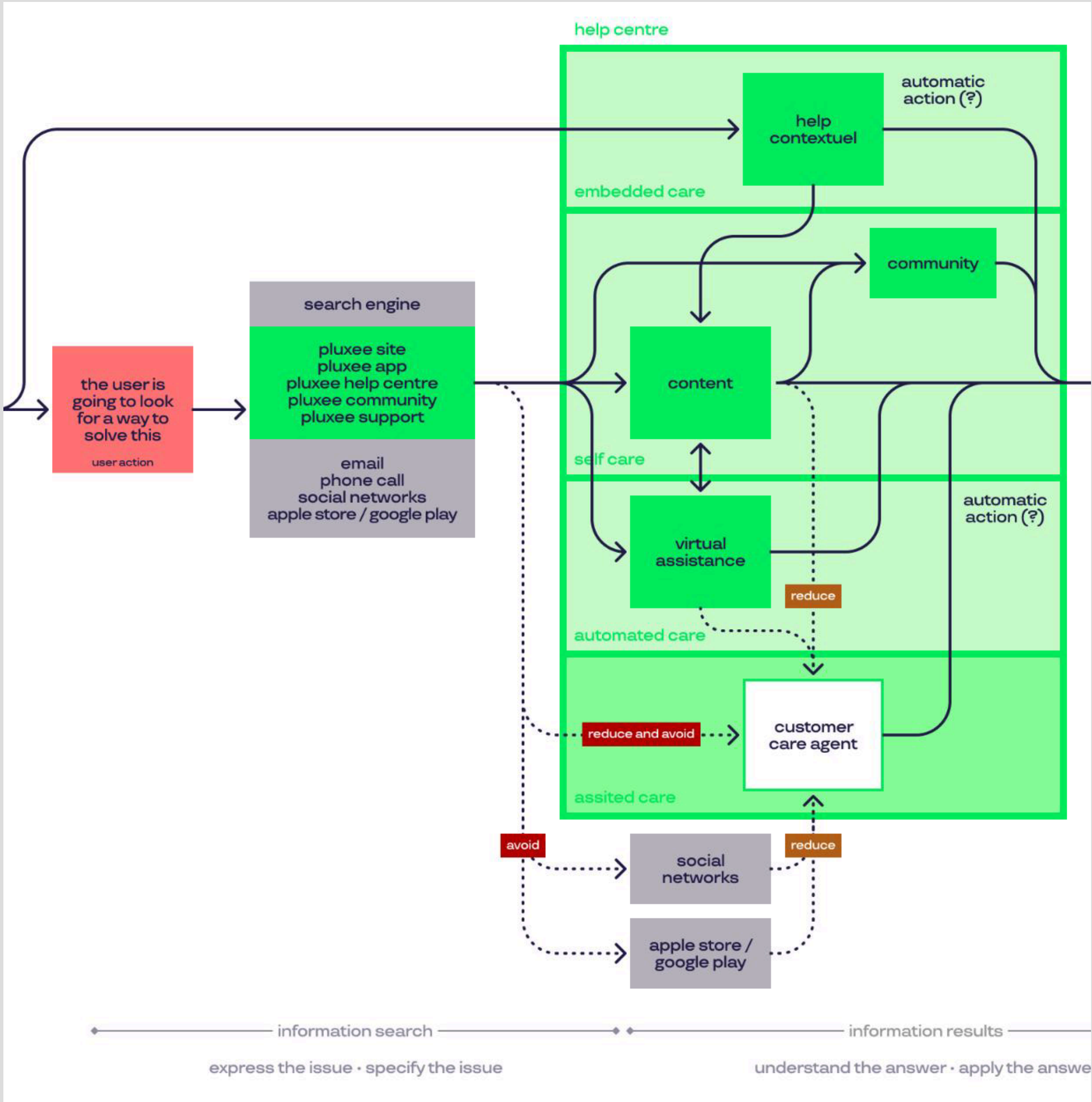
Proven scalability across 8 countries, 40% reduction in support tickets, Increased user autonomy.

DELIVERABLES

UX Facilitation, UX Vision Definition, Navigation, User Flows, Wireframes & Prototypes Interactive, Multi-Country Validation, Multi-Country Roadmap

ROLE HELD

Lead strategy, Strategic facilitation, UX Definition, Workshop Animation, Team Management (2 designers)



pluxee

Menu

PromotionsFind a storeNeed help?En

Log-in

Help CentreConsumerGetting Started

Tell us what you're looking for

Consumer

Getting Started13 Articles

Using Your Benefits26 Articles

Using the Pluxee App39 Articles

Managing Your Account13 Articles

Troubleshooting Common Issues26 Articles

Contact and Support6 Articles

Security and Privacy7 Articles

Getting Started13 Articles

Trending Articles13 Articles

Getting Started (49 Articles)

Helps consumers understand how to activate and begin using their benefits via Pluxee, either through a mobile app or physical card.

Subcategory Title

Can I use this card online?

How do I find out my Pluxee card PIN?

How do I change my Pluxee account email address?

What do I do if I forgot my Pluxee card PIN?

How to pay on mobile with Pluxee Pay?

Why was my payment declined?

Can I use this card online?

+ Load more (13)

pluxee

Menu

PromotionsFind a storeNeed help?En

Log-in

Help CentreConsumerPluxee Restaurant

Tell us what you're looking for

Pluxee Restaurant

Pluxee Cadeau (Glady)

Pluxee CESU

Pluxee Restaurant

Lorem ipsum dolor lorem ipsum all the information you need to quickly enjoy our service

Getting Started

Can I use this card online?

How do I find out my Pluxee card PIN?

How do I change my Pluxee account email address?

What do I do if I forgot my Pluxee card PIN?

How to pay on mobile with Pluxee Pay?

Why was my payment declined?

Can I use this card online?

See all 21 articles

Troubleshooting Common Issues

How do I change my Pluxee account email address?

How to pay on mobile with Pluxee Pay?

Contact and Support

Can I use this card online?

Security and Privacy

How do I find out my Pluxee card PIN?

How to pay on mobile with Pluxee Pay?

Using Your Benefits

Can I use this card online?

How do I find out my Pluxee card PIN?

Do you have any other questions?

View all categories

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Our dedicated team are here to assist you with any enquiries you may have.

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All our solutions

Blog

Recruitment

Mentions légales

Politique de protection des données

Plan du site

Contact us

Need help?

Subscribe to our newsletter

Placeholder

I authorize the processing and storage of my data to receive non-commercial information from Pluxee (newsletters, white papers, etc.)

I subscribe

iOSAndroid

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Version 2.6.6

Sodexo/Pluxee

Refonte UI App Zeta Sodexo & Management Design

OBJECTIVE

Contribute to the new Pluxee Design System. Migrate the Zeta Sodexo application India & UK to the new Pluxee Design System; covering screens for consumers, businesses and merchants. **Monitor delegated execution and focus on quick UX/accessibility wins for rapid impact.** Align with Product, Development and Marketing teams. Prepare Zeta expansion to Spain and Italy.

MEANS IMPLEMENTED

Planning & Audits (UX/accessibility), Collaborative design with teams, Remote team coordination (3 designers India & 2 designers France) and Jira assignment

RESULTS OBTAINED

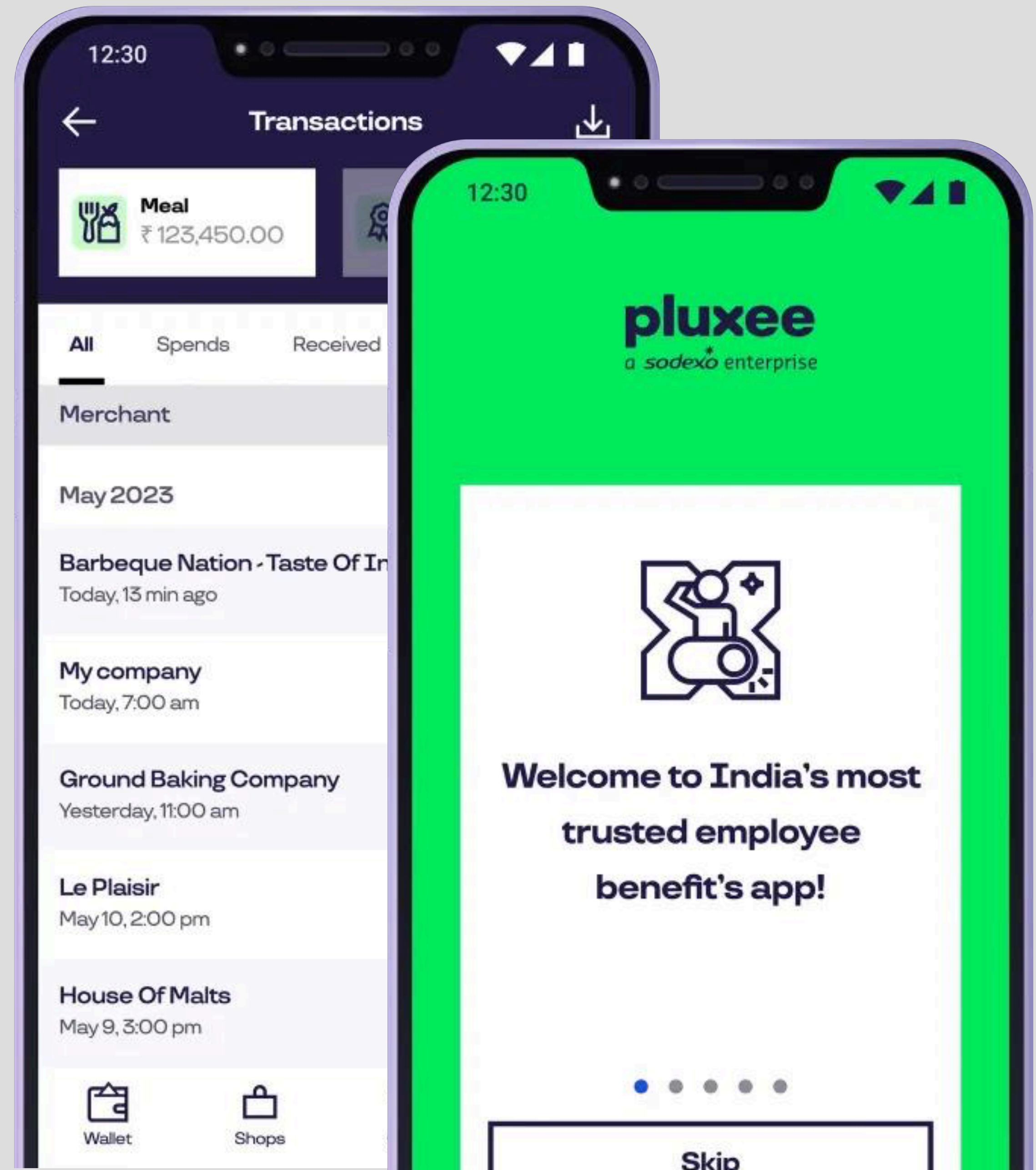
100% screens migrated in rollout delay IN/UK, Accessibility improvement (Score 75% to 95%)

DELIVERABLES

Audits & Quick Wins, Contribution to Design System.

ROLE HELD

Product Design Manager, Team Coordination, Business Prioritization, Jira Task Creation/Assignment, Daily Animation, Reviews & UI/UX Validation, Evangelization.



CORUM L'Épargne

Unification of Simulation & Subscription Journeys

OBJECTIVE

Identify and reduce friction points in product commercialization journeys (SCPI). Boost client/prospect conversions.

MEANS IMPLEMENTED

Evangelization & Analysis - Stakeholder workshops and concurrent benchmarking. User research: Qualitative interviews. Design & Prototyping: Low-fi wireframes, iterative prototyping. Validation: Usability testing.

RESULTS OBTAINED

Identification of strategic improvement axes, Significant reduction in abandonment rate while increasing preference for new journeys. The project accelerated CORUM's transition from a unique B2B model to B2C positioning.

DELIVERABLES

UX insights + Actionable recommendations, User Flows & Journeys, Wireframes & Interactive Prototypes, Product Roadmap.

ROLE HELD

UX Workshop Animation and Evangelization, Operational Execution and Collaboration with PMs, developers and craftspeople.

Quel montant régulier souhaitez-vous placer chaque mois ?

Sélectionnez parmi les choix suivants:

0 € 100 € 200 €

500 € 1 000 €

500 €

Nos clients mettent en moyenne 200€ chaque mois pour leur projet.

SUIVANT

CORUM L'ÉPARGNE

Bonjour, Je suis Chloe ! Et je vais vous accompagner tout au long de la recommandation.

Investissement B

+ 500 - 200

Investissement C

+ 2000 - 800

CORUM L'ÉPARGNE

Votre téléphone

Cette information est nécessaire pour vous montrer votre recommandation.

Nom

Laurent

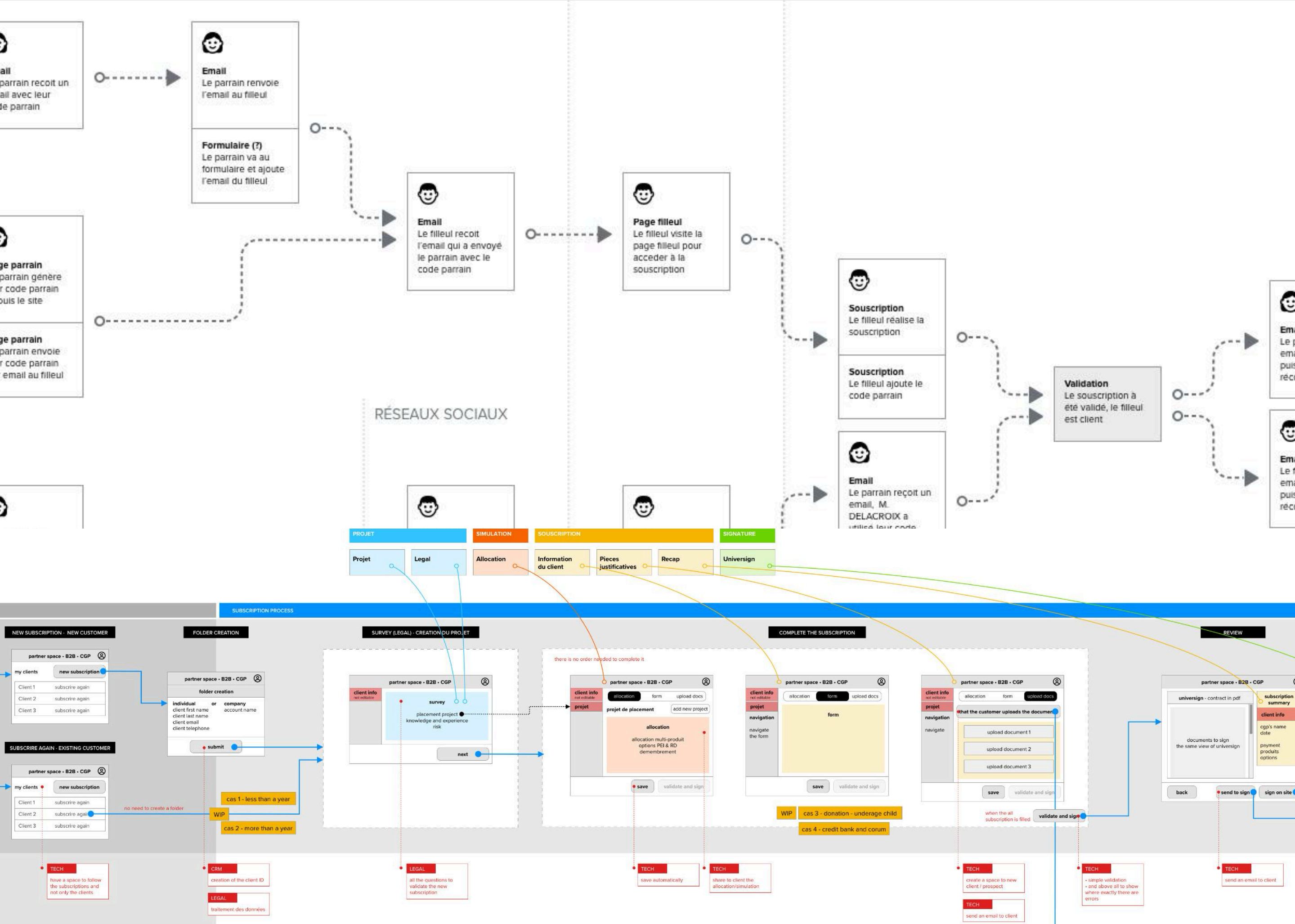
Téléphone

06 01 02 03 04

☒ J'accepte les **Conditions Générales de CORUM L'Épargne**

☐ Je déclare avoir pris connaissance

CORUM L'Épargne



Engie Digital

Agathe: B2B Predictive Maintenance Platform

OBJECTIVE

Make the solution configuration phase scalable to simply connect different types of equipment. Improve operator experience via an intuitive and responsive interface.

MEANS IMPLEMENTED

Analysis & Comprehension, Benchmarking IoT solutions, User Flows, Design & Prototyping, Iteration & Validation

RESULTS OBTAINED

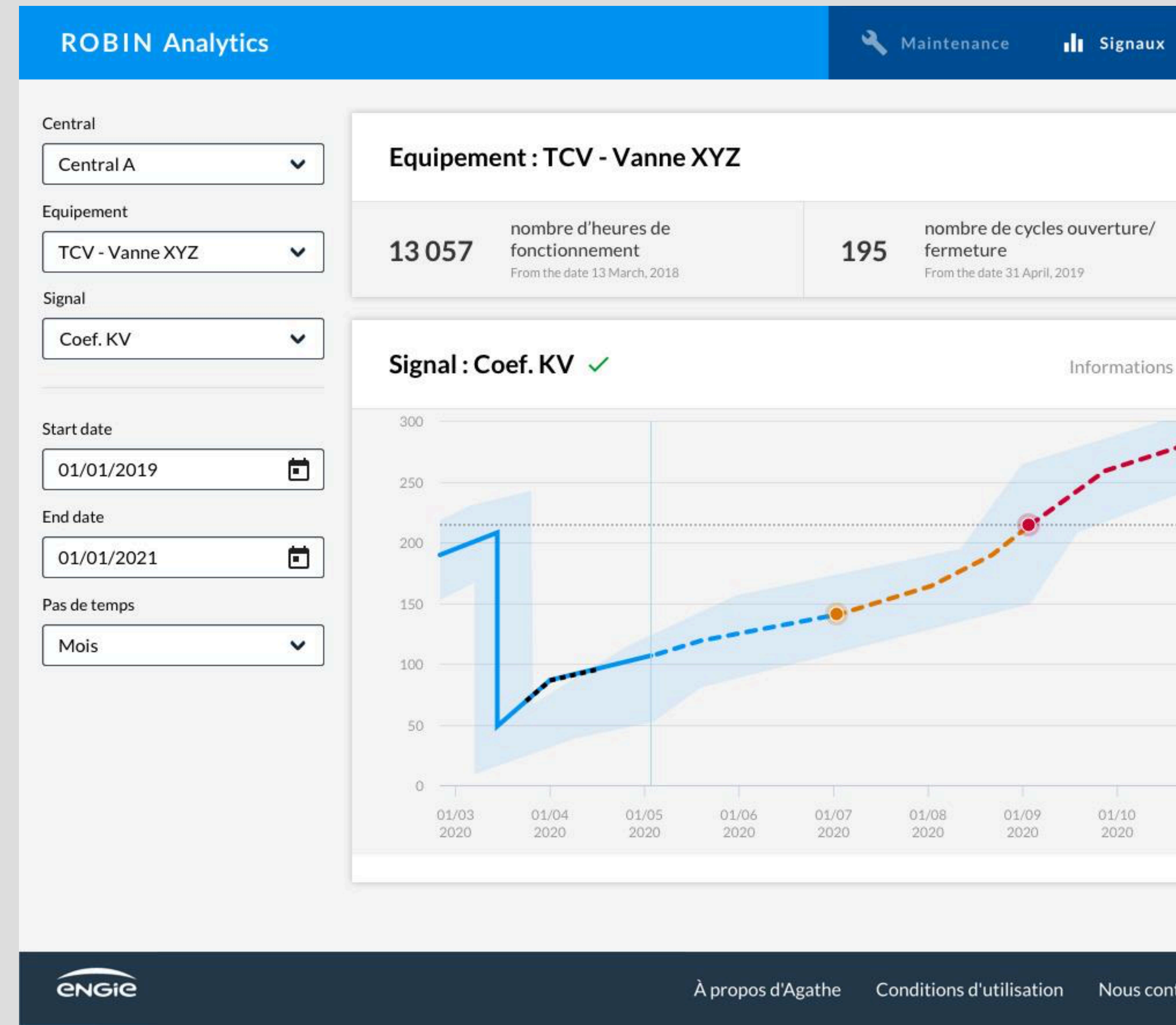
Simplified connection in <5min (vs. 20min initial) and reduced config errors.

DELIVERABLES

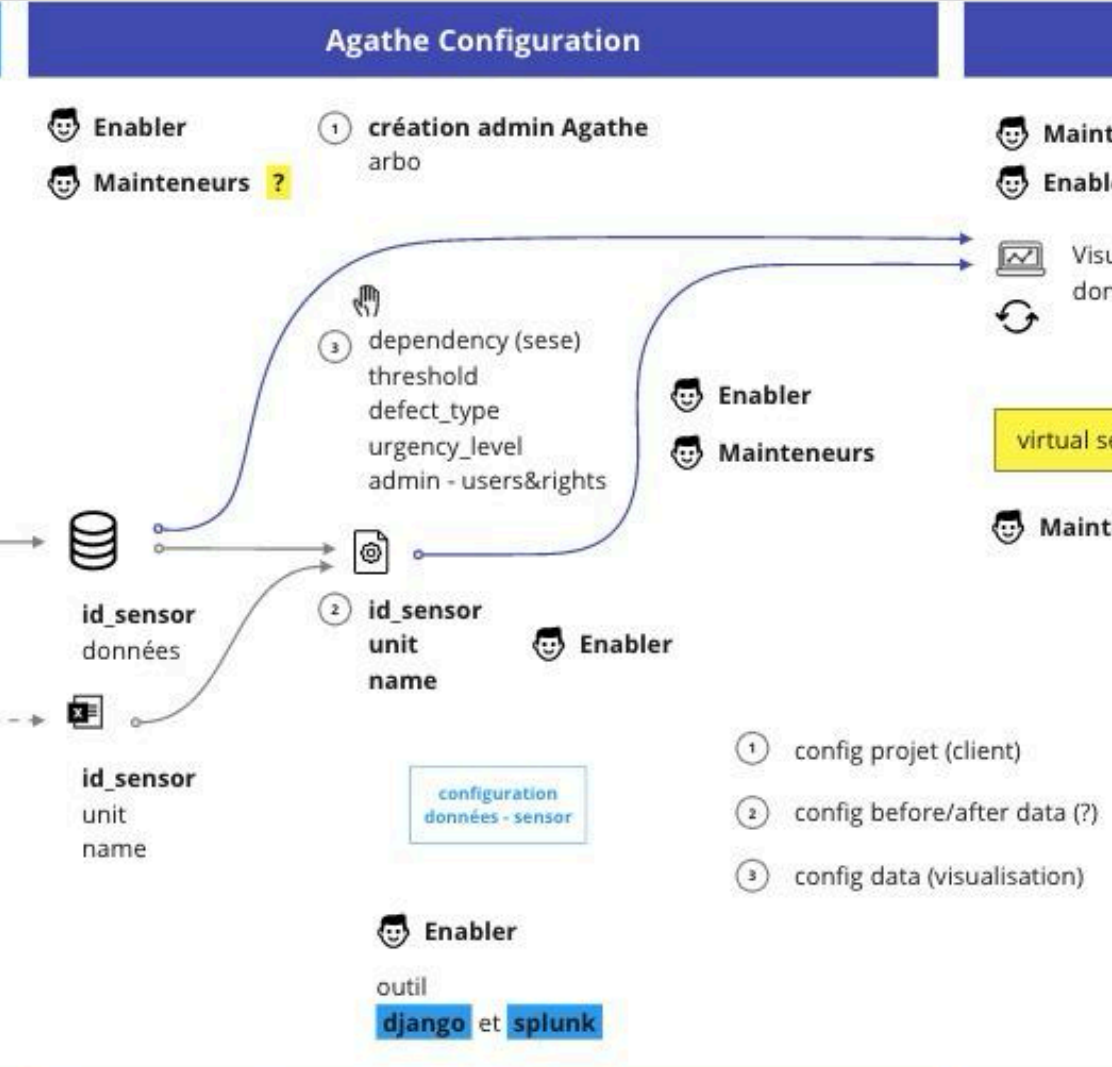
Configuration flows, Wireframes & Interactive Prototypes

ROLE HELD

Lead design, Workshop animation, Operator needs analysis, Co-conception with data scientists, Interactive prototype creation.



Engie Digital



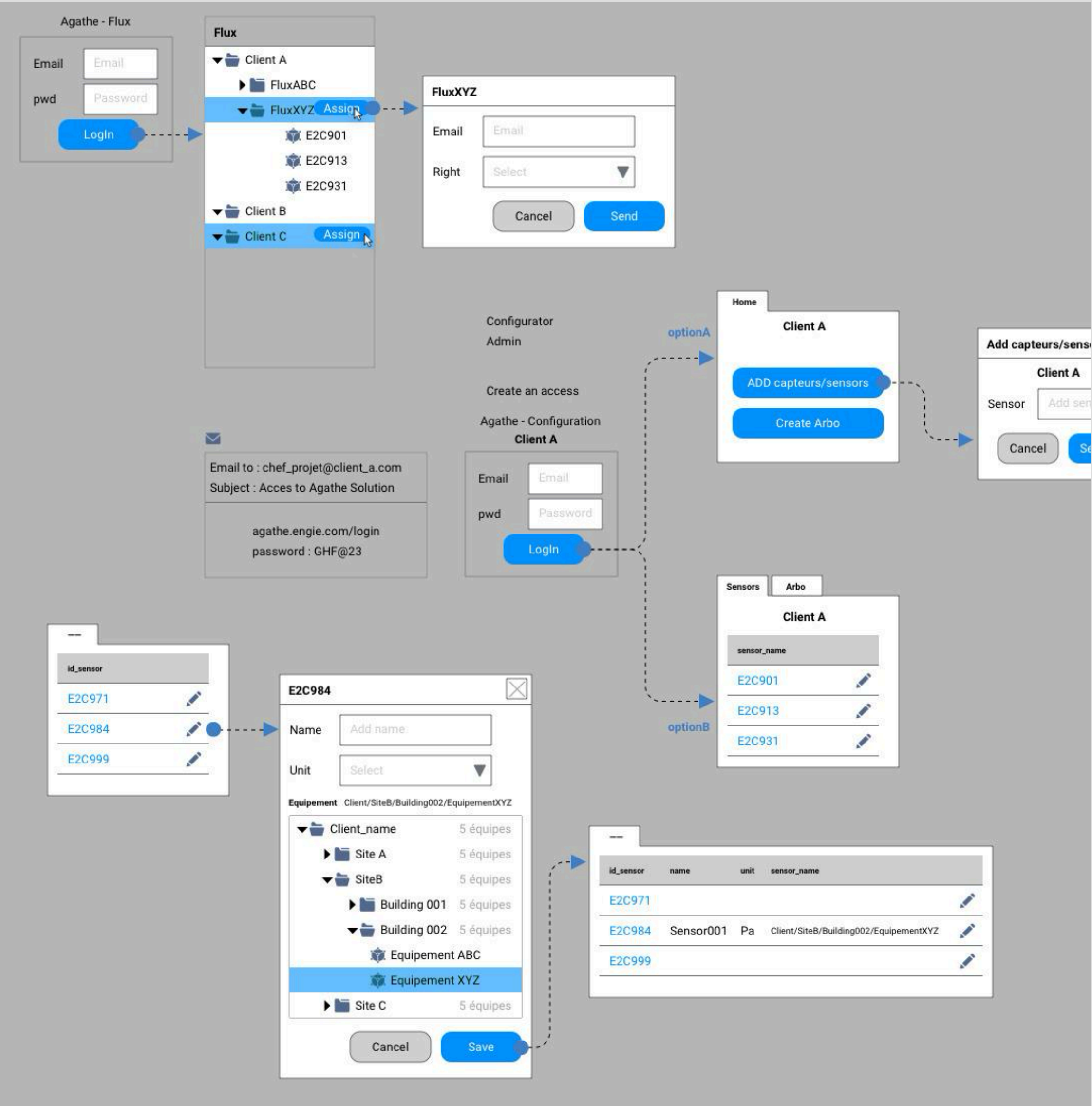
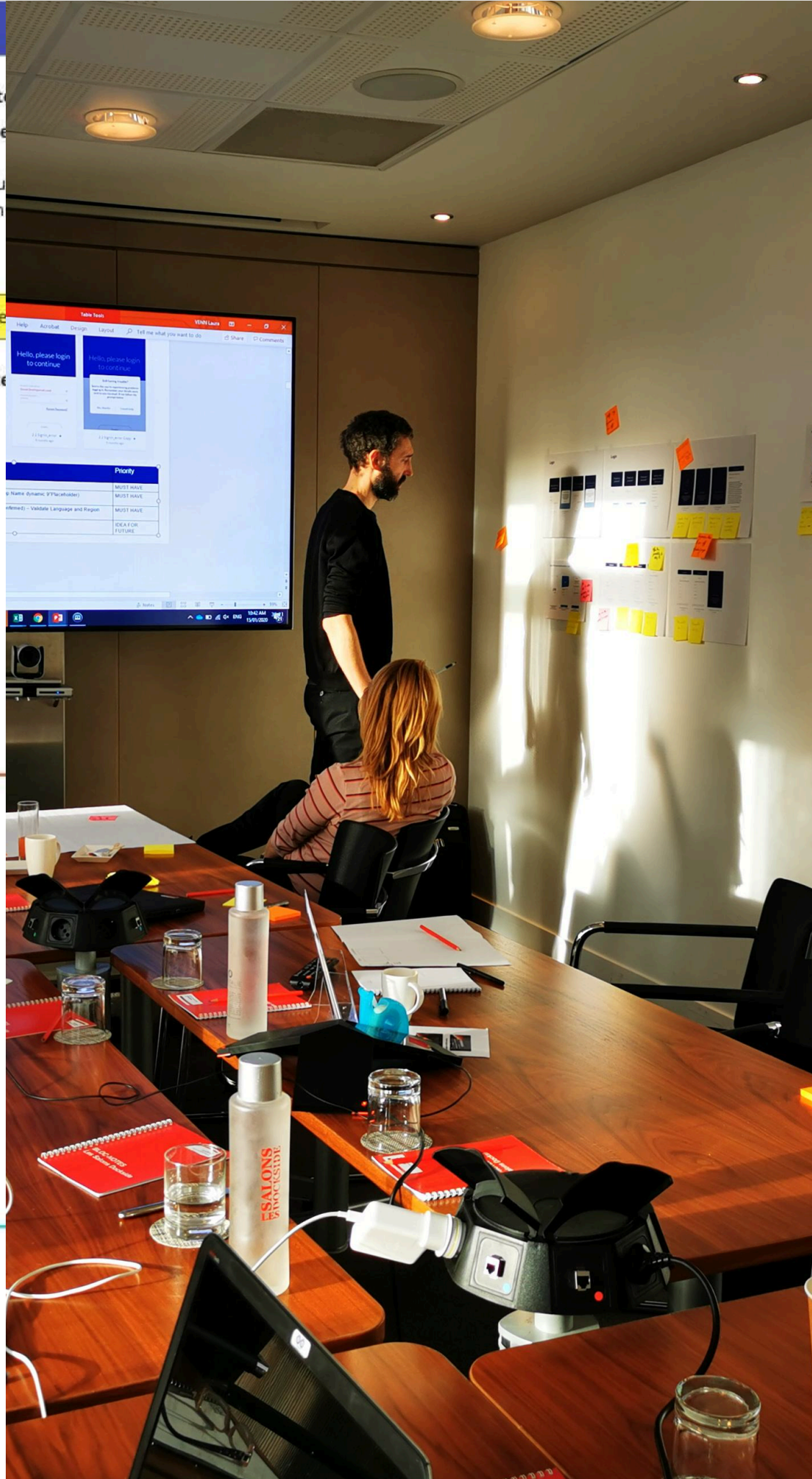
On ne donnera pas ce mission au Responsable de Site il va mieux que soit nous qu'on reclame l'information et que mettons ça en place / on va maitriser le process

1) on ne pourra pas vendre une prestation et que à la fin client devra remplir pleins de trucs et que ça va prendre bcp du temps

2) le client ne sait pas vraiment comment ça marche vraiment Agathe

onboarding doit etre comprehensible like a user comme benjamin

le fichier excel ça parle à tout le monde



Orange

Orange Client Space (Web & App)

OBJECTIVE

Improve customer experience in the Equipment division by making them autonomous, optimizing available resources and reducing support requests. Explore hybrid experiences (digital to physical).

MEANS IMPLEMENTED

Benchmarking, Interactive Wireframes & Prototypes, Iteration & Validation. Follow & Implementation.

RESULTS OBTAINED

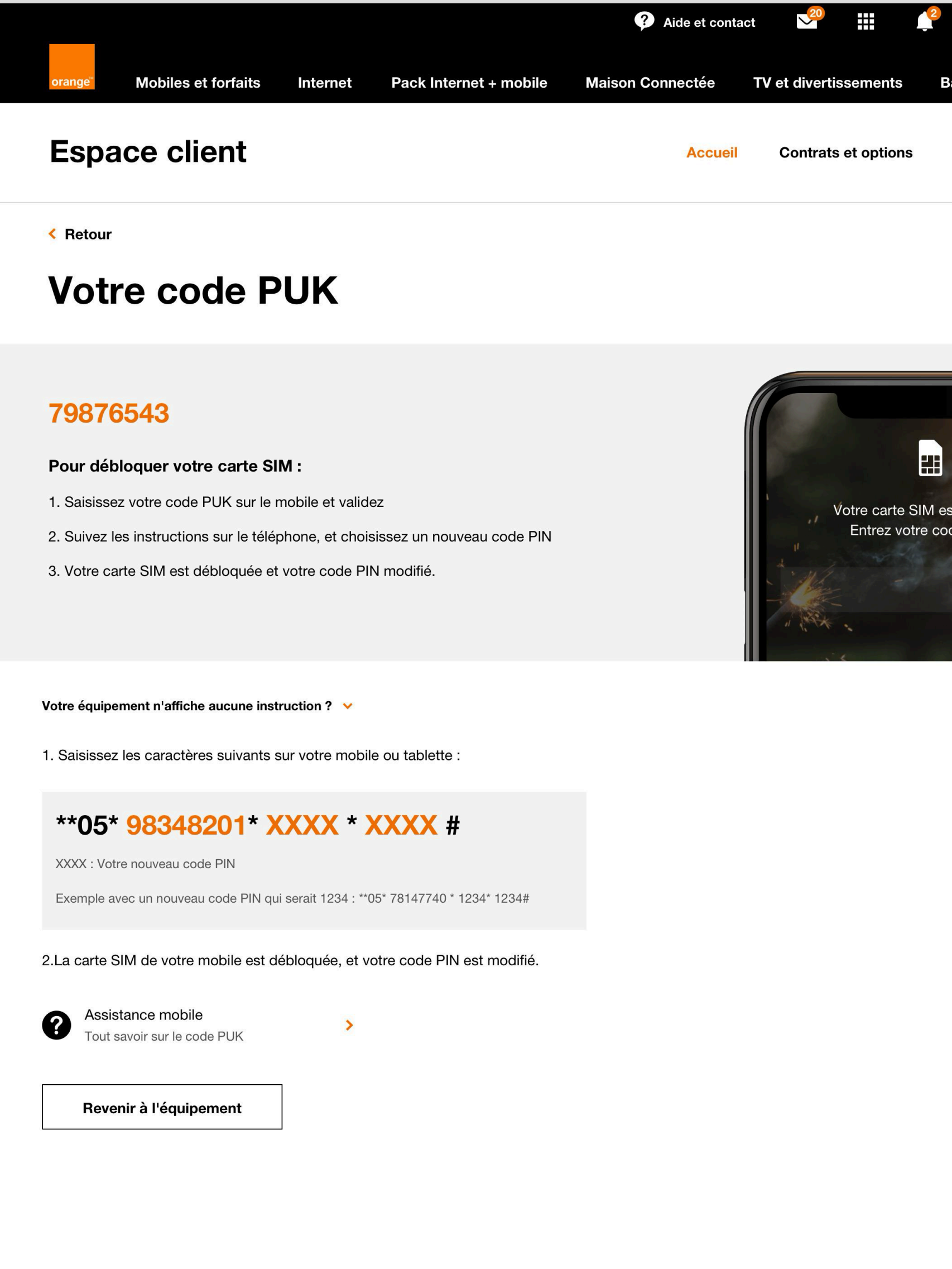
Reduced support requests, user autonomy, and increased preference for digital journeys.

DELIVERABLES

Experience Maps, User Flows, Wireframes & Interactive Prototypes, Specs

ROLE HELD

Workshop animation, Reporting, User needs analysis, Maps/ Flows definition, Wireframe & Prototype creation, Collaboration with Devs/Product/Support, Tests & Restitutions



Methodology: My Approach

A problem-centered approach focused on the user and business

