

Rodrigo Angulo | Senior UX/Product Designer | Design Strategy & Leadership
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Extensive experience leading UX/Product Design across B2C/B2B. Expertise in design strategy, team leadership, and delivering user-centered solutions for complex enterprise systems. Recent focus: scaling design practices, stakeholder alignment, and high-impact product transformation.

PROFESSIONAL EXPERIENCE

- 2023/26 **Lead Product Designer** Pluxee, France
Led strategic UX/Product initiatives including Help Center redesign (Carla), mobile app transformation, and multi-country platform expansion. Managed design team of 2-3 designers. Delivered 40% reduction in support tickets via self-service optimization. Scaled UX across multiple markets. Enhanced accessibility standards significantly. Increased user autonomy and engagement on critical journeys.
- 2022/23 **Product Design Manager** Sodexo, France & India
Led Zeta UI App redesign and migration to new Pluxee Design System. Coordinated remote team of 3 designers in India and 2 in France. Managed screen migration for consumer, enterprise, and merchant interfaces across India and UK markets. Achieved 100% on-time screen migration for IN/UK rollout. Enhanced accessibility standards and design governance. Managed team coordination, task assignment via Jira, daily standups, and UI/UX reviews.
- 2021/22 **Lead Product Designer** CORUM L'Épargne, France
Unified simulation and subscription journeys for SCPI real estate product offering. Conducted stakeholder workshops, qualitative user research, and iterative prototyping. Reduced abandonment rates significantly and accelerated CORUM's transition from B2B-only to B2C market positioning.
- 2020/21 **Product Designer** Engie Digital, France
Designed IoT B2B predictive maintenance platform (Agathe) for industrial equipment operators. Simplified configuration workflows and operator experience. Significantly reduced connection time and minimized configuration errors through iterative validation with data scientists.
- 2019/20 **UX Designer** Orange, France
Improved customer portal for Equipment section to increase user autonomy and reduce support requests. Delivered experience maps, user flows, wireframes, and interactive prototypes. Increased preference for digital journeys and demonstrated measurable reduction in assistance requests.
- 2015/19 **Freelance UX Designer Multiple Clients**, France & Remote
Clients: Renault, BPCE, W4 Software, Itesoft, Murex, Oscarh, Yooz, Limber.io. Delivered design across fintech, automotive, document processing, SaaS.
- 2005/15 UX Designer Bonitasoft (Paris), Iona Design Agency (Paris), Control Zeta (Colombia)
Designed enterprise BPM interfaces. Clients: Printemps, Cigale Medias, SFA, Librairie Fossé.

CORE COMPETENCIES

- Skills **Leadership & Strategy:** Design vision and roadmaps. Team mentorship and coaching. C-level stakeholder influence. Design system governance. Interdisciplinary collaboration.
Product & Research: Product mindset and roadmaps. User research (qualitative/quantitative). Personas and journey mapping. Usability testing and validation. Data-driven iteration.
Design & Delivery: Wireframing and prototyping. Visual design and accessibility. Design systems and components UI/UX. Specifications. Interactive prototypes.
Methods & Tools: Design Thinking and Discovery. Agile/Scrum and Kanban. Figma, Sketch, Adobe XD. Jira, Notion, Zeroheight. Google Analytics, Hotjar.
- Education Master 2 Professional Interactive Multimedia. Université Paris 1 Panthéon-Sorbonne, France
Master 1 Design. Université Paris 1 Panthéon-Sorbonne, France
Bachelor Design (L3). Université Paris 1 Panthéon-Sorbonne, France
Higher National Diploma in Graphic Design. National University of Colombia
- Language French | English | Spanish