



EMILY GUINDI

Lead Product Designer.

I turn complex products into clear, usable experiences.

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APPROACH

I MAKE COMPLEX SYSTEMS OBVIOUS TO THE PEOPLE WHO USE THEM.

Lead Product Designer with 8+ years of experience designing and scaling complex products across Insurtech, Web3, SaaS, B2B and B2C. I combine hands-on product design with design leadership, covering end-to-end UX: discovery, user research, UX strategy, interaction design, design systems and delivery. I have led and grown design teams, structured research pipelines, and partnered closely with Product and Engineering to translate technical and regulatory constraints into clear, usable product direction.

What I do

Product strategy · User research · UX strategy · Interaction design · Design systems · Design ops · Team leadership · Delivery · AI Design · UI Design

WEB3 INSURTECH MOBILE GAMES SAAS B2B & B2C E-COMMERCE AUTOMOTIVE

EXPERIENCE

01

Jun 2024 – Present

Lyon · Hybrid

IEXEC

Lead Product Designer

Privacy-preserving Web3 technology built on confidential computing.

- Leading UX for privacy-centric products involving encrypted data, identity and compute logic.
- Designing end-to-end flows: dashboards, onboarding, permissions, asset interactions and confidential workflows.
- Managing a team of 4 designers (UX/UI + Graphic) while staying fully hands-on.
- Building and maintaining a scalable design system; structure research and delivery through DesignOps.
- Partnering with engineering to align UX with cryptography, TEEs and backend constraints.

Sept 2025 – Present

Paris · Remote

IZANAGICODE

Co-founder & CPO

Product studio building AI-powered and mobile consumer products.

- Leading product strategy, design and marketing across SYLKE, BubbliPop and Snack Attack.
- Shaping SYLKE's conversational commerce experience, from product vision to multi-brand discovery and purchase.
- Owning end-to-end UX/UI, positioning and go-to-market across products, iterating through user behaviour and testing.

Feb 2023 – Jun 2024

Lyon

SANTÉVET

Senior UX/UI Designer & Researcher

Rebuilding trust in a mobile pet-insurance experience.

- Led major UX initiatives across web and mobile: full checkout redesign, global website revamp and mobile app redesign.
- Ran a research-driven approach: interviews, analysis and usability testing to surface needs and friction.
- Designed and iterated wireframes, prototypes and high-fidelity interfaces with a focus on usability and accessibility.

Sept 2021 – Feb
2023
Lyon

INTERFLORA

UX/UI Designer & Researcher

Led the UX Design & Research squad across desktop, mobile and tablet.

- Drove the full redesign of the B2B florist platform and built a design system from scratch.
- Ran heuristic audits, user testing, personas, A/B testing and surveys (Contentsquare, Google Analytics).
- Led e-commerce research across France, Italy and Spain, adapting insights to local markets.

2018 – 2021

Earlier roles

SHIFT CONSULTING · EPITECH · VALEO

UX Designer, Researcher & Coach

- **Shift Consulting (2019 - 2021)** : UX across desktop, mobile and AR for Michelin, Shiseido, EPSA, Testapic, LPO, Attestation Légale; built design systems and led workshops.
- **Epitech Paris (2020)**: Coached UX research & methodology: generative/evaluative research, heuristics, usability testing, research sprints.
- **Valeo (2018)**: Research protocols on cognitive load in automotive touchscreens; haptic, auditory and pressure feedback for safety.

SKILLS & TOOLS

02

Product & UX

Product design strategy & vision · End-to-end UX (discovery → delivery) · Complex workflow & system design · UX for data-sensitive & regulated products · B2B & B2C · SaaS

Research & Evaluation

Qualitative & quantitative research · Interviews · Usability testing · Heuristic evaluation · Persona & journey mapping · Survey design & A/B testing · Behavioral analytics (heatmaps)

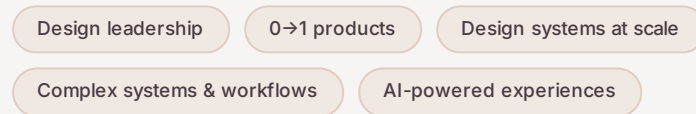
Leadership & Ops

Design team & squad leadership · Cross-functional collaboration · Facilitation & workshops · Design governance & decision-making · Design systems (creation, scaling, standards) · DesignOps & documentation

Tools

Figma · Adobe XD · Sketch · Miro / FigJam · Jira · Webflow · Google Analytics · Contentsquare · Claude (code & design) · Chatgpt · Figma make

Focus



EDUCATION

03

2016 – 2018

MSc in Cognitive Sciences, Université Lumière (Lyon II)

HMI / UX path, with honours.

2013 – 2016

BSc in Cognitive Psychology, Université Lumière (Lyon II)

French Bilingual · C2 

English Bilingual · C2 

PUBLICATIONS

04

2018 · 2019

Research on cognitive load and haptic, auditory and pressure feedback in automotive touchscreens, published at **EuroHaptics 2018** and **IHM 2019**. dl.acm.org/doi/10.1145/3286689.3286707

Open to **Senior**, **Lead** and **Head of Design** roles, and to product teams working on complex systems.

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[LinkedIn](#)

[Portfolio](#)

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