

Camille Massu

Senior Product Designer · UX/UI · Design Systems · User-Centered Solutions

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EXPERIENCE

Director of Product Design

Human Agency

JUNE 2022 TO NOV. 2025 · QUEBEC CITY (REMOTE)

- Designed the website and platform foundations for **Liquid AI**, supporting the company's \$250M Series A raise.
- Digitized and automated workflows for **The Build Fellowship**, enabling a 6× increase in operational capacity in just a year.
- Led product design operations across the agency's portfolio, implementing scalable design systems, cross-team workflows, and UX best practices.

Product Designer

Freelance (CREED, UgoWork, Lemon)

JUNE 2022 TO NOV. 2025 · QUEBEC CITY (REMOTE)

- Crafted core user flows and high-fidelity interfaces for **CREED's** platform launch in just 2 months, and built a scalable design system enabling a rapid go-to-market.
- Built a modular design system from scratch for **UgoWork** (150+ components) and conducted UX audits to improve clarity, usability, and UI consistency.
- Delivered end-to-end UX/UI designs for **Lemon's** mobile app MVP, contributing to a successful acquisition by Humanoid in 2024.

UI/UX Designer

Bloc Solutions

JUNE 2021 TO JUNE 2022 · QUEBEC CITY

- Co-designed the **Payment Tracking feature**, defining the user journey, interaction model, and high-fidelity UI for rent tracking.
- Contributed to the company's design system, improving consistency and reducing design-to-dev handoff friction.
- Created and maintained product documentation in Zeroheight, supporting alignment across teams.

UI/UX Designer

BeTomorrow

FEB. TO JUNE 2021 · BORDEAUX (FR)

- Crafted responsive interfaces for mobile and web applications across multiple industries.
- Produced wireframes, prototypes, and high-fidelity UIs aligned with user needs and technical constraints.
- Collaborated with PMs and engineers to ship polished features under tight timelines.

UI/UX Designer

Freelance (Edition Limitée, AFEV, BoxEaty,...)

NOV. 2018 TO FEB. 2021 · BORDEAUX (FR)

Created, prototyped, and delivered websites and applications for multiple clients.

EDUCATION

Master's in Digital Design and Creation

Université Paris 8

2017 TO 2019 · PARIS (FR)

Interactive design, UX/UI, digital publishing, and creative technologies

SUMMARY

Senior Product Designer (UX/UI) with 5+ years of experience creating intuitive web and mobile products. I use systems thinking to design cohesive, human-centered interfaces, focusing on interaction design, accessibility, and usability.

Experienced across the full design process, I collaborate closely with product and engineering teams to deliver seamless, meaningful experiences.

CORE SKILLS

UX Design: User flows, wireframing, prototyping, usability heuristics, information architecture

UI Design: Design systems, visual design, responsive UI, interaction patterns, accessibility (WCAG)

Research: UX audits, competitive analysis, user interviews, pattern evaluation

Process & Delivery: Cross-functional collaboration, product strategy support, Agile workflows, dev handoff

TOOLS & TECHNOLOGIES

Figma

Sketch

ProtoPie

Webflow

Zeplin

Google Analytics

Maze

Hotjar

LogRocket

Adobe Creative Suite

Zeroheight

Notion

LANGUAGES

French (native)

English (fluent)

OTHER SKILLS

🌟 Trying 🌟 to learn 3D modeling, React, and how to not kill my plants 🌱