



# Régis Boussari

Senior Product Designer

Paris, France

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regisboussari

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Mobile & web design specialist with 10+ years of experience, I help teams turn user insights into high-performing digital products — boosting conversion and customer satisfaction.

## FIELDS OF EXPERTISE

UI/UX Design  
Design Systems  
User Research  
Art Direction  
Prototyping  
No-code Development

## SOFTWARE

Figma  
Adobe Creative Suite  
Notion  
Adalo  
Framer  
Webflow  
Google Analytics  
Zeplin

## LANGUAGES

English – Fluent  
German – Basic  
French – Native

## CERTIFICATIONS

2023  
Design Thinking:  
Develop Innovative  
Ideas  
Udemy

## EDUCATION

2013  
Master's Degree –  
Digital Creation &  
Publishing  
Université Paris 8  
Graduated with honors  
2011  
Bachelor – Web &  
Multimedia Design  
Cifacom  
Honorable mention  
2010  
DUT – Communication  
Services & Networks  
Université Gustave Eiffel

## KEY EXPERIENCE

### Lead Product Designer (CMS)

since May  
2024

#### Mediapart (Paris)

- **Led the UX/UI redesign of the internal CMS** used by the editorial team, including UX workshops (interviews, co-design) to identify and validate journalists' real needs.
- **Conducted user testing** to refine ergonomics and address friction points as early as the prototyping phase.
- **Oversaw a progressive rollout to a panel of users**; analyzed feedback and continuously iterated based on findings.
- **Worked closely with Product Managers and developers** to share insights, prioritize iterations, and ensure high-quality implementation.
- Set up and maintained a dedicated **design system**.

### Co-founder & No-code Developer

Oct. 2020 –  
Sep. 2022

#### PLGRND (Paris)

- **Launched a mobile marketplace (iOS & Android)** for sneaker enthusiasts, fully designed and developed using no-code tools (Adalo).
- **Led end-to-end UX/UI design**: user flows, wireframes, prototypes, and integration with third-party APIs.
- **Handled product marketing and user acquisition**: created influencer-focused content (blog, Instagram, video) and implemented growth strategies.
- **Outcome: over 1,400 registered users** in under two years.

### Lead Product Designer

Nov. 2017 –  
Nov. 2020

#### Qobuz (Paris)

- **Led the product experience across all platforms** (desktop, iOS, Android, e-commerce), defining user flows and ensuring cross-device visual consistency.
- **Designed and rolled out a unified design system**.
- **Redesigned onboarding flows and landing pages** in collaboration with the marketing team, leading to improved user activation and ~12% increase in conversions over 6 months.
- **Contributed to the brand's visual evolution** in close collaboration with the creative teams.
- **Facilitated UX workshops** to identify pain points, align roadmaps, and bring user feedback into design cycles.

ADDITIONAL EXPERIENCE & SIDE PROJECTS



## ADDITIONAL EXPERIENCE

**Product Designer (maternity leave cover)**Nov. 2023 –  
Oct. 2024

Sonio (a Samsung Company) (Paris)

- **Designed and managed the design system** for Sonio's core application, ensuring visual consistency and optimized interactions across modules.
- **Conducted UX audits** and usage analysis with physicians and sonographers; proposed actionable improvements to simplify flows, enhance readability, and increase platform efficiency.
- **Led the redesign of B2B dashboards** used by partner medical centers, focusing on interface clarity and smoother data management workflows.
- **Created marketing assets** (event stands, brochures, demo videos), ensuring strong visual alignment between product UI and commercial communication.

**Creator – Personal AI & No-code Project**mid-2023 –  
mid-2024

Kopi (Paris)

*Although no longer online, this project allowed me to gain hands-on experience with LLMs, API integration, and UX challenges related to generative AI:*

- **Developed an intelligent teaching assistant** in collaboration with a primary school teacher, designed to automatically generate exercises and lesson sequences for students.
- **Fully designed the app** using no-code tools (Adalo), **integrating OpenAI's API** to automate content creation based on educational prompts.
- **Conducted user testing** with teachers to validate the tool's usefulness, flow structure, and content relevance.

**Consultant UX/UI Senior**Nov. 2022 –  
Mar. 2024

Alithya (Montreal, Canada)

*Provided UX/UI consulting to a range of clients, combining strategic thinking with hands-on design in short iteration cycles:*

- **Croix-Bleue (travel insurance)**: Lead designer for web and mobile platforms; aligned business needs with user expectations to create intuitive, efficient user journeys.
- **Woopen (real estate startup)**: Conducted a full UX audit across apps and website; mapped search journeys and delivered interactive prototypes for rapid validation.
- **Québecor Group (media)**: Contributed to the redesign of the *TVA Sports* app and continuous optimization of the *Journal de Montréal*, *Journal de Québec* & *TVA Nouvelles* apps.