



Régis Boussari

Senior Product Designer

Paris, France

regisboussari.com

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+33 7 44 99 77 70

regis.boussari@gmail.com

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
Claude Design
Adobe Creative Suite
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

Senior Product Designer

France Télévisions (Paris)

since Sep.
2026

- **Back Office france-tv** — Redesigned mission-critical editorial tools used by 300–400 daily users, improving content management workflows, search efficiency, and design system foundations.
- **Monetization** — Designed new advertising formats and established a centralized advertising guidelines platform, helping support france.tv's monetization strategy and revenue growth targets.
- **Mobile Experience** — Led the end-to-end design of a live content widget for iOS and iPadOS, aimed at increasing user engagement, retention, and content discoverability.

Lead Product Designer (CMS)

Mediapart (Paris)

Mai 2024 –
Oct. 2025

- **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

PLGRND (Paris)

Oct. 2020 –
Sep. 2022

- **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

Qobuz (Paris)

Nov. 2017 –
Nov. 2020

- **Led the product experience across all platforms** (desktop, iOS, Android, e-commerce), defining user flows and ensuring cross-device visual consistency.
- **Led the design and implementation of a unified design system** and contributed to the evolution of the brand identity.
- **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.
- **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.