

JEROME ATHIER

Product Design Director

jerome.athier@gmail.com | linkedin.com/in/jeromeathier | jeromeathier.com

Open to remote, hybrid (Paris) and international opportunities

PROFESSIONAL SUMMARY

Product Design Director with 15+ years of experience across B2B, B2C, e-commerce, and SaaS. Combines product vision, UX research, and cross-functional leadership to build high-performing, inclusive design organizations. Track record of scaling teams, defining UX strategy at executive level, and bridging design, content, and technology to deliver measurable business and user impact.

EXPERIENCE

Product Design Director | Oodrive

Mar. 2025 – Present

- Defined and aligned a bold UX vision across Product, Tech, and Go-to-Market leadership, establishing design as a strategic function at executive level.
- Built a UX research and measurement program from the ground up — personas, journey mapping, usability testing, interviews, focus groups, and UX metrics — creating a data-informed design culture.
- Grew and upskilled a design team, raising design maturity and establishing cross-functional collaboration frameworks and best practices.
- Introduced a north star metric and laid the organizational foundations for UX Research, Content Design, and UX Ops disciplines.

Senior Product Design Manager | GoTo

Feb. 2022 – Apr. 2023 — Promoted from Product Design Manager

- Scaled the design organization from **4 to 15 designers** during a major acquisition phase, unifying practices, culture, and ways of working across newly merged teams.
- Led suite unification across 4 products, delivering **+20% session-share lift in 6 months** and **+4.18% CES improvement**.
- Implemented a portfolio approach to design, improving cross-functional alignment with Sales, Customer Support, and Marketing to drive global customer satisfaction.

Product Design Manager | GoTo

Feb. 2018 – Feb. 2022

- Led the redesign of GoToMeeting's next-generation product with zero forced upgrades, returning GoTo to **Gartner's Leaders Quadrant (2019)**.
- Expanded and synchronized design teams across geographies, implementing shared tools and methodologies for distributed collaboration.
- Initiated the **Chameleon design system**, establishing a dedicated team that later spun out as an independent function still operating today.

UX Lead & Head of Web Studio | SFR

Jul. 2014 – Dec. 2017

- Partnered with business units to redesign user experiences for self-care and community platforms, improving key digital user flows for millions of customers.
- Managed a multidisciplinary team of 10 creatives, overseeing UX, marketing content, and digital production across sfr.fr, TV, and mobile apps.
- Drove UX strategy and design governance across B2C digital touchpoints, aligning brand, experience, and business objectives.

UX Manager | Ubisoft

Nov. 2011 – Jul. 2014

- Co-created online events, loyalty programs, and connected services enhancing player engagement for flagship titles including Ghost Recon, Assassin's Creed, and Ubisoft Connect (formerly Uplay).
- Managed the Web Production team and coordinated video production and live streaming for major industry events including E3.

Web Producer | Ubisoft

Mar. 2006 – Nov. 2011

- Delivered high-quality web experiences for international marketing campaigns, acquisition programs, and product websites — on time and within budget — earning multiple **FWA Website & Mobile of the Day Awards**.
- Drove digital marketing initiatives that contributed to Ubisoft's award-winning online presence across global markets.

EDUCATION

Master in Multimedia Engineering, Université du Sud Toulon-Var — 2007

SKILLS

Design & Strategy: UX vision, concept development, rapid prototyping, design systems, UX metrics

Research: User research, usability testing, persona development, journey mapping, UX measurement

Leadership & Management: Team building, org design, cross-functional collaboration, coaching

Tools: Figma, Miro, Jira + Confluence, Hotjar, Qualtrics, Loom

LANGUAGES

French: Native

English: Fluent — bilingual