

Hi, I'm Adrien Barbusse.

Product Designer

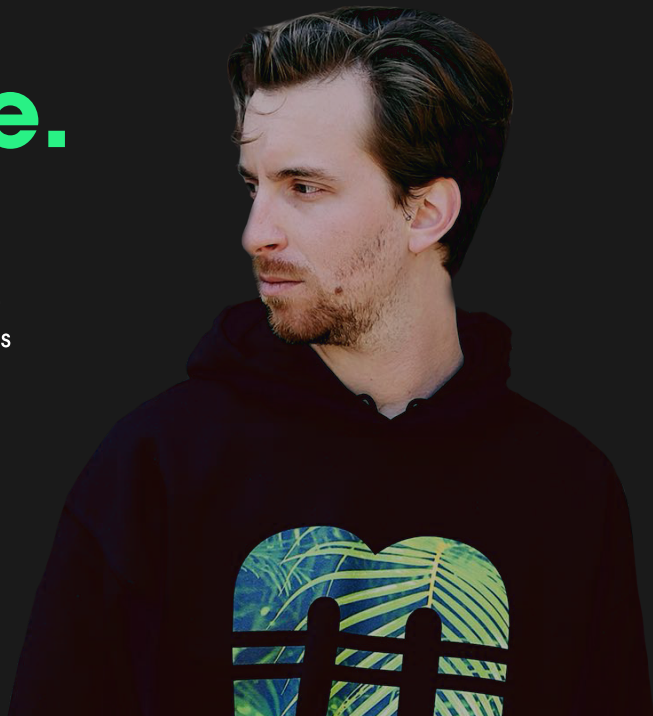
I make napkin drawings into awesome apps and sites. As a millennial and digital native, I hold a deep belief in the power of digital tools, products, and experiences to impact how users learn about and fall in love with brands.

Contact

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Experience

JUN 2023 – AUG 2023

ClickASnap, Remote

Product Designer

ClickASnap provides the most advanced online photo sharing platform to help photographers share their images and get paid for it

- Created the Design System and led its product delivery
- Mapped the experience and advised leadership on the product roadmap
- Redesigned the onboarding for the web experience and the future app
- Worked through the quantitative data to drive the product design decisions
- Led on the tooling, and led on the hiring of the first team members of the product team

Achievements

- Led the set up the agile methodology within the company culture in less than 90 days
- Created team for the Design System project and led its scrum

NOV 2020 – MAY 2023

Sedex, London

Product Designer

Sedex is a world leading ethical trade service provider working to improve working conditions in global supply chains

- Led the design on the transformation program for SMETA audits, the flagship product of SEDEX
- Set up and led continuous research for the SMETA audit journey
- Assisted the Product Manager to identify and prioritise key enhancement to the audit journeys
- Designed the onboarding flow for new suppliers
- Assisted and trained new members of the product design team

Achievements

- Help reduce time to submit an audit from 45 days to 10 days
- Increased the Auditors CSAT from 70% to 90%
- Advised on tooling, and set up key tools such as Intercom and Hotjar to allow more insights and better user experience

JUN 2019 - AUG 2020

British Red Cross, London**Product Designer**

The British Red Cross support millions of people when they need if crisis strikes.

- Researched, designed, and roadmapped the product lifecycle of the new editorial platform "Stories"
- Enhanced experience and implemented new features for the mobility aids wheelchair hiring service using qualitative and quantitative data
- Wireframed, designed and roadmapped First Aid Champions site, the first aid resource for all schools across the UK (Launching Sept 2020)
- Supported the leadership in transitioning to Scrum, and including design sprints phases to their product development

Achievements

- Started and led "Level up," the first cross-department collaborative team aiming to improve the site (using data, design, development and content)
- Refactored the design system for the 27 sites and 3 apps that belong to the estate
- Created design standards for the organisation
- Lead the design for the Covid-19 emergency response group

JAN - APR 2019

Shelter UK, London**UX/UI Designer**

Shelter is a charity fighting homelessness and bad housing across the UK.

- Increased conversions on fundraising pages by improving the UX, user flows, and page layout
- Prototyped rapidly and validated designs with usability testing and user interviews
- Designed and planned for multi variant and smoke and mirror tests
- Contributed to the enhancement of Shelter's design system
- Enhanced accessibility and web responsivity design practices

Achievements

- Revamped experience and page designs for owned and third-party events, corporate partnerships, and philanthropy
- Designed the web experience for Passenger's new album in partnership with Shelter
- Set up a UX lab for in-person and remote testing

JUN - SEPT 2018

Thriving Workplaces, Remote**Product Designer**

Thriving Workplaces is a workplace health provider in England.

- Led workshops with service providers and business stakeholders to understand expectations and business needs
- Conducted user research with current and potential service users
- Mapped user flows and wireframed the user's journey through onboarding to completion
- Developed a design system and created assets and components according to branding
- Built the design system
- Generated motion graphics for states and prototypes of the web app to facilitate testing and development

MAR 2017 – MAY 2018

Thrive Tribe, London

Product Leader

Thrive Tribe is a healthy lifestyle provider in England with the aim to get people healthier and happier.

- Performed user research and assisted in market research to find and understand the gap in market
- Mapped user flows and wireframed the mobile app with an hypothesis-driven approach
- Prototyped rapidly and validated designs with moderated user interviews
- Collaborated the UI design and Led the brand creation for the Lify App
- Scoped the development (Agile)
- Managed high level development contracted to a development agency

Achievements

- Designed Thriving Workplaces employee health checks
- Advised on product development of a new e-learning platform

MAY 2016 – FEB 2017

Twofold AG, Zurich

Product Designer & Creative Director

Twofold AG was a venture capital based on chinese investment in Switzerland.

- Wireframed and mapped user flows for e-commerce ventures
- Created assets, components and mock ups
- Led a team of 6 visual communication professionals in the USA, Switzerland and India
- Worked closely with VP of investment on strategies for European and American ventures

Achievements

- Created brand guidelines and materials for the company rebranding
- Designed VC's website

MAY 2015 – MAR 2016

Glassful, New York

Creative Product Manager

Glassful is an online wine club aiming to make young americans discover sustainable wines.

- Designed adverts, marketing emails, social media posts and collaterals
- Set up email marketing automations such as lead drips, retention and recovery flows
- Planned and set up split testing for campaigns
- Assisted senior product manager with website design and development
- Monitored and analysed customer experience and UX efforts
- Collaborated with agencies in branding and marketing efforts

Achievements

- Refined social media strategies and created editorial calendars to consolidated campaign marketing efforts
- Pitched and closed for new partnerships and press coverage

FEB 2012 - SEPT 2014

RAREculture, New York**Project Manager**

RAREculture is an art and design agency offering curating, design and project management services.

- Worked alongside the CEO on business development with high end clients (MGM, Mandarin Oriental, Wynn, among others)
- Managed projects from conceptualisation to installation
- Sourced new artists and designers in Europe and U.S.A.
- Produced rendering, elevations, and sketches
- Issued status reports, cost estimates, and roadmaps

Achievements

- Designed company's website and overlooked its development
- Set up a customer service line
- Designed marketing materials aligned with the rebranding of the company

Education

- 2015

Bachelor of Science

New York University

Business, Media, Marketing, PR and Advertising

Skills

Prototyping	Roadmapping
Wireframing	Research and usability testing
Design system	Scrum master

Competences

Sketch	Adobe Photoshop
Figma	Adobe Illustrator
Flinto	Invision / Zeplin

don't be a stranger.

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