

FRANÇOIS GUERN

UX DIRECTOR

SERVICES & PRODUCTS

15y+ of experience

Portfolio: francoisguern.com

37 years old

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PhD

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Expatriating to Zurich for family reunion

To deliver its full business value, a service or product need to be adopted by its customers or users first.

My job and passion is to **design awesome user experiences** that simplify people's life and deliver business impact. I **lead innovation teams** to identify market opportunities, and define **services and product strategies** by leveraging **human centered design** and extensive user research.

I build my career between business expertise and service design to maximize the impact of UX.

Education

PhD in Sociology of innovation and technological uses (2013)

- Télécom Paris (Tier 1 Engineering school)
- Thesis: The anticipation of users needs in the innovation process to accelerate innovation cycles

Master in Sociology of innovation and technological uses (2008)

- Rennes 2 University

Certificates

Corporate Entrepreneurship (2011)

- ESCP Europe (Tier 1 Business school)

Doctoral Program in Management (2010)

- Ecole des Ponts Business School (Tier 1 Business school)

Languages

French: mother tongue

English: fluent

German: high school

Spanish: high school

Italian: university

Head of UX Design - Pernod Ricard (2020 - Present)

Activities

- Responsible for the product and UX design of the digital transformation tools in 30 countries based on Artificial Intelligence: Product Portfolio management, Marketing Effectiveness, Revenue Management, Sales forecasting, B2C VIP and B2B e-commerce, new business innovations.
- Activities include product definition and strategy, features identifications, UX and UI.
- Business impacts: 150M€/y of sell out growth.
- Creation, recruitment, management, coaching and mentoring of the UX team of Product Designers, UX Researchers and UI Designers (from 0 to 20).

Main achievements

- UX designers integrated in 8 product teams, 21 research and user tests conducted with 10 teams inside the company.
- Creation of Archipelago, an internal Design System
 - Business impact: 35% reduction of time to delivery and costs
 - Building investment of 1.6M€ over 2 years. Team of 5 FTE designers and developers. Breakeven in 3 years with 4 digital transformation products and 20 IT developments.
 - Focus on data decision making efficiency and AI interactions - 38 components, 13 data viz, 10 templates, 9 patterns, and 9 guidelines. Publicly available in Q2 2023.
- Setup DesignOps and design value monitoring
 - Design delivery time reduced by 20% with the alignment of design frameworks
 - Improvement of sprints capacity by 10% with standardized design specifications
 - Demonstration of Design ROI per feature by monitoring design delivery KPIs and features impacts
- Establishment of OKR and product analytics with product managers
 - Improvement of product adoption and user satisfactions by 20%
 - Creation of Product Analytics Dashboard and rituals to communicate insights

Manager Strategy & Innovation - Eurogroup Consulting (2018 - 2020)

- Leader of the Data/AI transformation community
- Development of the practice with our startup specialized in AI: 5 clients for a total of 350k€ revenue
- Projects
 - Creation of a smart pricing service for a TV channel
 - Definition of a data lab organization and service offer to incubate new use cases
 - Assessment of the Data/IA strategy and big data infrastructure of the French National bank -> stop of the 50M€ data lake project

Skills

Innovation Methods

- Design thinking, Design Sprint, Lean startup, Product Management

Product Strategy and Product Management

- Storymapping, user stories, agile rituals, dual track discovery delivery, backlog prioritization

UX Research

- Interview, journey mapping, empathy mapping, personas, design opportunities, How Might we, Jobs to be done, user testing (moderated or unmoderated), concept testing, product market fit testing

Service and Product Design

- Service Blueprint, brainstorming and storyboarding creation, Concept lab with users to test ideas

UX Design

- Wireframing, user flow, card sorting

Interests

Sports: running, ski, workouts

American literature

Political and international news

Opera and theatre

Gastronomy: restaurants, wine and peated whisky

Manager Strategy & Innovation - Bengs (2017 - 2018)

- Creation and management of the Data transformation practice of the firm
- Development of 3 clients for 200k€ revenue
- Projects
 - Implementation of data governance
 - Definition of data governance roadmap
 - Design and acceleration of data use cases

UX Strategist - InProcess (2016 - 2017)

- Creation of Société Générale new branch experience based on design thinking
- Improvement of Société Générale recruitment experience in African affiliates

Digital Officer - French Embassy in the US (2015 - 2016)

- Development of diplomatic relationship with the US tech community
- Creation of an acceleration program for startups: Le Creative Lab North America

UX Strategist - Freelance (2014)

- For Unibail Rodamco Westfield. Creation of the CRM strategy based on design thinking: improve the customer path in the mall through digital innovation

Researcher PhD Candidate - Télécom Paris (2008-2013)

- Qualitative and quantitative analysis of user references in Bell Labs scientific journal: how scientists refers to users overtime and how the technical context influenced those evolutions.
- Analysis of innovation process and methods at Bell Labs in 2010

Affiliate Professor - Strate College Design School (2010 - 2011)

- Teaching research methodology to last year design students

UX Researcher - Nokia Bell Labs (2008 - 2012)

- Creation of an iPad educational ebook for Abilene Christian University students, in partnership with Cambridge University Press
- Creation of a community app for bars and restaurants (orders, music management, chat, games)

UX Researcher intern - Xerox Research Center Europe (2007)

- Study of photographs and graphic designers color management issues while printing on Xerox digital printers to improve the workflow with digital innovations

PhD Thesis

[Download](#)

« **The representation of the user in Bell Labs, An analysis of the construction of representations in the industrial R&D** »

PhD under the supervision of [Pierre Musso](#). Defended in 2013 at Telecom Paris (Institut Polytechnique de Paris). Part of a CIFRE convention with Bell Labs, Nokia research center (formely Alcatel-Lucent)

This thesis seeks to understand and improve how innovators integrates users in the development process to accelerate the time to market and foster the adoption.