

FRANÇOIS GUERN

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Product leader with 15+ products successfully launched

Director, Product & Design
Services & Products | B2B, B2C, B2E

- 🏠 15+ products successfully launched
- 📅 17y+ of experience 8y+ as a manager
- 👤 Product Strategy, Discovery, Delivery, Product Management, Product Design
- 👥 Human, Empathetic, Collaborative, Team builder

Distinguished product leader and user experience expert. I worked for **massive digital experiences**, websites and mobile apps, custom-made and delivering **100M€+/year in contributive margin**.

In charge of **Product strategy, Branding, Omni-channel Experience, Research, UX, UI...**

My work is to **scale product organisations** & manage teams of designers and product managers. Our goal is to create the best product with the best user experience while optimizing the business impact. I empower the **product culture** based on a product vision, product management processes and teams collaboration, user empathy & data knowledges dedicated to the company growth.

My methodology leverage **human centered design** and extensive user research to study user's behaviors and habits on world-wide projects. I worked for Austin, NYC, Cambridge and Paris-based companies.

BeYs

Oct 2023 - Today



- #Leadership
- #Management
- #Product Strategy
- #Design Strategy

- #Branding
- #Design System
- #Product discovery
- #User Research
- #Features priority
- #UX flows
- #UI highfid
- #User testing
- #UX Writing

Head of Product Experience & Design

BeYs is a leader of the third party payor business managing health data for more than 33M of French citizens.

Under BeYs Trusted Solutions CPO, I am responsible for the Product Experience & Design of all products: B2B, B2C. I have a strong focus in working and managing transversally PM and PO to deliver the best products.

Product I worked on:

- **Digital ID Wallet iOS and Android (B2B2C):** ID Card, file upload management, attributes management, partners' subscriptions
- Signature product (B2B). Competitor: Docusign, Yousign
- Registered letter (B2B). Competitor: AR24

🏠 **Launched one product in a completely new category in the market with no references: a Digital ID Wallet**

👤 **Created 2 brands and products visual identity and design systems aligned with marketing**
Mobile B2C and Desktop B2B

👤 **Revamped the UX and UI, and simplified user journeys of 2 current products: Signature and Registered letter products**

👤 **Harmonized Products Platform**
Build a suite of products sharing the same technological platform and creating a consistent UX across products

👥 **Built and manage a new international design team of 10+**

1 Lead UI, 1 Lead Product Designer, 6 UX Designers, 2 UI Designers, 1 Front end dev

👥 **Setup agile product processes with product designers, product managers and engineers**



- #Leadership
- #Management
- #Product Strategy
- #Design Strategy

- #Branding
- #Design System
- #Product discovery
- #User Research
- #Features priority
- #UX flows
- #UI highfid
- #User testing
- #Analytics
- #Evangelization

Head of Product Experience & Design

Responsible for User Experience & Design of the digital transformation in all affiliates and functions of the group: B2B, B2C, B2E. I also built and recruited the product management organization of the digital organization, reporting directly to the business lines.

Product I worked on

- **Internal AI Driven webapps**
 - **AI Marketing effectiveness web app (case study here)**: optimize Pernod Ricard marketing budget on brands and touchpoints in 20 countries
 - **Marketing Data Collection web app**: collect automatically and manually the necessary marketing data at the right granular level in 30 countries
 - **AI revenue management optimization web app**: optimize prices and promotions for off-trade market in 5 countries
 - **AI Sales planning app (case study here)**: optimize sales visits weekly in 10 countries
- **Product portfolio management and optimization web app**: optimize product positioning on the Pernod Ricard matrix
- **AI Driven strategic management tool for c-level**: global management web app to optimize weekly investments and ROI (marketing, revenue promotion, sales, logistic, etc.)
- **Data management tool**: Data catalog and business glossary (case study here)
- **E-commerce B2B and B2C**
 - **B2B e-commerce website for trade outlet**
 - **B2C e-commerce website for VIPs**
- **Marketing campaign**
 - **Marketing engagement platform for Responsible drinking**

Launched successfully 10+ products worldwide (product discovery, product delivery, product analytics)
Built by HQ, rolled out in 30+ top markets

Managed a team of 20+
3 staff managers, 3 Lead Product Designers, 1 Design System Manager and 10+ designers, researchers and product analyst

Created a Design System for internal product with 52 components in Angular and Vue.JS
1 dedicated team of 5 FTEs, built for data driven decisions.

Created a new internal branding for all internal products
Branding concept related to the company culture and history of the Island

Setuped DesignOps and ProductOps organization
Defined squad processes with designers, PM and tech, monitored design and product impact

Initiated new Business models and innovations
International research of business opportunities to start new business and develop ventures.

Delivered total business impact of 100M€+ additional margin per year.
ROI of 150%

Support company transformation
Integrate design into company processes, trained 150+ collaborators and develop a new mindset



- #Leadership
- #Management
- #C-level

- #Product discovery
- #User Research
- #UX Flows
- #Process definition
- #AI & Data strategy
- #Digital strategy

Digital Transformation Manager

Responsible for the development of the Data and AI transformation offer. Projects specialized in Digital strategy & Service Design to leverage Data & AI.
Responsible for the development of the strategic partnership with our dedicated startup in AI, La Javaness.

Product I worked on:

- **Advertising dynamic pricing Service** for TF1 (case study here)
- **Internal document management web app** with AI for the Ministère de l'économie et des finances.
- **Fraud systems detection web app** for AMF

They trusted me:

- Media: TF1
- Finance: **Bank of France, French Financial Authority (AMF)**
- Administration: **Ministère des Armées, Ministère de l'Economie et des Finances, France Travail, Région Auvergne Rhône Alpes**

Launched of an Advertising dynamic pricing MVP co-designed with 5 multinational advertising groups (TF1)

Assessed the AI strategy and stopped the 61M€ datalake project (Banque de France)

Setuped of a newly created Data Lab and organization of the delivery pipeline of the squad (AMF)

Defined product scopes and visions for 3 clients

Defined digital strategies to leverage AI & Data

Trained 10+ consultants in AI, Service Design & data strategy

Delivered total business impact of 350k€ per year.

Bengs

March 2017 - Oct 2018



#Leadership

#Management

#AI & Data strategy

#Digital strategy

Digital Transformation Manager

Responsible for the creation and the development of the Data transformation offer.

Product I worked on:

- Tally Digital twin and monitoring for Vallourec
- Supply chain optimization service for Vallourec
- B2B E-commerce website for Vallourec

They trusted me:

- Energy: Vallourec, RTE, CRE
- Retail: Rexel

👤 Managed the Open Lab Season 5 on Data value and management

👤 Created and managed an Innovation Lab with 4 product from discovery to delivery

👤 Created a business offer and embarked CIO and CDO

💰 Delivered total business impact of 200k€ in one year

🔗 Managed budget and delivery of 5 digital transformation projects

👤 Defined a Data Governance framework

InProcess

July 2016 - March 2017



#Management

#Project Management

#Service design

#Digital strategy

UX Project Manager

Responsible for managing UX projects, digital and physical (strategy, discovery, delivery, quality, methodology, and customers).

- Creation of Société Générale new branch experience based on design thinking (interviews, user journey, co-creation, user tests, roadmap) ([case study here](#))
- Improvement of Société Générale recruitment experience in African affiliates (interviews, user journey, personas co-creation)
- Creation of new Visa branded card

French Embassy in the US

Jan 2015 - Jan 2016

Digital Project Manager (Digital Attaché)

Responsible to develop partnerships between French and American tech communities.

- Creation of a business acceleration program for cultural startups: Le Creative Lab North America

Nurun

April 2014 - December 2014

Service Designer

- For Unibail Rodamco Westfield. Creation of the CRM strategy based on design thinking: improve the customer path in the mall through digital innovation (interviews, journey mapping, personas, ideation, strategy) ([case study here](#))

Télécom Paris

Jan 2009 - Sept 2013

PhD Candidate

- 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 between 2007 and 2012

Alcatel-Lucent Bell Labs

April 2008 - June 2012

UX Researcher

- Creation of an iPad educational ebook for Abilene Christian University students, in partnership with Cambridge University Press (design fiction, user tests, interviews) ([case study here](#))
- Creation of a community app for bars and restaurants (orders, music management, chat, games) (user tests)
- Products I worked on:
 - iPadOS educational app
 - Community app for bar's customers

Xerox Research Center Europe Bell Labs

April 2007 - Oct 2007

UX Researcher intern

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

EDUCATION

Télécom Paris
Jan 2009 - Sept 2013

PhD in Sociology of digital uses and innovation (HCI)



Rennes 2 University
Sept 2003 - June 2008

Master in Sociology of digital uses and innovation (HCI)



CERTIFICATE

ESCP Europe
Sept 2011 - Mai 2012

Corporate entrepreneurship & Innovation



Ecole des Ponts Business School
Oct 2010 - June 2011

Doctoral Program in Management



VOLUNTEER EXPERIENCE

Télémarque
Oct 2018 - Today

Mentor of disadvantaged young people

Conférence Olivaint
Sept 2013 - Juin 2014

Communication Director

LANGUAGES

French: **mother tongue**

English: **fluent**

Spanish: **intermediate**

Italian: **basic**

TOOLS

Figma

Maze

Axure

SurveyMonkey

Dovetail

Microsoft Office 365

EnjoyHQ

Apple iWorks