

AnneLaure Artaud

Lyon 3e - mobile

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Skills

User research & definition •
Prototyping • UX/UI • Impact
tracking • Systematization • Agile
methods & iterative approaches

Figma

Claude Code

Principle

Amplitude

Fluent In English

Soft Skills

Proactive

Curious

Committed

Collaborative

Volunteering

Volunteer Firefighter

Festivals

Interests

Rock Climbing

Contemporary Art

Live Music

Goal

Senior product designer, I design complex systems : mobility, healthcare, sharing economy. I am now looking to bring this experience to projects that address real collective needs, in environments where the product must first and foremost serve operational goals.

Experience

PRODUCT DESIGNER freelance

Tessan • Augmented telemedicine solution

Main mission: unifying and evolving multiple products with significant structural and usage disparities (booth, briefcase, kiosk, web client, mobile app) to streamline design and production while ensuring consistency. Results: improved efficiency, user-centered feature prioritization, and creation of versatile, scalable reference sources at both UI and usage levels.

Paris → 2025

FOUNDER & DESIGNER

Nink • Experimental video platform

iOS app for capturing and blending video sequences together. An anonymous space serving as a platform for collective intimacy, a bridge to fleeting moments condensed into one. Beta phases followed by launch. Part of a broader artistic project encompassing publishing and screenings.

→ 2024

PRODUCT DESIGNER

Transit • Trip planner - 🏆 [Apple Design Award finalist 2022](#)

Design and evolution of the Transit mobile app within a team of 5 designers. Key projects: initial introduction and growth of ticketing, bike-sharing system features, mobility service management and streamlined sign-up flows, multimodal trip planning, turn-by-turn bike navigation, and widgets. End-to-end project management from scoping through launch and ongoing iteration. Design system development.

Montreal → December 2017 to September 2023 (5 years)

LEAD DESIGNER UX/UI

Koolicar • Instant peer-to-peer vehicle rental

Responsible for the overall product experience evolution across onboarding and rental flows (web and mobile) as well as the B2B product. User research, design, and testing — Interface and design system development. Established collaboration and production processes in an agile environment along with product role governance.

Montreal → September 2015 to November 2017 (2 years)

ART DIRECTOR - PROJECT MANAGER • Gercop digital

Interface design and branding in the real estate sector: adaptation and creation of virtual tour, 3D, and augmented reality solutions.

Lyon → January to July 2015

DESIGNER UX/UI • Freelance

Epicurio mobile app (wine cellar and shop), followed primarily by websites for industry and nonprofit organizations.

Lyon → Contracts in 2014 and 2015

DESIGNER UX/UI

Volvo IT • Final-year internship

Mobile product design — Volvo ecosystem (innovation and services)

Lyon → **January to July 2014**

Education

BACHELOR'S IN PSYCHOLOGY (distance learning)

In-depth study of human behavior, usage patterns, and decision-making mechanisms

Université Clermont Auvergne → **ongoing**

MASTER'S IN ART, CREATION & MULTIMEDIA MANAGEMENT • 🏆 With Honors

Master's thesis: Tomorrow's Jungle

University exchange: UQAT, Canada

Research project: Mass Participatory Aesthetics

Université Rennes 2 - Rennes → **2014**

BACHELOR'S IN COMMUNICATION DESIGN

École Supérieure de Design - Troyes → **2011**

ASSOCIATE DEGREE IN MULTIMEDIA & INTERNET

IUT - Troyes → **2009**