Emmanuel Roy

Product Owner & Product Designer – 10+ years exp.

Seeking a permanent position · Toulouse, France or Remote

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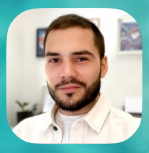

Profile

Product-minded professional with 10+ years shaping digital products end to end: from user and business needs to user stories and delivery with engineering teams. My product design background brings a strong user-centric approach to discovery and prioritisation.
Most recently at Thales, I led product design on a complex aeronautical product: turning initial requirements into features and interfaces, co-creating with internal teams, writing user stories in Jira, following development, then demoing to airline customers. I have also worked on B2B SaaS (drone flight planning), logistics (GEODIS) and consumer products (BlaBlaCar, Moët Hennessy, Louis Vuitton).
Freelance since 2014, I am now seeking a permanent Product Owner role to commit long-term to a company, its products, its users and its teams.

SKILLS

- **Product ownership:** product vision and strategy, scoping, requirements gathering, needs prioritisation, user stories, delivery follow-up with development teams
- **Discovery & user research:** user interviews, usability testing, qualitative research, customer feedback loops, turning insights into product decisions
- **Stakeholder management:** workshop facilitation, cross-functional alignment (business, engineering, design), international client demos, public speaking in English
- **Ways of working:** cross-functional product squads, design-to-dev handoff, design systems as a delivery accelerator
- **Prototyping & AI:** UX/UI design, wireframes and prototypes to validate ideas early, Claude Code (live prototyping, documentation)

TOOLS

Jira, Notion, Airtable, Figma, Claude Code, Adobe Creative Cloud, Microsoft Office

Professional Experience

Freelance since January 2014. Key missions (non-exhaustive):

Lead Product Designer — Thales — Toulouse, France · Freelance
January 2025 - July 2026

Product and design lead on a complex product in the aeronautical sector (under NDA, not yet public).

- Shaped product and design strategy + organised the product design workstream end to end
- Refined the initial product requirements into concrete features and product interfaces
- Presented the product to airline customers (TAP, KM Malta, Aegean Airlines...) in international demos and gathered their feedback
- Built the case for or against features in prioritisation discussions with management, based on user and customer insights
- Wrote user stories in Jira and followed delivery with the development team
- Co-created the product with internal teams through workshops and demos
- Built a design system from scratch (tokens, variables) to make delivery faster and more consistent

Senior Product Designer — Thales — Toulouse, France · Freelance
September 2023 - December 2024

ScaleFlyt Platform: B2B SaaS for Mission and Flight planning of drones (BVLOS).

- Ran workshops and demos with internal stakeholders to clarify needs and validate solutions
- Led product design on some new custom features used by a drone prototype from Thales (UAS-100)
- Followed up with the development team through delivery
- Used and contributed to the existing design system

Senior UX/UI Designer & Digital Consultant — Moët Hennessy — Paris, France / Remote · Freelance
January 2022 - March 2023

Strategic, design and technical consulting for the Moët Hennessy team, advising on digital choices for Moët, Mercier, & Dom Pérignon brands

- Moët.com UX/UI design of key journeys: homepage experience, main navigation, emails
- Designed and delivered event landing pages and minisites (Natura Nostra, Grand Vintage Landing Pages, Moët × AMBUSH, Cellar Tours, Dom Pérignon emails...)
- Created and maintained a mini design system to ensure consistent delivery

↓ more below

Senior Product Designer — BlaBlaCar — Paris, France / Remote · Freelance
June 2021 – November 2021

Member of the cross-functional User Identity Squad: passenger and driver profiles, account, security, travel documents.

- Worked day to day with product and engineering on features for iOS, Android and responsive web
- Led design on the european implementation of the Health Pass, Scam Prevention features, Login flows and security mechanisms...
- Handled design handoff and development follow-up
- Ran design jams and critiques; contributed to the existing design system

Product Designer (UX/UI) — GEODIS — Paris, France · Freelance
June 2019 – April 2020

GEODIS Same Day Delivery (US market):

- Scoped the product with stakeholders through international workshops (USA and Mexico)
- Designed end to end the iOS and Android driver app and the logistics "control tower" web app
- Followed delivery with the development team
- Created a hybrid web and mobile design system

UX / UI Designer & Digital Consultant — Louis Vuitton — Paris, France · Freelance
June 2018 – April 2019

Consulting & design for (lots of) internal digital projects of Louis Vuitton & louisvuitton.com. Highlights:

- Design consulting and feedback on all assets produced by AKQA during louisvuitton.com revamp
- Lead designer on some of the features of louisvuitton.com revamp (Predictive Search, Locate in Store, New Video Player...)
- UX/UI design of STELLAR, an internal Digital Asset Management (DAM) platform

Art Director — Blaaast — Paris, France
July 2015 – July 2016

Junior Art Director — DDB Paris — Paris, France
October 2013 – December 2013

Junior Art Director (work-study / apprenticeship) — Les Poupées Russes (semiodesign) — Paris, France
October 2012 – September 2013

Formation

Bachelor - Multimedia Art Director / Project Manager (work-study / apprenticeship)
L'École Multimédia — Paris, France
2012 - 2013

Higher National Diploma - DUT SRC - Multimedia & Internet Jobs (now BUT MMI)
MMI Bordeaux — Bordeaux Montaigne University — Bordeaux, France
2010 - 2012

Languages

French: native
English: fluent (C1), full professional proficiency, public speaking

Interests

Tech and startup culture, cinema, gaming, combat sports