



Théodore Belkebir

Product designer - France

About

Product Designer with **9+ years of experience** in **SaaS, e-commerce** and **social platforms**. Skilled in **UI, design systems**, and collaboration with cross-functional teams. Strong track record in redesigning core features, improving usability, and **accelerating delivery** through design-to-dev alignment.

Contact

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Skills

Design & Product

UI/UX Data-driven design

Prototyping Design system

Design thinking AI design

Tools & Tech

Figma Notion

Adobe Creative Suite ClickUp

Atlassian Suite Hotjar

Amplitude HTML/CSS/JS

Claude AI Vercel Lovable

Languages

French (Native)

English (C1)

Experiences

Koala interactive, Paris

2024-Present (+2 year)

Product Designer (CDI)

Social networking platform (Wyylde) – working across 3 dev teams and the product team.

- **Redesigned key features** (profiles, feed, messaging, live video, media management), contributing to Wyylde's strategic pivot by aligning design vision with business goals.
- **Co-created the design system** and integrated front-end components in **Storybook** with dev teams, reducing design debt and improving consistency.

Increased profile completion by **80%** and achieved a **72%** adoption rate post-redesign, while reducing front-end delivery time.

Lulubuy, Remote

2020-2024 (4 years)

First Product Designer (CDI)

E-commerce startup First Product Designer in the company, shaping product vision and design practices.

- Designed and evolved the internal **ERP**, the supplier **SaaS** tool for stock management, and the **e-commerce** platform.
- Built the **design system** from scratch and implemented components in **Storybook** for scalable development.

Accelerated supplier onboarding, reduced inconsistencies in the ERP, **enabled faster iteration** on new features.

Jellyfish, Paris

2017-2020 (3 years)

UX/UI Designer

Sole designer working across 10 SaaS tools in programmatic advertising.

- Collaborated with Product Owners and tech teams to design **dashboards, workflows, and analytics interfaces**.
- Delivered **wireframes, prototypes, and UI** for a diverse suite of internal products.

Improved **adoption** of new features by internal teams, **established design practices** in a tech-driven environment.

Education

Digital campus, Paris / 2019-2020 (1 year) / Master UX design (M2)

ICAN, Paris / 2018-2019 (1 year) / Master UX design (M1)

ICAN, Paris / 2015-2018 (3 years) / Bachelor Webdesign