



## Sébastien De Coninck

### Product Designer | SaaS B2B/B2C | UX Research | Design Systems

Senior Product Designer specialized in SaaS and Design Systems, transforming user insights and product data into scalable, user-centered experiences. Experienced in driving cross-functional collaboration and delivering measurable product improvements.

#### Work experience

- PRODUCT DESIGNER / DESIGN SYSTEM LEAD** From 2020 to 2025 (5 years)  
**UBSTREAM GRENOBLE**  
**Context & Challenges**  
 Led the evolution of the UBSTREAM cloud platform, improving scalability, product consistency, and collaboration across Design, Product, and Engineering teams.  
**Key Responsibilities**
  - Led end-to-end product design for a SaaS platform, from user research and discovery to delivery and iteration.
  - Solved complex user and product challenges through user-centered design, data analysis, and rapid prototyping.
  - Built and scaled a Design System, improving consistency and efficiency across teams.
  - Defined interaction patterns and UX solutions for complex workflows.
  - Collaborated with Product and Engineering teams to align user needs, business goals, and technical constraints.
  - Explored AI-assisted design workflows and emerging AI product patterns through rapid experimentation.**Results**
  - Standardized the user experience across the platform through a scalable Design System.
  - Increased design and development efficiency with reusable patterns and shared processes.
  - Improved usability and product quality through continuous testing, iteration, and user feedback.
- UI/UX DESIGNER / WEB PROJECT LEAD** From 2019 to 2020 (1 year)  
**CREAPLURIEL BOURGET-DU-LAC**  
**Context & Challenges**  
 Designing high-performing, consistent showcase websites to meet the digital communication needs of the agency's clients.  
**Strategic Responsibilities**
  - Creation of responsive UI mockups and UX user journeys
  - Production of functional deliverables and UX documentation
  - WordPress administration and SEO optimization**Results**
  - Delivery of ergonomic, responsive websites
  - Improved clients' SEO visibility
  - Streamlined user journeys and content management processes
- UI-UX DESIGNER** From 2017 to 2019 (2 years)  
**B4F BUSINESS FOR FUN BOURGET-DU-LAC**  
 Participation in tenders and creative recommendations, design of interfaces for a Swiss e-tourism marketplace, contribution to projects for major ski resorts, and creation of conversion-focused user interfaces and user experiences.
- PRINT GRAPHIC DESIGNER / DTP OPERATOR** 2016 (6 months)  
**ZELDA AIX-LES-BAINS**  
 Producing reliable print materials compliant with production technical requirements for local communication campaigns. Delivering print-ready assets without technical errors, ensuring adherence to manufacturing constraints and printing deadlines, and contributing to the visual consistency of communication campaigns.
- WEB DESIGNER / WEB PROJECT LEAD** From 2013 to 2015 (2 years)  
**MY EASY COM GRESY-SUR-AIX**  
 Developing clients' digital presence by creating high-performing websites and improving their online visibility, managing SEO and email marketing campaigns, training clients in CMS usage, and empowering them to independently manage their web content.

#### Education

- Bachelor's Degree (Professional License) in MIM – Web Design specialization** From 2012 to 2013  
**IUT TROYES TROYES**
- Higher National Diploma (BTS) in Information Technology Management – Enterprise** From 2010 to 2012  
**Network Administrati**  
**EDOUART GAND AMIENS**

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📞 0675189162

🌐 <https://sdc-design.fr/>

🏠 Anancy

🚗 Personal vehicle

📍 Lyon, Grenoble, Genève, Anancy, Chambéry

💻 Open to remote work

#### Skills

##### Figma

Wireframing, UI Design, Prototyping, Design Systems, Components, Auto Layout

##### FigJam

Workshop Facilitation, Design Sprints, Collaborative Ideation, User Journey Mapping

##### PostHog

Product Analytics, Funnel Analysis, Event Tracking, User Behavior Analysis

##### Notion

Product Documentation, Knowledge Management, Team Collaboration

##### Claude Code

AI-Assisted Prototyping, Technical Exploration, AI Workflows, Rapid Experimentation

#### Core Strengths

Cross-functional Collaboration

Product Thinking

Analytical & Data-Driven Mindset

Creative Problem Solving

Autonomy & Ownership

Stakeholder Communication

#### Languages

French

Native

English

Professional working proficiency / Fluent

#### Interests

Design Thinking

Technological watch

Cultural awareness (Japanese and Cambodian cultures)

Swimming