

Raphaël Aymoz

Product designer

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I design with engineers, for products we won't have to rebuild.

experience

Product Designer — Chargemap Partners

2025 — **now**

B2B SaaS for EV-charging networks. One squad: 1 PM, 1 front-end, 2 back-end.

- Designed Insight, the analytics section of Partners: three dashboards on station performance, driver behaviour and in-app journey, built only on data the products already recorded.
- Shipped it read-only on purpose — see the numbers first, act on them in v2 — to reach operators sooner.
- Cut each dashboard into build versions agreed with the developers, and prototyped with the PM before design.

Product Designer — Voyage Privé

2023 — 2025

B2C travel, 44 million members across 8 European countries. ~500 people. One squad of two teams — 2 PMs, ~30 engineers — on the pre-purchase experience: login, SEO, cookies.

- Redesigned the search experience: **average search time down 30%, conversion up 15%** (Tableau, Hotjar).
- Built the design system with 8 people across design and engineering: 200+ components audited, **12 button styles and 8 input variations down to one each**, 126 colours to 38, spacing onto an 8-point grid.
- Ran adoption incrementally across web, iOS and newsletters: order set by an effort/impact matrix, components documented in Zeroheight.

Product Designer — Vitrinemedia

2021 — 2023

Digital signage for real estate, ~100 people. Sole designer, with 1 PM and 10 engineers.

- Built and shipped Protein, the company design system (Figma + Storybook, Vue.js).
- Designed the SaaS interface and 20+ HTML templates **used by 1,000+ real estate agencies**.

Web Designer / Intégrateur — Consortium Immobilier

2020 — 2021

- Designed and built 20+ real estate websites in HTML, CSS, JS and PHP, SEO-optimised.

side projects

Fonte — strength-training app for iPhone and Apple Watch, designed and built in SwiftUI.

MiniList — grocery list app with real-time sync, SwiftUI.

raphaelaymoz.com — designed and hand-coded.

skills

Design — Figma, design systems, prototyping, design handoff

Research & method — user interviews, usability testing, A/B testing, user flows, wireframing, analytics

Engineering literacy — HTML/CSS/JS, Vue.js, SwiftUI, Git, Storybook

education

Master Stratégie digitale
Digital Campus · 2018 — 2020

Licence Chef de projet web
Digital Campus · 2017 — 2018

Languages — French (native), English (professional)