

Ana LE ROUX

Senior Product Designer

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Senior Product Designer for B2B SaaS, with AI woven into the product. I own scopes end to end: problem framing, discovery, craft, and release, working across Figma and Design-to-code AI-assisted (CC). On my current scope, I also help build and improve the company design system, collaborating closely with PMs, engineers, data teams, and R&D.

EXPERIENCES

Senior Product Designer (remote)

Didask • Current position - Since 2023

- Lead design on the Learning Assistant AI scope of a B2B SaaS LMS, **covering end to end across learner, admin, and author profiles.**
- **Run the full product cycle on my scope**: I define the problems, shape them into initiatives, design and build (Figma/Anthropic), guide QA, and follow each feature through to production.
- Designed the full **admin configuration journey**: AI activation onboarding, AI agent access scope (groups/spaces, permissions), and the connectors page (Slack, Teams, Sharepoint, ...).
- Designed **Knowledge Base and RAG flows**: document import with LLM-powered, data source connectors and ingestion plans, and RAG constraints factored into UX decisions.
- Owned **conversational UX**: message flows, learner feedback, empty states, errors, and transitions, plus AI Coach, Roleplay Vocal Training, and LLM latency states.
- Contributed and built the **design system from A to Z** (component design, Storybook, design debt reduction) and supported its migration across the product.

Lead Product Designer

Prisma Media - 2021 to 2023 - France

- Led and mentored the product design team in an agile, multi-brand environment (Capital, GEO, HBR, Gala, Télé-Loisirs ...), raising the level of product design across the org.
- Drove the product lifecycle for apps and responsive websites, from discovery to delivery.
- Championed user-centric practices: Design Thinking workshops, user interviews, usability tests, and A/B testing.

Lead UX/UI Designer

EY - 2017 to 2021 - France

- Design consultancy for large B2B and B2C clients (AXA, HSBC, BNP Paribas, Agirc-Arrco, Pôle-Emploi).
- Ran discovery and design sprints, CX strategy, user journeys, prototyping, and usability testing across web and mobile.
- Onboarding new junior designers at the start of client projects.

UX/UI Designer

Sopra Steria - 2016 to 2017

UX/UI design for Defense, Energy, and Telecoms clients (SAFRAN, DGA, GRT-Gaz, Orange Bank...): user journeys, testing methods, and business application interfaces.

SKILLS

Daily Tools

- Figma ★★★★½
- Claude Code - Anthropic ★★★★☆
- Notion ★★★★☆
- Slack ★★★★☆
- Whimsical ★★★★☆
- G-Suite ★★★★½
- Harvestr / Amplitude / Hotjar ★★★☆☆

Hard skills

- Interactive Prototyping ★★★★½
- Design-to-code (AI-assisted) ★★★★½
- Design Systems (Storybook) ★★★★☆
- User Tests / User Interviews / A/B Testing ★★★★☆
- Workshop Facilitation ★★★☆☆

LANGUAGES

- French ★★★★★
- Portuguese ★★★★★
- English ★★★☆☆

UX/UI Designer

Axance - 2014 to 2016

UX design and functional specs for the Univadis healthcare platform (MSD/MERCK Pharma), including interactive mockups.

UX Designer trainee

Dassault Systèmes - 2013

Interface design and interaction specs for the ENOVIA brand.

EDUCATION

Master Degree Interactive Multimedia

UNIVERSITÉ PARIS 1 PANTHÉON-SORBONNE

2012 to 2013

Master 1 - Creation and Digital Edition

UNIVERSITÉ PARIS 8

2011 to 2012

Licence degree in IT and Multimedia Communication

UNIVERSITÉ PARIS 8

2010 to 2011

Bachelor's degree in Visual Arts

UNIVERSIDADE FEDERAL DO MATO GROSSO DO SUL, BRAZIL

2003 to 2007