



12

Year in design

+30

Projects shipped

6

Solo Founder

Based in Paris

Available now

### Contact

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### Top Skills

#### Product Design

UX Research

User Interviews

User Flows

Wireframing

Hi-fi Prototypes

Design Systems

IA

Figma

#### AI & Tech

Prompt Engineering

LLM Workflows

Agentic AI

Supabase

Vercel

JavaScript

Python



JS

### Languages

🇫🇷 French Native

🇬🇧 English Professional

🇪🇸 Spanish Basic

🇹🇭 Thai Notions

### Founder Projects

⚡ **Creds.io**  
AI Creative SaaS for brands

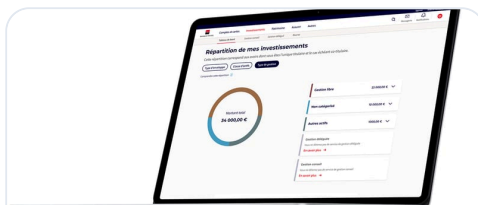
# Hugo Vermot

## Senior Product Designer & AI Product Builder

Senior Product Designer and AI Product Builder with 12+ years of experience across UX, product strategy, SaaS, startups, and applied AI. Specialized in designing scalable digital products by combining product thinking, systems architecture, UX design, AI workflows, prompt engineering, automation, and growth-oriented thinking.

Strong ability to transform complex ideas into clear, intuitive, and scalable end-to-end products, from discovery and user flows to technical execution and AI orchestration. Founder-minded profile with experience leading projects, building products solo, managing creative teams, and connecting user experience, business logic, and intelligent systems into cohesive product ecosystems.

### Featured Work

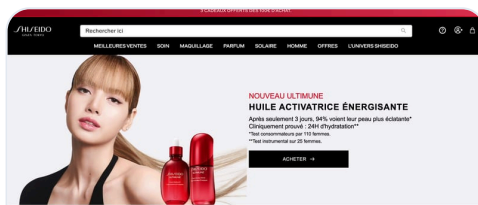


SG **Société Générale**

Retail and private banking investment journeys

Fintech UX

- Savings, allocation, MIF2 validation, investor profiles, desktop and mobile journeys.



SHISEIDO **Shiseido Group**

Loyalty, onboarding, and account redesign

+20% enrollment

- Reframed loyalty as a visible journey across product pages, cart, checkout, and account.
- Designed account-space patterns around rewards, samples, points, and customer benefits.

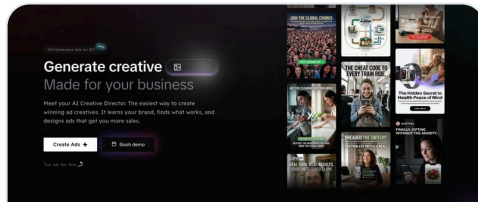


LVMH **LVMH Group**

Enterprise data marketing platform

Data UX

- Unified customer data and campaign performance tracking across 15+ maisons.
- Cross-maison design system and internal monitoring tools.



⚡ **Creds.io**

AI creative SaaS: product UX, Brand Agents, and generation workflow

+1000 users

- Designed the AI workflow from brand onboarding to creative matching, scoring, and generation.

🏆 **Agence V0** Agency leadership and delivery

Founder

### Professional Experience

UpViral

Product Designer / Product Manager

- Complete SaaS overhaul from near-zero foundations: UI redesign, information architecture rebuild, and user-flow redesign.
- Held position against CPO pressure to add features before rebuilding foundations. Direct collaboration on roadmap and implementation.

Jul 2024 – Present

AI / SaaS 2024



### UXfi.ai

AI UX Audit platform

AI / Product 2024



### Panfy.ai

Crypto analytics & portfolio

Fintech 2024



### FlemmeOS

AI Agentic Workflow OS

AI / OS 2024



### JobYouGo

AI Career automation tool

Career / AI 2024



### Vloggy

Video Social Network

Social / Mobile 2017



### Newflux.fr

First UX/UI media in France

Media / UX 2016

## Education

### Bachelor Product Design

Digital Campus

2013-2016

### IDEO Design Thinking Certification

IDEO

2017



## Shiseido Group

Feb – Jun 2024

### Senior Product Designer

- Redesigned loyalty flows, onboarding, and account space.
- +20% loyalty enrollment in Q1 post-launch.



## Société Générale

Feb 2023 – Oct 2024

### Senior Product Designer

- Savings, allocation, and investment flows on desktop and mobile. MIF2 regulatory validation and investor-profile journeys.
- +12% investment activity.



## Edenred

2023 – 2024

### UI Designer

- Mobile apps for gas station and EV charging point location, serving corporate clients in mobility.
- Employee benefits and meal-voucher management experiences.



## LVMH Group

2022 – 2023

### UX / Product Designer

- Data marketing platform unifying customer data and campaign performance across 15+ maisons.
- Cross-maison interviews (Dior, Louis Vuitton, Fendi, Kenzo), journey maps, internal tooling for distributed teams.



## BMW Group

2021 – 2022

### Senior Product Designer

- Redesigned key pages of the BMW website. Full UX/UI audit and data analysis.
- +12% user engagement.



## Renault Group

2020 – 2021

### Senior Product Designer

- End-to-end redesign of Renew (Renault Occasion) front and back office across 23,900+ vehicle listings in Europe. Multi-country design system.
- -20% development time through design system adoption.



## Agence V0

Oct 2020 – Jan 2024

### Founder & Head of Product Design

- Founded and directed a product design agency. Managed up to 7 junior freelance designers across 20+ client projects.
- Clients: Renault, BMW, Volkswagen, Casino/Spar/Vival, Skiset, Shiseido, Société Générale, Edenred, GALIAN-SMABTP.
- Delivered measurable impact across accounts, including +40% SaaS efficiency on GALIAN.



## Groupe SNCF

2017 – 2020

### UX Designer

- Internal professional apps covering security, information, and HR workflows.
- Contribution to SNCF Réseau digital redesign.

## Marcel Worldwide / Publicis

Oct 2015 – Feb 2017

### UX Designer

- Sprint Design and Lean UX for Banque Populaire, Groupama, Orange, Renault, Ruinat, Renzo Piano, Axe, Sanofy, Hépar.
- Workshops and rapid prototyping.



## Vloggy

2017 – 2020

### Co-founder

- Co-founded a 100% video social network (iOS and Android) with integrated mobile editing studio.
- Features: 24-minute 1080p editing, 10-second video comments, creator monetization, Gen-Z focus.
- Raised \$100K seed (Columbus BlueSky Holding).



## France Télévisions

Nov 2013 – Sep 2015

### Web Graphic Designer

- Alternance at Digital Campus (2013–2016).
- Designed the first women's digital network for France Télévisions.