



Hey! I'm Lucas Pion,

Designing **great digital products** for startups

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## Experience

### Startup Flow, Product Designer

May 2019 - Present in Paris, France 

*Open innovation platform to map, manage, and monitor projects with startups and partners at scale.*

- End-to-End ownership of the **product design and user research** processes, from discovery to delivery.
- Deep dive into the challenges of a complex **Enterprise B2B SaaS** solution.
- Global redesign of the web application to streamline the user experience, apply a unified design language and **prepare product scaling**.
- Day to day support of business operations with the production of all brand related contents and materials.

### FITCH, User Experience Designer

1 yr 3 mos (Jan 2018 - Mar 2019) in London, UK 

*Brand and design consultancy, digital team.*

- UX design for **websites, apps and digital touchpoints** for global brands and retailers.
- Service design and **digital strategy definition** across omnichannel touchpoints.
- VR/AR specialist role to support implementation of immersive experiences.

### FITCH, UX & VR Design Intern

7 mos (May 2017 - Nov 2017) in London, UK 

- UX design of several **digital projects and pitch concepts** using various process and flow mapping, wireframing or customer journeys.
- Internal audit of the retail design workflow that led to **developing new internal tools** using immersive technologies, including a VR toolkit for 3D and interior designers.

### Volkswagen Group, UX/UI Design Intern

4 mos (Jul 2015 - Oct 2015) in Wolfsburg, Germany 

*Automotive manufacturer, Business development department.*

- Deep dive into the industry's new mobility stakes and VW's ecosystem of services.
- Supervision of **ideation workshops**, user research sessions and interviews.
- App **prototyping and video explainer**/demonstrator for a new carsharing service.

## Education

### Master's Degree (MDes), Immersive UX Design

2015 - 2017, École de design Nantes Atlantique

Postgraduate program focused on user experience and experiential opportunities carried by immersive technologies (VR/AR/MR).

### Master's Degree (MRes), Virtual Innovation Engineering

2016 - 2017, Arts et Métiers Paristech

Research double degree program focused on the field of immersive technologies.

### Bachelor's Degree (BDes), Digital and Interaction design

2012 - 2015, École de design Nantes Atlantique

## Skills

### — Discovery

User & Stakeholder Interviews

User Journeys

Flowcharts

Storyboarding

Design Sprints

Ideation Workshops

Benchmarking

Pen & paper, notes and spreadsheets, Miro, Axure, Omnigraffle, Harvestr and Productboard.

### — Delivery

Hi-Fi Prototyping

Design Systems

Interaction Design

Motion Design

Usability Testing

Design Specs

Figma, Sketch, Web stack (HTML/CSS/JS), Adobe XD, Invision, Principle, After Effects, Zeplin.

### — Languages

French (native)

English (fluent)

## Interests

### — Startup Ecosystem

Entrepreneurship, product management, lean and agile methodologies.

### — Branding

Visual identities, print and illustration.

### — Creative Media

Cinematography, video editing, photography and storytelling.

### — 3D Explorations

3D modelling, game prototyping and VR/AR experiences.