

FLORIAN MARMOTTIN

Senior Product Designer · UX/UI · AR/VR

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PROFILE

Senior Product Designer with 9+ years of experience shaping digital products across B2B SaaS, e-commerce, enterprise platforms, and AR/VR. Deep expertise in UX research, interface design, design systems, and complex redesigns. Proven track record of measurable business impact through user-centered design. Looking for a senior role where I can drive ambitious product challenges with speed and strategic clarity.

CORE SKILLS

UX Research & Strategy: User Testing, Information Architecture, User Journeys, Competitive Analysis, Redesign Sprints, Workshop Facilitation, Personas, Strategic Framing

UI & Design Systems: Adaptive Design Systems, Responsive Design, Prototyping, Micro-interactions, Token-based Systems, Spatial Interfaces, Accessibility (WCAG/rgaa)

AR/VR & Innovation: AR/VR Interfaces, Spatial Computing, Biometric HMI, VR Prototyping, Unity, Blender

Tools: Figma, Framer, Adobe Suite, Blender, Unity, Notion, Miro, Jira, Confluence, HTML/CSS, React, iOS/SwiftUI, Generative AI, Midjourney

Product & Process: Product Strategy, Agile/Scrum, Stakeholder Management, Design Ops, Cross-functional Collaboration

EXPERIENCE

Senior UX Designer

Sept. 2025 – Present

Fittingbox · Remote

- Designed digital experiences for OFP (Optical Fit Pro), a solution powering +1M virtual try-ons, for opticians: PMS integration, onboarding, in-store flows & practitioner journeys
- Shifted from tool-first to state-first & context-first logic, simplifying complex systems into intuitive experiences
- Designed culturally adaptable interfaces (modular Bento approach) and translated technical constraints (API, device, hardware) into fluid UX
- Introduced weekly pair design sessions to upskill the team and drive design quality

Senior Product Designer & Founder

Jan. – Sept. 2025

Chroma Sphère · Remote

- Founded a studio at the intersection of immersive design (VR/AR) and digital accessibility consulting
- Built VR/AR products with AI-accelerated prototyping pipelines (N8N, MCP servers, generative tools), compressing design and iteration cycles
- UX accessibility consulting: WCAG/rgaa audits, design recommendations, and user journey redesigns for enterprise clients
- Contributed to Harmonic Shift, a humanitarian project applying sensorial expertise to benefit society

Senior UX/UI Designer

May 2022 – Dec. 2024

Instinct (ex-EY Fabernovel Portugal) · Lisbon, Portugal

- Co-led MEO Metaverso (+500K virtual visits): immersive experience deployed nationwide across all MEO stores: Unity development, 3D worlds, UI & branding, winning multiple innovation awards in 2023
- MEO x Disney Fox: designed the first-ever broadcast of a TV series inside a metaverse
- Designed the RFM experience: interface used live by radio hosts with weekly games and Friday morning live shows
- End-to-end design of apps, websites & virtual spaces: Espresso 50 anos, Café Joyeux, Supertoast
- User-centric approach: understand customers before strategy, think solution before technology, test before investing

Product Designer

Nov. 2019 – May 2022

Rise Up · Lisbon, Portugal

- Complete redesign of a digital learning platform serving +3M learners (mobile + desktop app), joined as sole designer before specializing in design systems
- Redesigned hundreds of pages and established the mobile app foundation
- Created the first comprehensive design system (Figma + Zeroheight), ensuring consistency across all platforms for 4 dev teams
- Shipped AI-powered skills recognition, multilingual infrastructure, gamification, community features & admin interfaces
- Facilitated co-design workshops (Crazy 8, design sprints) and iterated based on user feedback and usage data

UX/UI Designer & Founder

Sept. 2016 – Aug. 2019

mon Martin · Paris, France

- Built a digital learning platform from scratch at seed stage; team grew from 3 to 12+ before integration with 360Learning
- Full UX ownership: user research, journey mapping, prototyping, functional specs, guerrilla testing
- Continuous product evolution: website → web app → native app, driven by user feedback
- Created full brand identity and produced e-learning content (motion design, video, live shows)

Assistant Art Director

Oct. 2012 – Mar. 2013

Farman Communication · Reims, France

- Executed print designs and photo retouching for champagne brands, from design to press-ready files

E D U C A T I O N

UX Design for Virtual Reality

2024 – 2025

IxDF – Interaction Design Foundation | Top 10% Distinction

Master's in Digital Art Direction

2016 – 2018

LISAA, Paris | Thesis on AR impact on mobile commerce

Bachelor's in Graphic Design & Motion

2013 – 2016

LISAA, Paris

L A N G U A G E S

French Native · **English** Fluent (C1) · **Portuguese** Conversational (B2) · **German** Conversational (B1)

A W A R D S

Bronze Award – Digital Metaverso, M&P Creativity Awards 2023 · Best Category Award, Art Dream Fund
· Laureate, Réseau Entreprendre