Rhys Wallace
Product Designer

rhyswallace.co
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SKILLS

Product Design

Usability Testing

Design Systems

User Research

Product Management

UX Writing

Web Development

Product-Led Growth

Agile & Scrum Methodology

TOOLS

Figma	Zeplin
Sketch	HTML/CSS
Principle	JavaScript
Webflow	Adobe CC
InVision	Hotjar

LANGUAGES

English (Native Language)

French (Bilingual)

German

CERTIFICATIONS

Google Ads – Display
ID: 46848416

HubSpot – Inbound Marketing

HubSpot – Growth Design

PROJECTS

Analytical writing about product and corporate strategy: **thistooshallpass.blog**

Work published in the book *Interactive Design for Screen* (Flamant, 2019)

EXPERIENCE

Sweet Show

Product Designer · JUN 2020 – PRESENT

Completely redesigned multiple features for a Sales Enablement platform serving sales teams, which drove a +37% lift of our principal KPI. Developed and put in place an entirely new product strategy, co-created a UI Design System, and helped build and deploy a central Product Marketing strategy.

Tan Transport Network

Lead Product Designer (Freelance) · SEP 2018 – MAY 2020

Led product design for the total overhaul of the digital services for Nantes' transportation network, *Tan*. Led the full product redesign of the *Tan* mobile app, managed UX research and redesign of the *tan.fr* Interactive Map product, developed a UI Design System, and accompanied *Tan* through initial roll-out and final launch.

Kappa France

Product Designer · JUL 2018 – JUL 2019

Designed new products for shoe, sneaker, and apparel ranges. Collaborated closely with product managers and product development centers around the world. Handled project management from initial product concept, through development logistics, to final product launch.

Capgemini - Sogeti

Visual Designer (Internship) · MAR 2018 – JUN 2018

Established a digital and physical Design System for the internal navigation project in Capgemini's Nantes offices. Designed and produced internal signage, and established UX design for internal navigation mini-app.

Freelance Consultant

Product Designer & Product Marketer · SINCE 2017

Long-term UX/UI and Product Marketing consultant for startups. Designed mobile and web experiences for a cryptocurrency platform, redesigned the digital service offering of the Nantes' transportation network, led product design for a digital trading card platform (acquired by DraftKings), and more.

EDUCATION

University of California, Berkeley

Bachelor (USA) - Product Design & Growth Strategy

2020 – 2020

ISEG

Creative Strategy & Product Marketing

2019 – 2020

MJM Graphic Design

Bachelor - Digital Visual Communication

2017 – 2019