Joan Herlinger

Senior Product Designer

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Profile

Senior Product/UX Designer with 10+ years international experience specializing in design systems, accessibility, illustration, and complex product workflows. English native speaker, French B2+ (approaching C1)

Skills

Software: Figma, Miro, Sketch, Adobe Creative Suite, Framer, Procreate, Keynote, Notion, Canva, Jira, Confluence
AI-assisted design: Claude, Cursor, Figma AI, Google Stitch
Research & Analytics: Maze, Hotjar, Google Analytics, Mixpanel
Process: Product Strategy, Product Design, UX Design, UI Design, Design Systems, Accessibility Design (WCAG 2.2), Prototyping, Branding, Illustration, Agile, SAFe, User Research and Testing, Journey Mapping
Design Systems: 8-point grid systems, spacing and color token architecture, component libraries, design system governance and documentation,, brand variant management, multi-brand scalability
Languages: English (native speaker), French B2+ (approaching C1), HTML & basic CSS

Experience

2020-2026 | Paris

Lead Product/UX Designer | Freelance

Selected projects:

Genius Within LLC (UK)

- Redesigned psychometric assessment product, improving completion rate by 10%
- Guided leadership on WCAG 2.2 accessibility compliance for B2B and B2C products
- Designed and facilitated accessible UX workshops for internal and external clients, incorporating neurodiverse considerations

Sanofi Accelerator (Paris)

- Stewarded design system integration across 200+ sub-brands during enterprise-wide digital transformation
- Established 8-point grid system, spacing and color token architecture, and component creation process with internal review governance
- Integrated complex medical content into Sanofi Campus platform for healthcare professionals and patients

Tarides (Paris)

- Established user-centered design processes for early-stage startup
- Created foundational design system

Macif (Niort)

- Delivered service design, research, and UX/UI for insurance platform using Agile and SAFe methodologies

Feb 2019- Mar 2020

UX Design Director | Ogilvy Paris | CDI

- Led team of 5 UX/UI designers delivering e-commerce websites for Nestlé Dolce Gusto, Avène, Accor
- Redesigned Dolce Gusto e-commerce platform across 80 countries: 32% increase in sales in first month after launch, 18% reduction in cart abandonment, 29% reduction in time to purchase
- Created scalable design systems serving international markets

Jul 2017- Nov 2018

Senior Product Designer | Esurance | Contract | San Francisco

- Reduced auto insurance signup flow from 32 screens to 10
- Established new visual and UX design system
- Created responsive designs, prototypes, illustrations, and icons

Feb 2017 - Jul 2017

UX Design Manager | Kaiser Permanente | Contract | San Francisco

- Coordinated team of 6 UX/UI designers building design system for iOS and Android, 12+ million users
- Established components, patterns, and guidelines across complex healthcare ecosystem
- Ensured WCAG accessibility compliance for medical applications

Nov 2016-Feb 2017

Lead User Experience Designer | Google.org | Contract | San Francisco

- Designed global booking platform for non-profits to reserve event spaces across Google's worldwide offices
- Led user research and stakeholder workshops to shape product direction

May 2015 - Nov 2016

Senior User Experience Designer | Babycenter | Contract

- Principal designer for 2 Agile teams, delivering products for the world's leading platform for new and future parents
- Designed Baby Names Finder: a tool using Babycenter data and US Social Security records to help parents compare and choose names
- Created responsive designs and illustrations for mobile and desktop across 10+ countries
- Contributed to products serving a community of 9+ million members worldwide

Education

Master of Arts (Illustration) | University of Falmouth | 2021-2023 | UK

Bachelor of Arts (Visual Arts) | University of New South Wales | Australia

Professional Training

University of California, Berkeley

Typography, graphic design, identity design

San Francisco State University

User experience design, visual design, information architecture, HTML and CSS