



● AVAILABLE FOR WORK

Florent Drezet

PRODUCT DESIGNER — 8 YEARS OF EXPERIENCE

Product designer, from framing a problem to shipping it. A thread across 8 years: **building a UX culture** where it was barely developed, arbitrating between creative vision, technical constraint and real user need.

EXPERIENCE

Product Designer • Homair Vacances

2023 — PRESENT — MARSEILLE

- The company's **first formalised UX role**: introduced user testing, behavioural analytics (Contentsquare) and product research (Useberry).
- Full website redesign: art direction translated into a **design system**, nearly all pages designed, post-launch testing (19 participants, 6 scenarios) — usability score of **77/100**.
- Multi-campsite packs feature: a key product trade-off, **design adopted by the Eurocamp team** for its market.
- Digital-branding effort now driven at brand scale (micro-interactions, Rive animation).

Web Designer → UX/UI Designer • Richardson

2018 — 2023 — MARSEILLE

- Grew from web design into UX/UI: a **UX role built from scratch**, project after project.
- Co-led the full website redesign with an external agency (B2C brochure site + B2B e-commerce), reframing the creative vision against the operational reality of professional construction buyers.

SKILLS

Product

Product discovery, user research, testing, prioritisation

Design

Design systems, UI, prototyping, art direction

Tools

Figma, Rive, Contentsquare, Useberry — technical fluency:
Nuxt/Vue, Tailwind, Storybook, GraphQL, Drupal

CERTIFICATIONS

Contentsquare

Behavioural analytics & session recordings

Product Discovery & Service Design

Structuring product research

EDUCATION

Professional Bachelor's — Web Creation

Aix-Marseille University · 2017–2018

Graphic Design diploma (BTS)

ADEF CFBT · 2015–2017

LANGUAGES

French

Native

English

Professional

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