

Clement Belus.

Senior Product Designer
7 years of experience

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Paris, France
@ClementBelus

I design products to meet user needs and company objectives. I've had the privilege of working on various projects in different industries, ranging from e-commerce websites to intranet development.

These experiences have given me a deep understanding of user-centered design principles and enabled me to adapt to different project needs and requirements. I've worked within Agile teams, collaborating with Product Owners, Product Managers and Developers.

Experiences

2024 - Present

Product Designer | Urssaf

Paris - France

Defined and implemented user flows for the “request & refusal” of “Demande d’attestation” service on “Urssaf.fr”

Planning and conducting interviews, user testing (40 different profiles) on Figma prototypes. Also led the redesign of the intranet on SharePoint Online and produced comprehensive documentation

Helped scale the design system by creating and validating reusable components. Established design tokens, ensured accessibility standards, and produced clear style guidelines for cross-team adoption

Product Designer | Orange

Paris - France

Led the design and execution of digital projects for e-commerce interfaces targeting the “18-26” offer. Optimized UX/UI customer journeys for mobile and broadband offers on orange.fr

Facilitated co-design and creativity workshops (6 to 1; Crazy 8), synthesized insights, and delivered actionable design recommendations

Analyzed user behavior through qualitative and quantitative data (Contentsquare, surveys, user testing, A/B tests) to inform design decisions

2022 - 2024

UX & UI Designer | Insil

Sydney - Australia

Leading end-to-end product delivery, including customer interviews, product testing and design workshops. Full-cycle UX/UI work in collaboration with development teams

Conducted competitive audits to benchmark performance against key competitors. Performed card sorting and user research to identify product challenges and inform solutions. Built interactive prototypes and conducted user testing to validate design decisions

Education and expertise

IIM Paris 2014 - 2019 E- Business Master Degree

UX & UI Design
Project Management

Expertise

UX/UI Web, Webapps & Apps
Design Thinking
User Research
Design System
Card sorting / Workshops
User Testing (On prototypes)
Frontend development
Agile method (Scrum)
Project Planning
Team coordination
Delivery & Closure
Project Execution & Monitoring

Tools

Figma / Adobe XD
VS code / Claude Code
Jira / Confluence
Shopify / Wordpress / Sharepoint
ZeroHeight / Storybook
Usabilitree / UserTesting
Photoshop / Lightroom

Certifications 2026

Product Designer - Thiga
UX for ServiceNow
HTML5/CSS3/JS
Udemy Design Thinking
Gen AI Essential