

# Baptiste Schoehn

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## Senior Product Designer

based in Paris, France

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Product design Design System Visual design Prototyping User Research Motion Design



### About me

The story began in 2007, when I was an accounting student, and simultaneously creating graphic designs on my favorite football team's forum.

Over time, I redirected my studies and joined HETIC, where I discovered the various opportunities available to me in the field of design, and achieved a master degree as an expert in digital communication engineering.

What started as a simple passion has now become my profession.

### Experience

#### Entrepreneurship



10.2024 - Today

An experience I wanted to pursue, that's why I decided to leave Agicap last year and focus on **two personal projects**:

- Professional Photography: Developed a **small photography business alongside my main activity** as a Product Designer. I shadowed professional photographers to understand their workflows, sales strategies, and identified sustainable ways to generate side income from this passion.
- Mobile App (ongoing): Designing and building an app **leveraging artificial intelligence** to assist and guide people through the naturalization application process.

#### Agicap



Senior Product Designer, 08.2021 - 10.2024

Perhaps the most intense experience, I had the opportunity to work in a scaling company, in a team that grows from 5 to 15 designers in a few months.

As part of the design team, I participated in the **development of the Flipper design system** by building components like the selection tree, and documenting use cases and patterns like the delete pattern. I also wrote **articles on Medium** about processes we were discussing during our rituals.

I first participated in the redesign of the Consolidation feature, addressing the issues of **multi-entity cashflow management**, then I joined the Transaction Management team, where I've built two big features:

- the **reconciliation**, that offers a 3 clicks experience to reconcile a paid and an expected transaction in a few seconds, compared to a previous flow that took almost a minute.
- the **bank journal**, that allows users to do all the pre-accounting in Agicap by filling accounting accounts in app, and balance their book entries.

These features are two **key topics to increase our MRR**, we've started onboarding calls with clients, and the first feedbacks are really great (for financial impact, it's subject to an NDA, it's a question you can ask in interview).

I was in **regular contact with dozens of clients each quarter** to learn and understand their habits and needs. I participate and conduct UX research sessions, and I created the user guides to conduct all the user-test sessions to test the prototypes I've created. As a Senior Product Designer, I am able to build a solution from start to finish, collaborating with PMs, developers, and the design team.



Principal Product Designer, 01.2015 – 07.2021

I joined DxO early 2015 as a UI Designer, to **work on the mobile application DxO ONE** available on iOS & Android, an app to control a connected device to take pictures with a DSLR quality. I covered the whole design part of this project, from the definition of personas, until the promotion of the product, using my motion design skills.

At start, I **created all the mockups of the app**, in collaboration with a UX designer and a UX researcher. Then, the three of us worked together on improvements, like timelapse feature or burst mode. Doing so, I had the opportunity a few years after to evolve in a role of Product Designer. I had the chance to participate at the Salon de la Photo in Paris 3 years in a row, to be in touch with clients, sell the product, and collect feedbacks.

In 2017, I started to **work on DxO PhotoLab**, the main photo editing software of the company, available on Mac and Windows, as a Product Designer. My role was to **create/make evolve the design system** in place, and create new feature such as the redesign of the color wheel, or the new way to edit pictures through local adjustments. I also redesign the splashscreen of the app that was too old school, to give a better first impression to the users, and propose an entire redesign of the software to give a fresh idea of what we could do if we killed legacy.

I also **won an edition of the Creative Days**, a 3-days contest where the goal is to create a feature as if we had no constraints, by building a fun way to adjust shooting parameters during a capture, a project I'd be happy to explain to you in details IRL.

## **Freelance**



Product and Motion Designer, 11.2012 – 07.2021

A really fulfilling experience. I began my self-entrepreneur activity during my studies, and it was a major factor in my success.

I worked with my previous internship supervisor that I've met at Balinea, to help him create Best of tickets, a platform for selling event tickets. I **designed all of the site's screens**, from the homepage to the event page, while creating the identity and video ads.

I also worked with Legrand, to **create events on social networks** such as games, banners, etc., and with Owlance, for **motion design videos** intended for professional events.

## **Moxie**



Junior art director, 11.2013 – 11.2014

I got my first taste of the agency environment at Moxie. During my time there, I collaborated closely with a senior art director on developing web and mobile interfaces, as well as video editing projects for prominent companies such as Garnier and TF1.

One of my major achievements was **spearheading the creation of comprehensive communication materials** (including websites, banners, social media content, and videos) for Leffe, which organized the Leffe de Noël event in partnership with Hélène Darroze to promote recipes featuring beer. Leading this intense project alongside a project manager, my knowledge of multiple disciplines was valued.

## **Baleia**



Junior art director, 4 months internship - 2012

**First experience in start-up**, as the only one designer of the company. I had free rein on the update of elements related to the digital communication of the company.

My two big success were the **upgrade of the click rate on the newsletter**, growing from 5% to 12% by the use of visuals of the best Spas we had in the database, and the **creation of video templates** for intro, outro, presentation of clients, that the following designer could use when I left.



### **Hobbies**

## **Photography**

I discovered photography in 2008, and since this moment, capturing landscapes during my travels has become a true passion. In early 2024, I decided to combine two of my hobbies, photography and hiking, to discover wildlife photography. Equipped with my Lumix G9II and my 100-400 mm lens, I explore nature to better understand it and observe wildlife while respecting its natural environment, in order to experience unique moments.

## **Travels**

I've had the opportunity to visit numerous places:

-  In Europe: I've explored several cities in England, Denmark, Ireland, Holland, Spain, Portugal, Germany, and Italy, along with Salzburg, Budapest, and Minsk (the latter for business, which turned out to be a pleasant surprise), as well as many cities in France.
-  Beyond Europe: I've had unforgettable experiences in India, where I embarked on a fabulous three-week journey around Rajasthan, and visited China twice.

## **Pastry**

For the fifth consecutive year, I've been baking my own Yule log for Christmas. It all began as a personal challenge a few years ago when I decided to start following recipes on YouTube. Since then, I've successfully made Paris-Brest, lemon meringue pie, strawberry tart, flaming banana cake, and more, learning it by myself.