Enguerran Avril

Senior Product Designer & Design Lead, freelance.

I turn complexity into coherent systems: organisations, platforms, products.

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Profile

More than twenty years in design, twelve in product design, on B2B SaaS platforms in ad tech and fintech. I build design teams and design systems, and align the user experience with business goals together with Product and Engineering. Freelance since 2025, based in Bordeaux, working remotely in French and English.

Experience

Freelance Senior Product Designer **Sep 2025 – today** | Independent · Bordeaux, remote

- Product design, design systems and interim design lead for B2B products.
- **Voodoo**, Nov 2025: one-month UX/UI audit and redesign of its internal ad platform (navigation, campaign table, budgets by country tier, creative workflow, an accessible colour scale).

Ogury **Oct 2021 – Aug 2025** | Advertising technology, B2B SaaS · Paris; remote, with trips to the Paris office

Director of Product Design · Jan 2023 – Aug 2025

- Led product design across squads and business units (B2B SaaS platforms, internal tools and analytics); defined the UX strategy, the team structure and the collaboration model with Product and Engineering leadership.
- Delivered Ogury One: four legacy platforms unified into one B2B product, with 100% of internal users moved over. New design system, brand identity, tone of voice and user flows.
- Designed the Persona Builder end to end, shown at Cannes Lions: it brought in more than 30 clients.
- Set design principles and design QA; workshops, user research and design metrics.

Lead Product Designer · Oct 2021 – Dec 2022

- Grew the design team from one designer to three; moved it from Sketch to Figma, with sprints, rituals and roadmap-driven planning.
- Built the design system from scratch: 500+ components and variants in Storybook, every application migrated onto it. Designing a new screen went from about two weeks to about two days.

iBanFirst **Feb 2020 – Oct 2021** | Fintech, international payments and currency exchange (FX) · Paris, then Bordeaux

Lead Product Designer (UX/UI) · Jun 2021 – Oct 2021

- Took over the design lead: design quality across the product, the design team (vision, hiring, budget, delivery) and the design system.

Senior Product Designer · Feb 2020 – May 2021

- Redesigned onboarding and payment journeys: +20% of new clients reaching their first payment, –25% support requests about payments, –40% time to make a payment in a new currency. Audits from session recordings, prototype tests and user interviews.

Criteo **Sep 2011 – Feb 2020** | Advertising technology, retargeting · Paris, with teams in Europe, the US and APAC

Product Designer · Sep 2014 – Feb 2020

- 2017 – 2020: designed Criteo's first self-service module, a campaign manager used by 50+ internal users, then in beta with a few clients; rollout with teams in the US, APAC and Europe.
- 2014 – 2017: led the redesign of the Design Tool, Criteo's internal creative tool, halving the time to generate creatives for retailers; designed the ad templates for new markets and verticals; trained about 100 people in 5 offices.

Creative Designer, then Senior Creative Designer · Sep 2011 – Sep 2014

- Retargeting banners for Criteo's biggest clients in France (Air France, Accor Hotels, Booking.com, Fnac, La Redoute), a portfolio of more than 300 accounts; then mentored the other creative designers and created new animated formats.

Web designer **2005 – 2011** | Freelance from 2005, then One Street, Paris, from 2010 to 2011

Skills

Product design (UX/UI)	Discovery, user flows, information architecture, prototyping, UI design, accessibility, data visualisation.
User research	User interviews, usability and prototype tests, session recordings, workshops, personas.
Design systems	Foundations, components, documentation, governance and design QA.
Design leadership	Building teams, hiring and mentoring, rituals, roadmap prioritisation, stakeholder management.
Generative AI	Claude, Claude Design and Claude Code, every day: agents for user stories, prototypes, component and accessibility checks.
Tools	Figma, FigJam, Storybook, Zeroheight, Jira, Confluence, Sketch.
Languages	French (native), English (bilingual), German (basic).

Side projects

Mogi, my Home Assistant system, since 2020 · **Mogette**, a shopping app, since Nov 2026 · **Revna**, an AI health coach, in beta · sites for Koka and Douces Pattes.