

Kevin ROBE

Senior Product Designer — Premium digital Expériences

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Senior Product Designer with 8+ years of experience designing and shipping high-traffic digital products across web and iOS/Android. Specialized in UI, visual design, design systems, and premium consumer experiences, with hands-on ownership from early product exploration through production.

Strong visual craft combined with a practical understanding of front-end implementation and mobile product constraints. Experienced partnering closely with Product and Engineering teams to turn complex requirements into clear, scalable, high-quality experiences.

Currently working across Figma, design systems, and AI-assisted workflows using tools such as Claude and ChatGPT. Track record of influencing product direction and delivering measurable impact on products reaching 42M visits per month.

Les Échos — Senior Product / UI Designer

Paris, France · Dec 2017 – Present

Design lead and UI reference for digital products across web and iOS/Android, contributing to product direction, design quality, and the evolution of the company's design system.

Own final UI decisions across high-traffic digital products reaching 42M visits per month, balancing user needs, business objectives, editorial requirements, and brand quality.

Partner closely with Product, Engineering, Editorial, and business stakeholders from early exploration through implementation.

Lead the evolution of the design system, including Figma components, patterns, guidelines, and visual consistency across products.

Contribute to product strategy and user experience decisions beyond the interface layer, helping shape priorities, flows, and interaction models.

Mentor and advise designers on UI quality, design systems, and complex interface challenges.

Selected Product Work

La Sélection — New Reading Experience

Led the design and launch of a new premium reading experience in close collaboration with Editorial and Engineering.

Designed an experience focused on engagement, discovery, and premium brand perception.

Increased registrations by 200% during the first months following launch.

Generated 32K prospective visitors per month within six months.

Increased shop click-through rate by 3.2%.

Awarded Gold — Grand Prix Stratégies de l'Innovation Média 2025.

Article Experience — Audience & Conversion

Redesigned a key article experience serving as a major audience entry point.

Balanced editorial requirements, premium brand expression, usability, and business performance.

Adapted the experience to different user profiles and behavioral needs.

Investir Portfolio — AI-Assisted Product

Designed a new portfolio experience built around AI-assisted investment portfolios.

Translated a complex financial subject into a clear, approachable, premium product experience.

Contributed to product structure, user journeys, interaction design, and interface direction.

Subscription Commerce

Led the redesign and continuous optimization of the Les Échos subscription storefront and conversion funnel.

Worked with Product and Business teams to iterate based on performance data and user behavior.

Increased subscription conversion by 7% in three months.

Improved clarity, consistency, and premium perception across the purchase journey.

Melijoe — UI / UX Designer

Paris, France · May 2014 – Dec 2017

UI/UX designer for a leading luxury e-commerce platform in children's fashion.

Lead UI design and front-end implementation in close collaboration with the Art Director.

Contributed to the elevation of the digital experience and premium brand expression.

Led the transition to a responsive e-commerce experience, covering both design and front-end implementation.

Worked directly with company leadership, including the CEO, on digital product and experience decisions.

Designed web interfaces and email experiences with a strong focus on usability, visual consistency, brand, and commercial performance.

Pharmaradio — Product Designer

Freelance · 2017

- Created the brand identity, visual direction, and digital product experience.
- Designed and delivered the complete digital product from concept through launch.
- Managed the project independently from initial concept to production.

Eclypsia — UI Designer / Front-End Developer

Freelance

- Designed digital interfaces and contributed to front-end implementation.
- Worked at the intersection of visual design, interaction, and technical execution.

CMS Manager — DigitasLBI

Avr. 14 — Mai 14

Communicatis (ESG) — Web designer

Oct. 11 — Oct. 13

Apprenticeship

- Managed Drupal-based digital content and responsive experiences.
- Developed practical experience across content management, responsive design, and digital production.

CORE EXPERTISE

Product & Experience Design

- Product Design · UI Design · Visual Design · Interaction Design · UX/UI · Information Architecture · User Flows · Prototyping · Mobile & Web

Design Systems & Craft

- Design Systems · Figma · Components · UI Libraries · Design Guidelines · Visual Consistency · Scalable Interfaces · Design Quality

Product & Engineering Collaboration

- Cross-functional Collaboration · Product Strategy · Engineering Partnership · Mobile Product Constraints · Front-end Understanding · Design Handoff · Design Critique · Stakeholder Management

AI & Workflow

- AI tools · Claude · ChatGPT · AI-assisted Product Experiences

Technical

- HTML/CSS · Front-end Integration · Responsive Design · Drupal

Platforms

- Web · iOS

EDUCATION

Bachelor Multimédia — Web Design

- Cifacom, Paris, France
- Diploma program now titled Bachelor Design Graphique

French Baccalaureate — Scientific Track