

Loïc Balouzat

Senior Product Designer for complex B2B SaaS — compliance, fintech, defense, ERP — with AI embedded in expert workflows.

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PORTFOLIO

LINKEDIN

 AVAILABLE NOW

Core Competencies

 **UX DESIGN & RESEARCH**

Translating complex human behaviors into intuitive digital architectures through rigorous testing and data-driven mapping.

Interview

User Testing

Survey

 **AI INTEGRATION**

Designing intelligent interfaces that leverage machine learning to automate workflows while maintaining human agency.

Claude

Stitch

Workflow AI

 **DESIGN SYSTEMS**

Building scalable, multi-platform component libraries that bridge the gap between design vision and engineering execution.

Token

Figma

WCAG

Career & Education

FREELANCE 2016 - PRESENT

2026

PROBTP Senior UX Designer 2025 - 2026
Design system tokenization across 10+ business apps. Design Lead support. Improved visual consistency at suite scale.

2025

Preventeo Product Designer 2023-2025
Regulatory compliance SaaS (CSRD). Unified design system across 15+ apps and 3 stacks. AI & mobile integration. -30% dev time. +25% completion rate.

2025

LaCarte Pass CE Product Designer 2025
Full redesign of a B2C ticketing e-commerce platform, web & mobile. Information architecture, purchase flows, mobile-first design.

2025

Autoroutes traffic Product Designer 2025
Audit and improvement of a highway traffic management tool. Field usage analysis, UX recommendations, operator interface iterations.

2024

CMB Senior UX Designer 2024
Redesign of user journeys for a Monegasque private bank. Wireframes, user testing, regulatory compliance.

2023

HAGER Senior UX Designer 2021 - 2023
Industrial electrical solutions leader. Redesigned electrical panel configuration workflows, reducing task completion time by 25-40%.

2022

MANZALAB Senior UX Designer 2020 - 2022
Immersive 3D meeting platform. Interface redesign cutting onboarding time by ~40%. VR UX, communication tools in 3D environments.

2021

LA POSTE Senior UX Designer 2017
Genius: mobile payment solution for merchants. Checkout experience design and gamification mechanics.

2017

EMPLOYEE 2008 - 2020

2020

KEESYSTEM Product Designer 2018 - 2020
Wealth management software for family offices. Full redesign including design system. Reduced cognitive load for financial advisors. Full conception of Keesense.

2018

2016

LUDOTIC Product & UX Designer 2008 - 2016
UX Design consultancy. 70+ projects:

THALES Product & UX Designer 2008 - 2016
Improved underwater operator experience. SCUBE redesign: +15% operational responsiveness. Onboard mobile interfaces. Training tools and remote assistance (Augmented Reality).

WILDMOKA UX Designer 2016
Audit and improvement of a video content management and distribution tool. Heuristic analysis, user testing, recommendations and iterations.

Booking UX Designer 2015
User testing on Booking.com reservation interfaces. Test protocols, recruitment, facilitation and recommendation deliverables.

Orbitel UX Designer 2014
Redesign of an international patent search tool. Filter management, results and complex regulatory navigation. User research with legal experts and patent engineers.

AirFrance UX Designer 2013
Seat management mission. Design and optimization of aircraft seat management interfaces for Air France internal teams.

Kimoce Product Designer 2012 - 2014
Facility management ERP. Redesign of asset management and preventive maintenance modules. Field user research, design, prototyping and user testing.

2008

TEACHING - 2010 - 2020

Instructor Master & Bachelor

Teaching UX/UI methodologies, rapid prototyping and cognitive psychology applied to software interfaces and video games to Master I & II students.

EDUCATION 2003 - 2008

Master MAPI — Project Management	2008
Université de Nice Sophia-Antipolis	
Master I — Ergonomie Cognitive	2007
Université de Nice Sophia-Antipolis	
Licence — Psychologie Cognitive	2006
Université de Nice Sophia-Antipolis	

WHAT I BRING

 Complex to simple Ability to digest dense data flows and turn them into intuitive interfaces.	 Cognitive grounding Ergonomics-based approach to reduce mental load and decision friction.
 AI in the workflow Pragmatic use of generative AI to accelerate design prototyping.	 Systems at scale Design System architecture ensuring consistency and team velocity.

 **SCIENTIFIC PUBLICATION**

Cognitive ergonomics applied to play and educational products: new issues and new approaches

Balouzat L., Colombi T., Russo A., Synyukov L., (2012). , in Valléry, Le Port, Zouinar (Eds.), Ergonomie des Produits et Services, SELF