

FATOU MBALLO

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Summary

Product Designer with 5+ years of experience designing data-driven and AI-powered digital products in B2B and SaaS environments. Strong expertise in complex workflows, cybersecurity contexts, and AI-powered interfaces.

Proven ability to support product adoption and business outcomes by translating user needs, business goals, and technical constraints into intuitive experiences. Experienced in Agile environments and cross-functional collaboration.

I am fluent in French and English.

Skills & IT

- Product thinking, User-centered design, UX/UI design (Web & SaaS)
- User research: surveys, interviews, usability testing, UX audits
- Design systems, Accessibility (WCAG)
- Prototyping, collaboration & delivery: Figma, FigJam, Miro, Jira, Confluence, Notion
- Analytics, testing & user insights: Maze, Useberry, Hotjar
- AI-assisted tools: Cursor, Lovable, Claude

Work experience

Momenta | Montréal, QC

Biennale of Contemporary Art

AI Workflow & Systems Designer
Administration

05/2026 - 08/2026

- Researched AI solutions and automation tools within Google Workspace to streamline administrative and collaborative workflows.
- Assisted in automating recurring tasks with IA across Google Drive, Google Sheets, Gmail, Google Calendar, and internal documentation systems.
- Documented workflows, automation processes, and best-practice recommendations for internal team use.

StrangeBee | Paris, FR

Cybersecurity SaaS (B2B)

Product Designer

08/2025 - 12/2025

- Partnered with PMs and engineers in a feature squad (PM, backend, frontend, QA) within an agile environment.
- Led user interviews, UX audits, usability tests, and workshops to identify friction points and inform product decisions.
- Designed wireframes, interfaces, components, and functional prototypes under strong technical and security constraints.
- Contributed to the evolution of the design system to ensure consistency and scalability.

Artefact | Paris, FR

Data & AI Consulting

Product Designer

09/2024 - 08/2025

- Conducted UX audits, benchmarking, and user research for large clients (Danone, Amundi, Mane, L'Oréal Luxe).
- Designed wireframes, mockups, and interactive prototypes for AI-powered digital experiences
- Translated analytics and data insights into actionable UX improvements supporting product adoption.
- Led co-creation workshops and delivered UX recommendations, increasing user engagement by up to 20%.

Thales | Paris, FR

Cybersecurity & Secure Messaging

Product Designer

09/2022 - 09/2024

- Led the UX/UI redesign of a secure messaging solution through audits, benchmarking, user flows, prototyping, and usability testing.
- Collaborated cross-functionally with design, engineering, and customer service teams.
- Maintained and scaled the design system, reducing UI inconsistencies by 30% and improving team productivity by 25%.

Manutan | Paris, FR

B2B E-commerce

Product Designer

09/2021 - 09/2022

- Optimized an indirect procurement tool through workshops, user flows, and usability testing.
- Redesigned checkout pages, improving conversion rate by 15% within three months.
- Migrated design workflows from Adobe XD to Figma and built an atomic design system.

Education

Master's degree in UX design & marketing

Digital Higher Education (ESD), Paris FR

2021 - 2023

Bachelor's degree in Web design & marketing

Sup de Web, Paris FR

2020 - 2021

College Diploma in Multimedia & Internet Technologies (finance, accounting and law)

Gustave Eiffel University, Paris FR

2018 - 2020

Hobbies & Interests

- Pilates and wellness practices
- Garment design and sewing (personal projects)