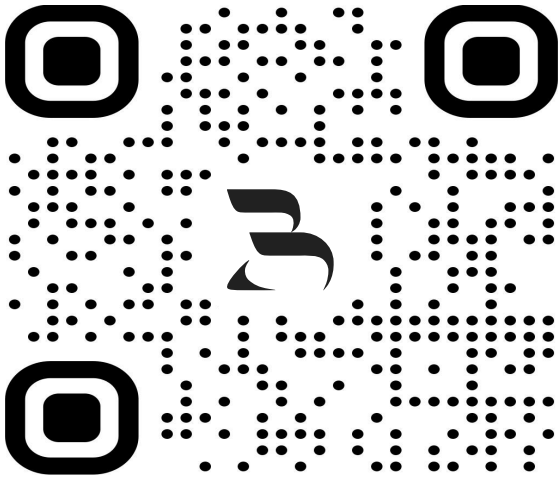


## PRODUCT DESIGNER



PORTFOLIO - [BENJAMINZGR.COM](https://benjaminzgr.com)

BENJAMIN ZIEGLER

26 YEARS OLD

73160 COGNIN

LINKEDIN

+33 6 65 90 97 78

30/06/1998

FRANCE

CONTACT@BENJAMINZGR.COM

I design intuitive interfaces at the crossroads of user needs and business goals.

My approach combines rigour, creativity, empathy, and critical thinking. I'm involved at every stage of the design process with one goal: to drive the project forward, champion the design vision, and build bridges between tech, product, and business teams.

FRENCH - NATIVE / ENGLISH - ADVANCED

## EDUCATION

MASTER'S DEGREE DIGITAL  
MARKETING & E-COMMERCE -  
INSEEC MSC (2022)

BACHELOR'S DEGREE  
MARKETING, SALES &  
NEGOTIATION - IPAC BACHELOR  
FACTORY (2020)

VOCATIONAL DEGREE  
MANAGEMENT OF BUSINESS  
UNITS - IPAC (2019)

## TOOLS

FIGMA

MAZE

HTML/CSS

ZEROHEIGHT

ANALYTICS

HOTJAR

## SKILLS

Design Thinking / UX Research /  
User Testing / Design System /  
Accessible UI / Data-Driven Design /  
UX Writing

## EXPERIENCE

PRODUCT DESIGNER  
CIMALPES

2022 /

- UX strategy
- User research
- Design Thinking workshop facilitation
- UI prototyping & user testing
- Close collaboration with developers
- Complete redesign of the brand's digital identity
- Co-creation of the design system with the work-study student I supervised and the business teams

DIGITAL PROJECT ASSISTANT  
CIMALPES

2021  
/ 2022

- Creation of wireframes and functional prototypes
- Management of internal B2B/B2C platforms and digital tools
- Participation in cross-functional web projects with technical teams
- Optimisation of user engagement

DIGITAL MARKETING OFFICER  
WORLD FLAIR

2019  
/ 2021

- Website creation and management in collaboration with developers (World Flair & partners: FFR, World Rugby, Asia Rugby)
- Social media management & email campaigns
- Co-organisation of the company's first participation in an international trade show