PRODUCT OWNER

PORTFOLIO: BENJAMINZGR.COM

EDUCATION

PSPO I Certification - Scrum.org (2025)

Master's degree in Digital Marketing & E-commerce - Inseec MSc (2022)

Bachelor's degree in Marketing, Sales & Negotiation - Ipac (2020)

BTS (2-year vocational degree) in Management of Business Units - Ipac (2019)

TOOLS

Project management: Jira, Confluence, Trello, Asana, Notion, Slack, Teams, Microsoft 365

Design & ideation: Figma, Figjam, Miro, Zeroheight

UX Research & analytics: Google Analytics, Hotjar, Maze, Kameleoon

SKILLS

Product management: Agile / Scrum - Requirements scoping - Product backlog structuring - Roadmap - Delivery follow-up - Acceptance testing - KPI analysis

UX design: Design Thinking - UX Research (qualitative/quantitative) - Prototyping - User testing - Accessibility - Design System

Collaboration: Workshop facilitation - Cross-functional coordination - Stakeholder collaboration - Knowledge sharing

People skills: Attentiveness - Empathy - Team spirit - Analytical skills - Facilitation

BENJAMIN ZIEGLER   +33 6 65 90 97 78
27 YEARS OLD   LINKEDIN
73160 COGNIN   CONTACT@BENJAMINZGR.COM

Product Designer / Owner combining expertise in UX design and product management to create digital experiences aligned with user needs and business goals.

PSPO I certified, I support teams from discovery to delivery: requirements prioritisation, structuring the product backlog, driving the roadmap and validating features. My goal: to contribute to user-centric, data-driven and high-impact products, in close collaboration with business, marketing and operational teams.

LANGUAGES

FRENCH: NATIVE — ENGLISH: ADVANCED

EXPERIENCE

PRODUCT DESIGNER / OWNER   2022
CIMALPES   – Present

- Product scoping with business, technical and operational teams to align vision, needs and objectives
- Requirements gathering, formalisation and prioritisation (interviews, surveys, 3 user testing campaigns per year, collaborative workshops)
- Writing user stories, user journeys and structuring the product backlog
- Analysing UX and business KPIs to steer the roadmap, prioritise evolutions and measure created value
- Daily collaboration with developers (task follow-up, acceptance testing, iterative adjustments)
- Facilitated 10+ Design Thinking workshops to co-design solutions tailored to user needs and business objectives
- UX/UI design: prototyping, user testing, iteration and continuous improvement
- Deployment of a Design System reducing design time by 30%, introducing visual consistency and accessibility across interfaces
- Product reference for business teams, ensuring functional quality and user experience

DIGITAL PROJECT ASSISTANT   2021
CIMALPES (APPRENTICESHIP)   – 2022

- Produced wireframes and functional prototypes
- Supported the management of internal B2B/B2C platforms and digital tools
- Participated in web projects with business and technical teams
- Conducted user research and drafted specifications
- Optimised engagement in conversion funnels