BENJAMIN ZIEGLER
PRODUCT OWNER

📞 +33 6 65 90 97 78   ✉ contact@benjaminzgr.com

🔗 LinkedIn   📍 Chambéry   👤 27 years old   🚗 Licence B

PSPO I certified, I support teams from discovery to delivery: gathering and prioritising requirements, contributing to the roadmap and structuring the backlog. My goal: to help deliver high-value, user-centric and data-driven products, in close coordination with business, technical and operational teams.

PORTFOLIO: BENJAMINZGR.COM

LANGUAGES

FRENCH: NATIVE — **ENGLISH:** ADVANCED

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, Adobe XD, HTML, CSS

UX Research & Analytics: Google Analytics, Hotjar, Maze, Kameleoon, Looker Studio

SKILLS

Product management: Agile/Scrum - Requirements gathering & scoping - Product backlog structuring - Roadmap - Delivery & testing - KPI analysis

UX: Design Thinking - UX Research - Wireframes - Prototyping - User testing - Accessibility - Design System

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

People skills: Active listening - Empathy - Team spirit - Curiosity - Analytical skills

EXPERIENCE

PRODUCT DESIGNER / OWNER   July 2022
CIMALPES   – Present

- Product scoping with business, technical and operational teams to align vision, needs and objectives
- Collecting, formalising and prioritising requirements (interviews, surveys, 3 user-testing campaigns per year, collaborative workshops)
- Writing user stories, designing user journeys and structuring the product backlog
- Analysing UX and business KPIs and contributing to the product roadmap to prioritise enhancements and measure delivered value
- Daily collaboration with developers (task follow-up, QA testing, iterative adjustments)
- Facilitating 10+ co-design workshops to build solutions aligned with user needs and business goals
- UX/UI design: wireframes, prototyping, user testing, iteration and continuous improvement
- Deployment and maintenance of the Design System, enhancing visual consistency and accessibility, and reducing design time by 30%
- Acting as product representative for business teams, ensuring functional quality, user experience and internal team support

DIGITAL PROJECT ASSISTANT   July 2021
CIMALPES (APPRENTICESHIP)   – June 2022

- Creating wireframes and interactive prototypes
- Supporting the management of B2B/B2C platforms and digital tools
- Contributing to the redesign of the e-commerce website in collaboration with business and technical teams
- Conducting user research and drafting functional specifications
- Optimising engagement throughout conversion funnels