

Arnaud ARCHIMEDE

Product Manager . Product Designer . UX Researcher

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EXPERIENCES

Dec 2021 - Dec 2025 **Co-founder**

Whistle Associates - Guadeloupe, French Caribbean | Consulting and Education company

- Launched an online incubator supporting Caribbean entrepreneurs from ideation to POC.
- Developed training programs on Product, UX, and AI for businesses and public institutions.
- Led digital transformation and innovation projects:
- Public sector: Redesigned procurement processes to reduce financial errors.
- Blockchain & impact: Revamped an investment app to improve miners' quality of life in Africa & the Caribbean.

Dec 2017 - Jun 2021 **Program Manager & Product Designer**

Haigo - Paris, France | Consulting agency

- Led product/service design strategies for major clients (AXA, Veolia, Orange, Urban Decay, Dior, etc.).
- Managed financial planning for projects, ensuring optimal resource allocation and cost efficiency.
- AXA: Developed a unified digital strategy across 30+ countries and launched a learning hub (3,500+ users).
- Ellisphere: Redesigned the leading solvency SaaS platform in France (+80% user migration, +10% NPS).
- Bpifrance: Designed a mobile-first coaching platform for SMEs transitioning to digital.

Jul - Dec 2021 **User Researcher & Product Designer**

Evaneos - Paris, France | Tailored travel to 150+ destinations

- Led the redesign of Evaneos.com, improving usability and increasing conversion rates by 20%.
- Established user research and optimization processes for internal workflows across 4 cross-functional teams.

Mar - Aug 2015 **User Researcher & Product Designer (internship)**

Stellantis Group - Paris, France | Automotive

- Designed onboard interfaces for autonomous vehicles, focusing on user experience and testing.





ACHIEVEMENTS

- Assisted a West African startup in raising €1.7M through a strong GTM strategy.
- Facilitated creativity workshops for global brands (Adidas, Airbnb, Estée Lauder, Redbull).

EDUCATION

- Agile ScrumMaster Certification – Xebia/Publicis Sapiens (2019)
- Master's in Interaction Design – Strate School of Design (2017)

LANGUAGES

- English  (Fluent)
- Spanish  (Intermediate)
- French  (Native)
- French Creole  (Conversational)

LECTURING & MENTORSHIP

- Guest lecturer at business & engineering schools (ESG, HEC, 42, Strate, CELSA), providing training on product design and innovation.

KEY SKILLS



Product Management: discovery, roadmap, agile, prioritization, financial planning & management



UX/UI Design: Design Thinking, wireframing, prototyping, A/B testing.



User Research: Interviews, Data analytics, Usability testing.



Tools: Figma, Notion, Jira, Miro, Google Analytics, Hotjar