

# Victorien Defosse

✉ victorien.defosse@gmail.com

☎ +33 6 72 98 01 69

🌐 linkedin.com/in/victoriendefosse/

🌐 victoriendefosse.com

---

## Product Highlights

- 🚀 **Designed and scaled** a B2B game platform from **0 to 50k users** and **€200k+ ARR** across **30+ venues**
- 🎮 **Boosted retention by 53%** through behavioral analytics, A/B testing while **leading product and game design**
- 🎯 **Created 30+ motion design videos** since 2017 for both startups and corporate (freelance and contract)
- 🗺️ **Defined design roadmap for 20+ clients** (Accenture, KPMG) guiding **discovery** to **MVPs** and **operations**

---

## Experience

### Unboared / Co-founder & Lead Product

May 2022 - Present, Paris - Lyon | 3yr

Launched and led products of a gaming platform for waiting areas (airports, bars, arenas) using smartphones as controllers and TVs as shared screens.

- **Scaled** from **0 to 50k+ users** and from **0 to +200k€ ARR**
- **Built** the **design system** in **Figma** (+150 components)
- **Boosted retention by 53%**: A/B testing, behavioral analytics
- **Led** multidisciplinary team of 8 people
- **Closed 30+ strategic clients** in airport & hospitality sectors

### Freelance / Motion Designer

2017 - Present, Paris | 8yr

Created +30 videos for startups and big companies

### KPMG / Senior Consultant Product Manager

September 2019 - January 2022, Paris | 2yr 4mo

Led innovation projects for major clients by designing new business models, digital products, and service experiences.

- Involved in **+10 new products / services / processes across diverse sectors** (automotive, healthcare, mobility, etc.) **from discovery to delivery**
- Co-authored **annual innovation trendbooks**

### Accenture / Product Designer

February 2018 - September 2019, Paris | 1yr 7mo

Contributed as a product designer & facilitator for few clients

- **Research, prototyping, and testing** phases for an **app designed to ease helicopter rescues**
- **Facilitated C-Level workshops** for **ideation & alignment**

### Swiper - Eclipse by Swiper / Product Designer (Intern)

2017, Paris | 6mo

App **UX/UI redesign** + transformation **from B2C to B2B** app

## Summary

Product Designer with a background in product management and motion design in tech and consulting companies. I craft meaningful user experiences by combining strategy, interaction design, and user-centric experimentation.

Passionate about playful digital products, intuitive UX, and building interfaces that users love.

---

## Skills & Tools

### Product Strategy & growth

Product vision • Freemium & monetization • Pricing & packaging • Roadmap planning • Value proposition • Go-To-Market

### Data & experimentation

A/B Testing • KPI tracking • Funnel & cohort analysis • User segmentation • GA4

### UX & Design Execution

User journeys • Wireframes • Design systems • Figma • UX/UI • Workshop facilitation • Prototyping • Interaction

### Team Momentum

Cross-team alignment • Agile rituals • Strategic communication

---

## Education

### Design course

Design Fiction  
(Strate 2020)

### Master's Degree

Innovation manager  
(ISCOM 2019)