Portfolio Adrien Schaefers

Mid-level freelance Product designer (UX/UI)

2024
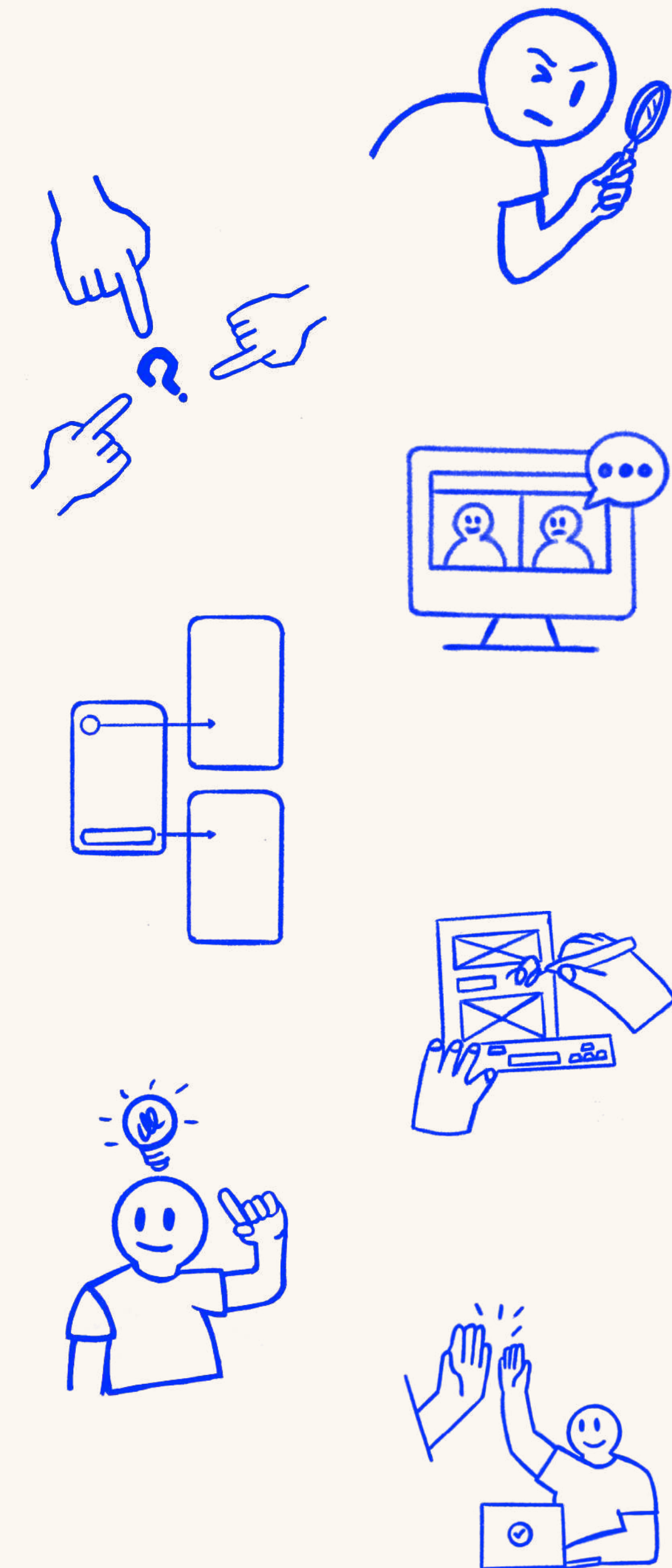
02 . My skills

User research, Ideation workshop, Information architecture, UI, Prototyping, Design system / tokens, User testing.

Discovery

I'm used to conduct user research and analysis to uncover insights and understand user needs, market trends, and project requirements. This way, I make sure that projects are grounded in valuable and easily assimilable insights from the beginning.
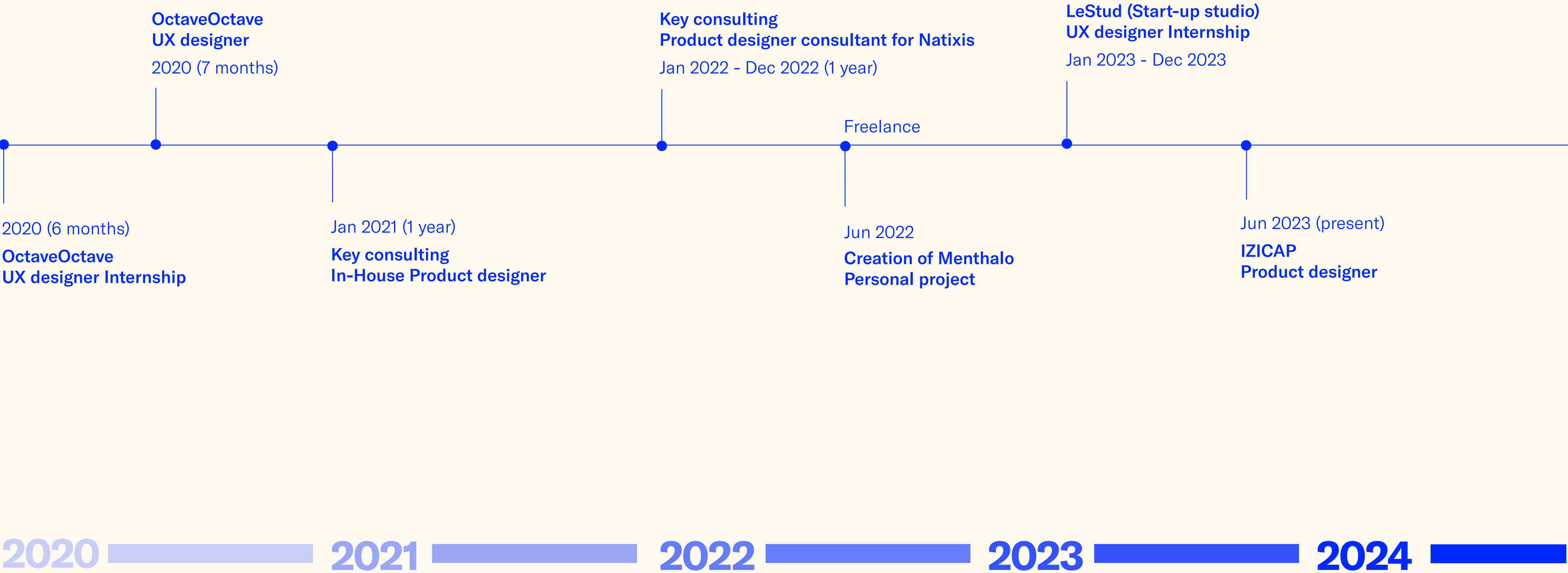
Delivery

I pay particular attention to project timelines, resources, and stakeholders point of view to ensure successful and timely delivery. I know how to navigate potential challenges to meet objectives and exceed clients or users expectations.

Design Ops

I have several experiences in establishing and optimizing design processes, workflows, and systems to enhance collaboration, efficiency, and consistency across teams.

03. My journey

OctaveOctave
UX designer

2020 (7 months)

Key consulting
Product designer consultant for Natixis

Jan 2022 - Dec 2022 (1 year)

LeStud (Start-up studio)
UX designer Internship

Jan 2023 - Dec 2023

Freelance

2020 (6 months)

OctaveOctave
UX designer Internship

Jan 2021 (1 year)

Key consulting
In-House Product designer

Jun 2022

Creation of Menthalo
Personal project

Jun 2023 (present)

IZICAP
Product designer

2020   **2021**   **2022**   **2023**   **2024**

My works

Here, you can discover the principle projects I've completed as a product designer, both as an employee and as a freelancer. Hope it is clear and short enough. Cheers !

03. IZICAP / Product design

Izicap offers marketing tools for merchants, such as a loyalty program or communication advice. As a product designer, I worked on redesigning the user journey for creating a loyalty program and maintaining the design system to ensure a consistent user experience across the Izicap platform.
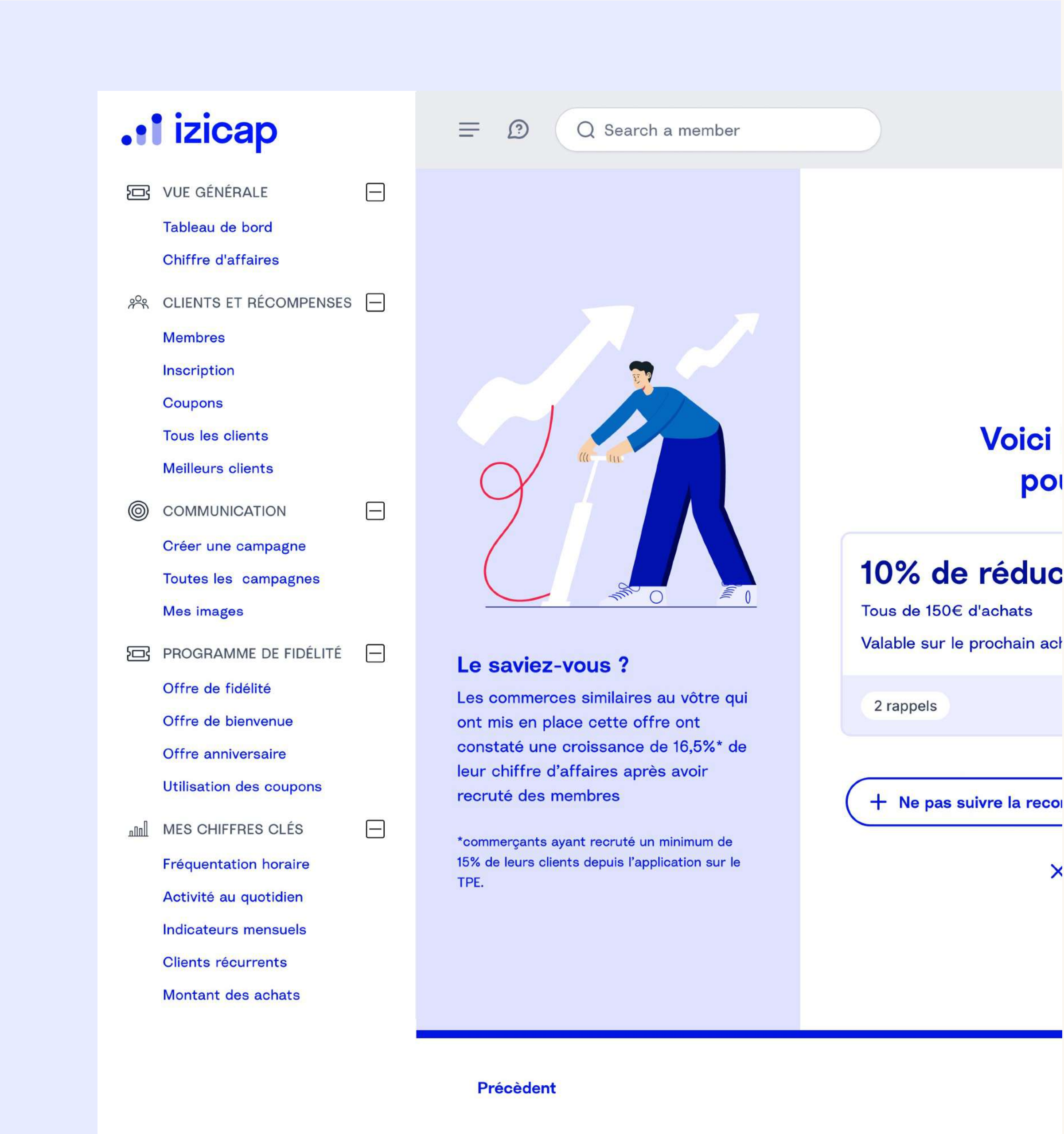
My role

Product designer

Tools

Figma   Figjam   Jitter

Storybook   Confluence   Jira

Team

Michael Fine - Head of product and data

Anne Gachod - Product manager

Clément Bonfils - Product manager

.ıl izicap

Q Search a member

VUE GÉNÉRALE

Tableau de bord

Chiffre d'affaires

CLIENTS ET RÉCOMPENSES

Membres

Inscription

Coupons

Tous les clients

Meilleurs clients

COMMUNICATION

Créer une campagne

Toutes les campagnes

Mes images

PROGRAMME DE FIDÉLITÉ

Offre de fidélité

Offre de bienvenue

Offre anniversaire

Utilisation des coupons

MES CHIFFRES CLÉS

Fréquentation horaire

Activité au quotidien

Indicateurs mensuels

Clients récurrents

Montant des achats

Le saviez-vous ?

Les commerces similaires au vôtre qui ont mis en place cette offre ont constaté une croissance de 16,5%* de leur chiffre d'affaires après avoir recruté des membres

*commerçants ayant recruté un minimum de 15% de leurs clients depuis l'application sur le TPE.

Voici
pou

10% de réduc

Tous de 150€ d'achats

Valable sur le prochain ach

2 rappels

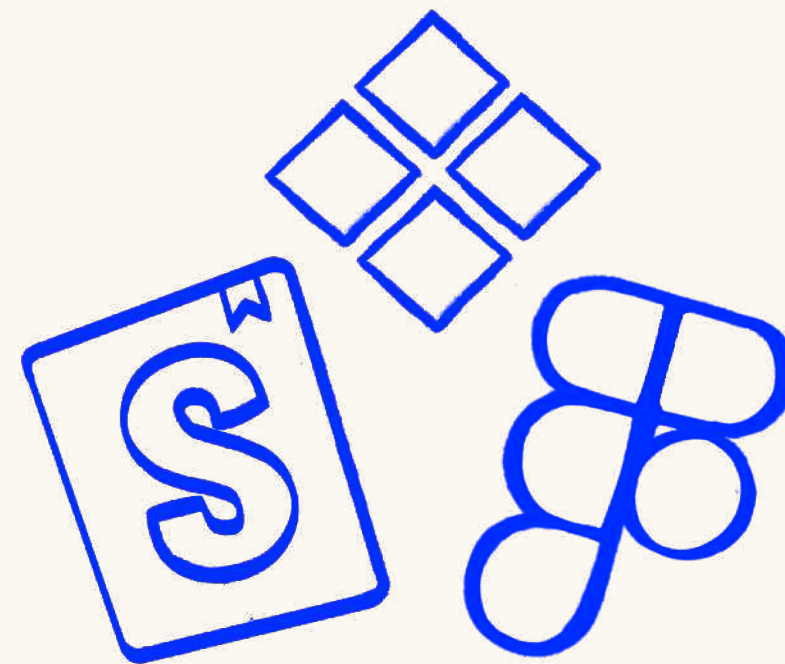+ Ne pas suivre la reco

×

Précèdent

My work at Izicap

1. Revamp the loyalty program flow

We revamped IZICAP's loyalty offer creation journey to enhance user experience. Collaborating closely with our project manager, we meticulously analyzed and redesigned the journey for simplicity and empowerment.
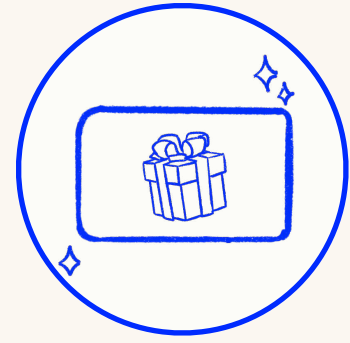
2. Create and maintain the design system

When I start working on new flows there were no design system. I first made a quick audit about the existing components, how developers worked and started proposing a method in order to increment properly.
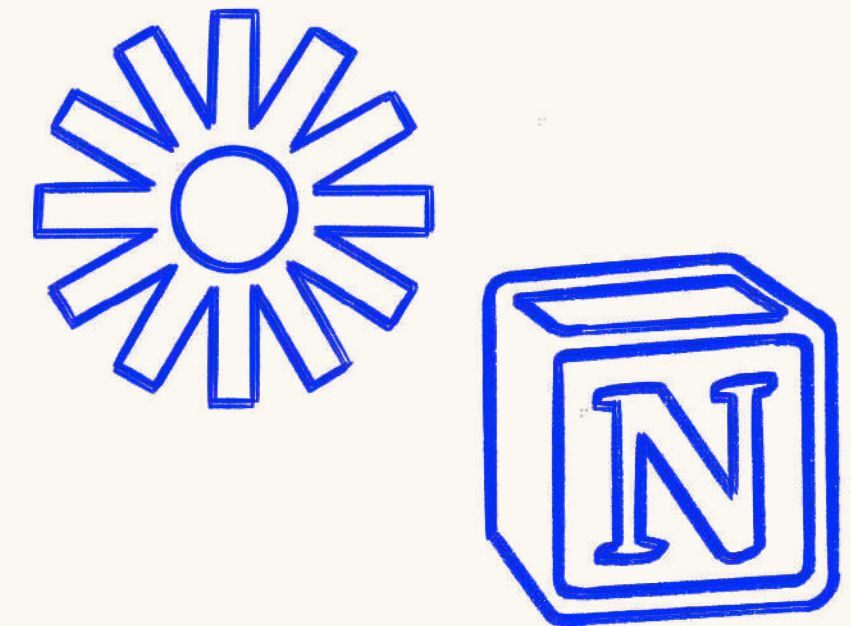
3. Standars operating protocol

SOP is a document that outlines the steps involved in a specific process. I created SOPs about the use of Figma and Storybook using Loom and Notion.

1. Revamp the loyalty program flow

1. Existing analysis

We meticulously scrutinized the existing journey, identifying pain points and improvement areas.
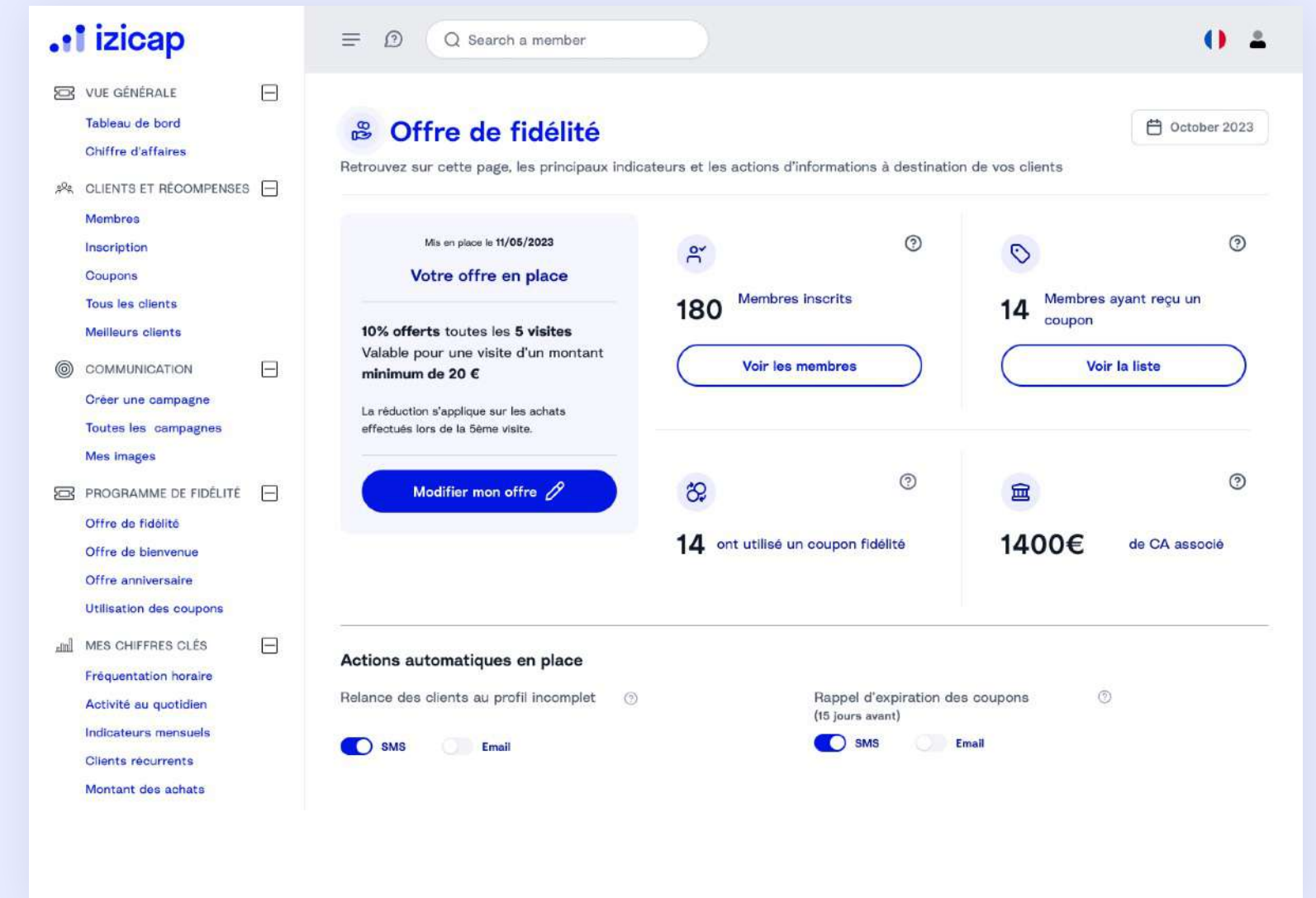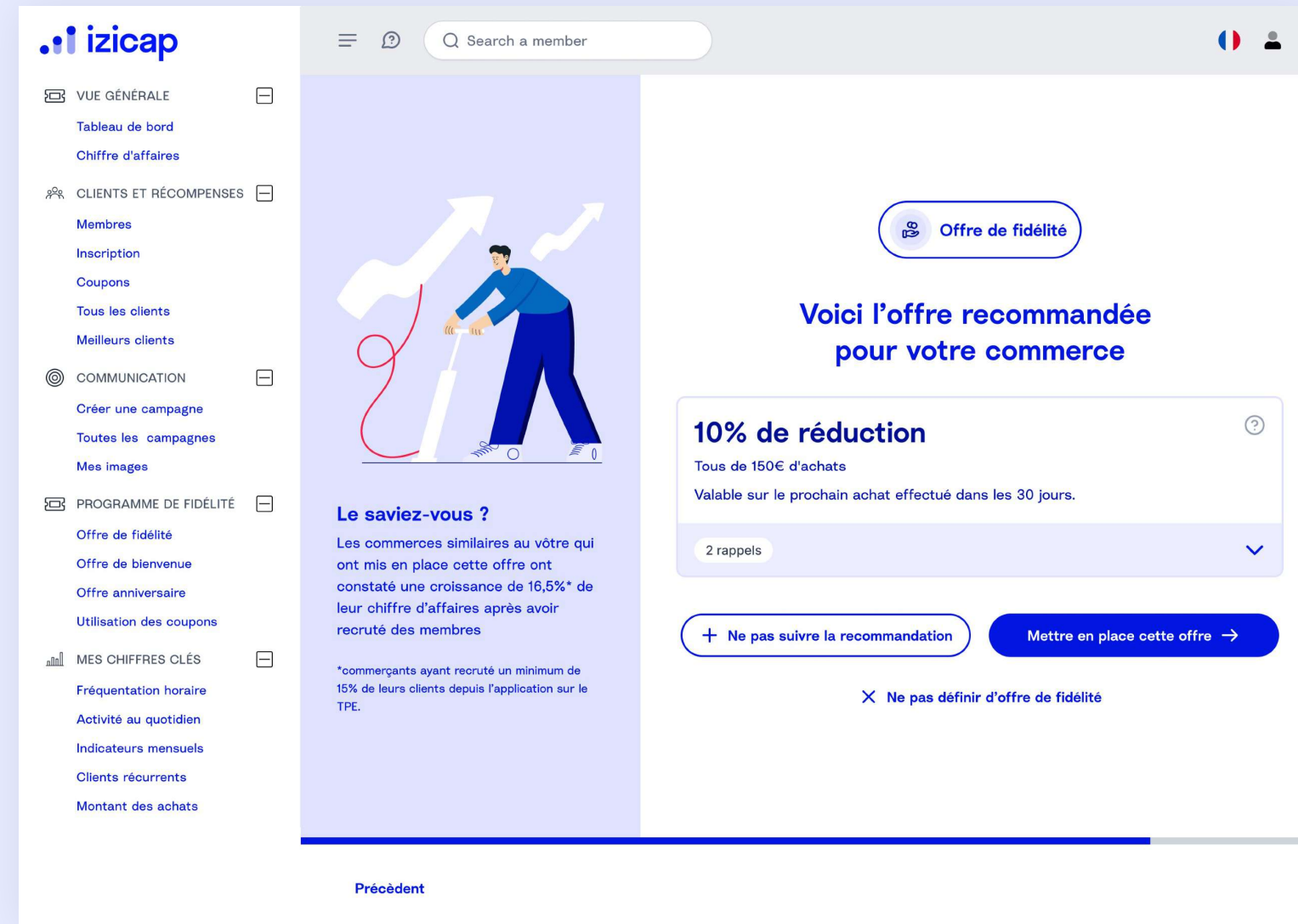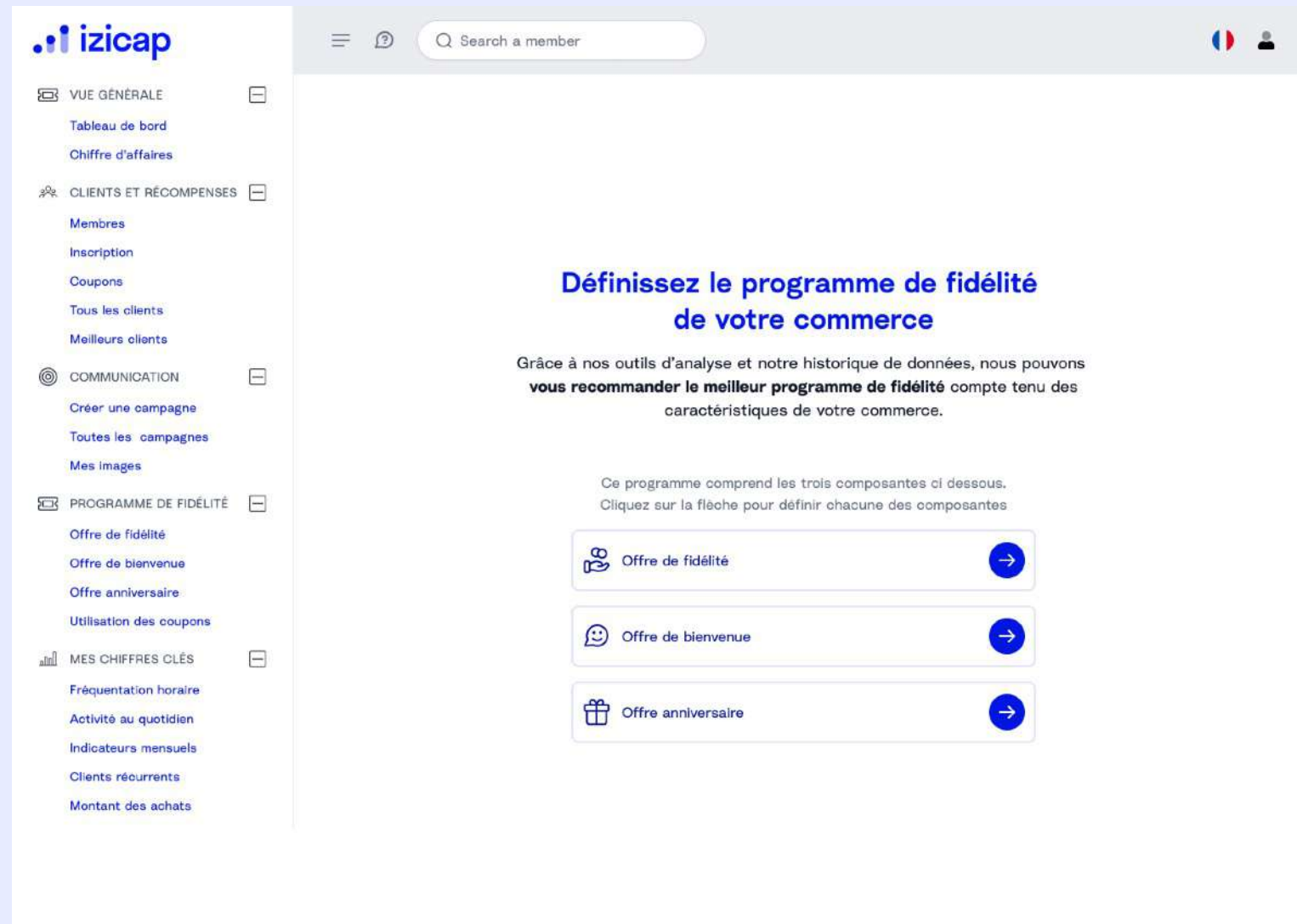
3. User testing

Our prototypes underwent extensive user testing, gathering valuable feedback to validate design concepts, pinpoint usability issues, and collect improvement suggestions.
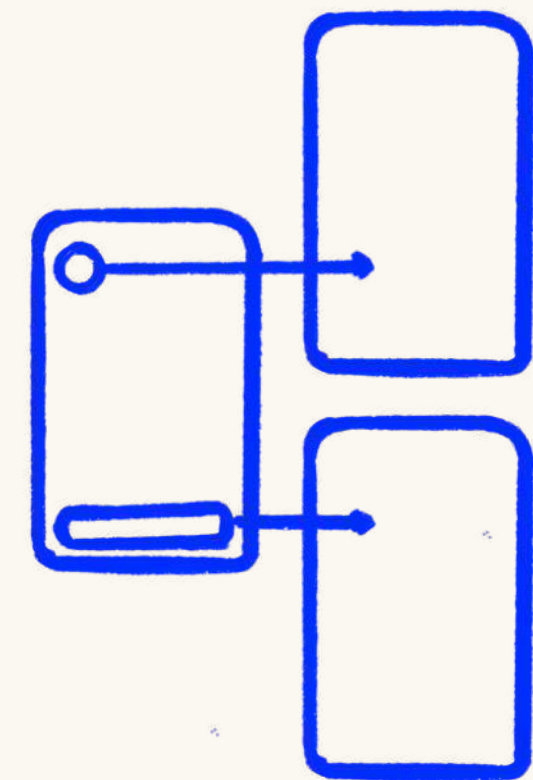
2. Wireframing and HIFI Prototype

Collaboratively, we crafted wireframes to visualize the revamped journey's structure and flow. These wireframes were iteratively refined to ensure seamless navigation and optimal user experience.
In the end, interactive prototypes were created to simulate the final user experience.

1. Revamp the loyalty program flow

The main screens of the loyalty journey :
- the entry point,
- the offer recommendation page by IZICAP,
- and the dashboard of their offer.

2. Create and maintain the design system

1. Initial Assessment and Analysis

At Izicap, my first task was to conduct a thorough analysis of the existing design system, encompassing both the developers' infrastructure and the design components in Figma. This examination revealed a lack of organization within the components, despite their existence.

3. Documentation for Future Alignment

As a final step, I recommended the development of comprehensive documentation to assist future team members. This documentation would outline best practices and guidelines, facilitating understanding and alignment regarding the utilization of the design system and promoting consistency across the organization.

2. Proposal of Methodology

Following the initial assessment, I proposed the implementation of a method aimed to establish a structured approach to organizing and managing the design system, promoting efficiency and coherence.
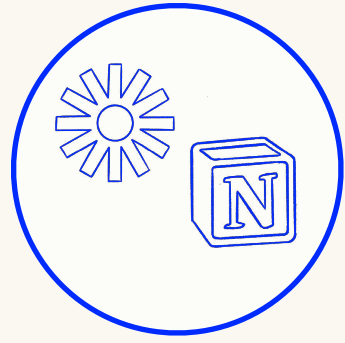
2. Create and maintain the design system
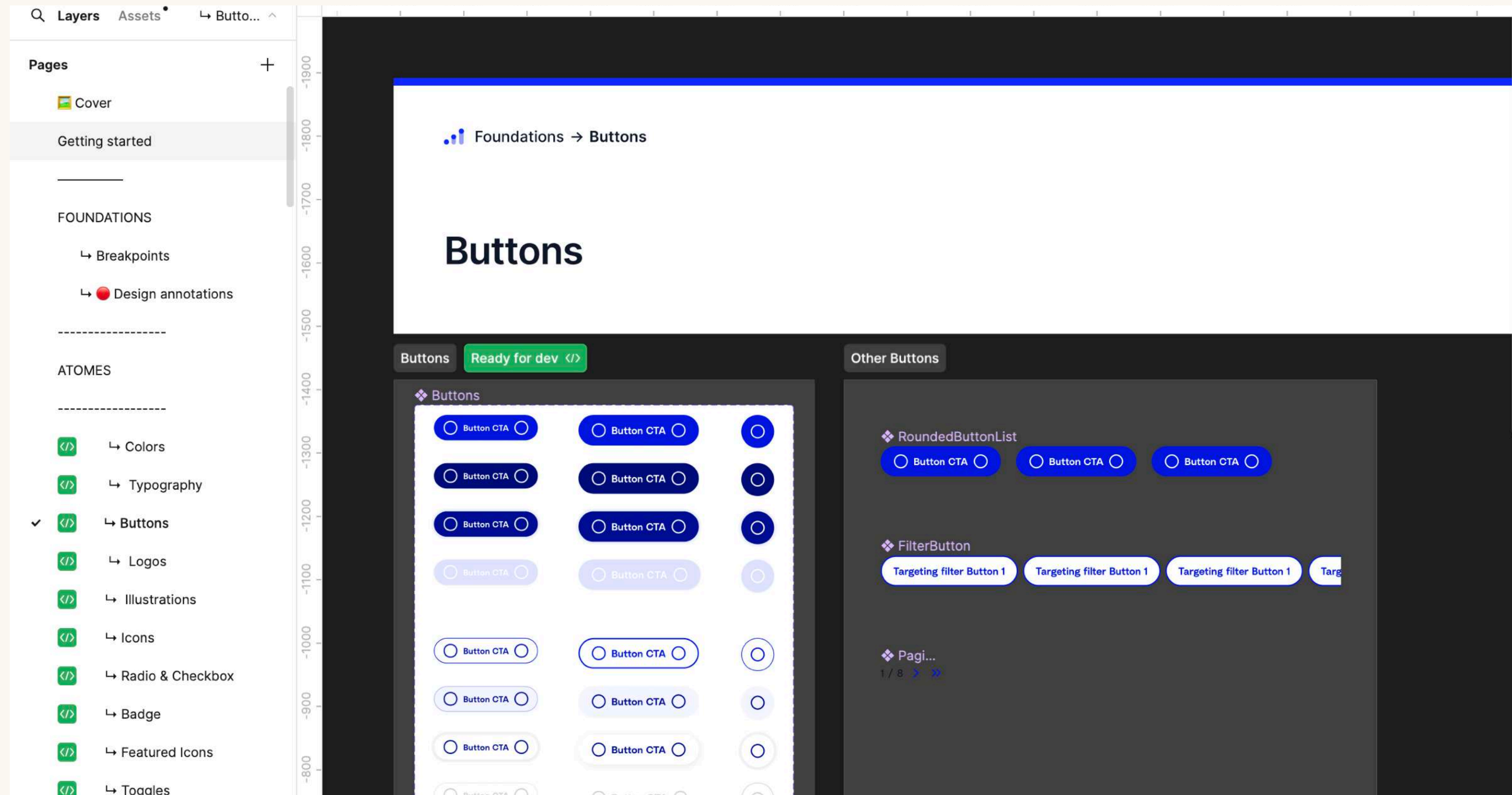
A glimpse of how I organize components on Figma. The new Figma feature « Dev mode » was very useful in this case.

Despite the creation of various components, there is still substantial work that needs to be undertaken on the development side...
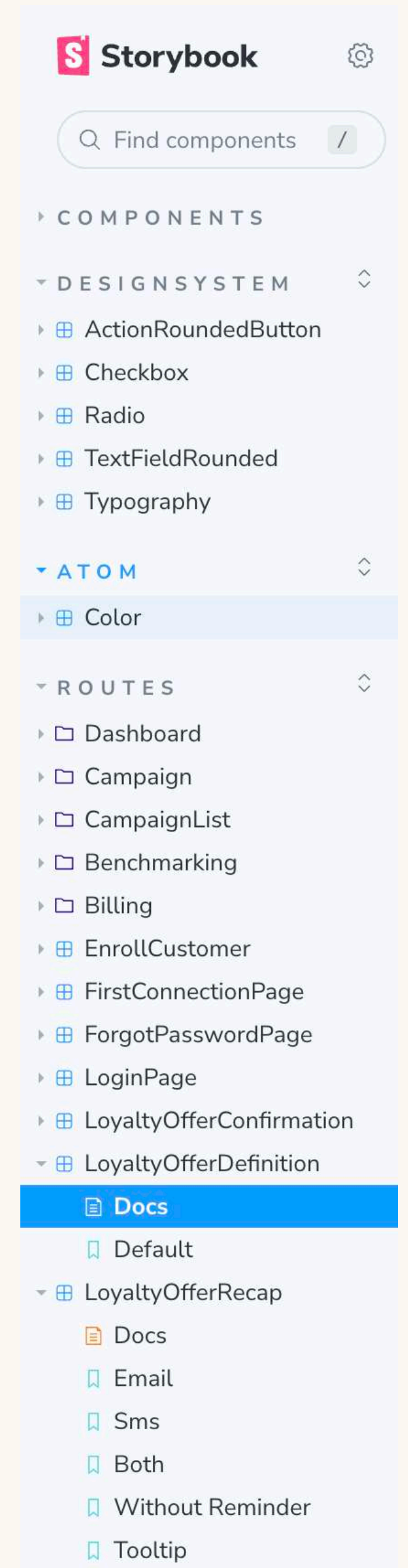
3. Standars operating protocol

Izicap

SOP is a document that outlines the steps involved in a specific process.
I created SOP's about the use of Figma and Storybook and Webflow
using Loom and Notion. The intention behind in the same for the DS :
create consistency within organization to be on the same page.
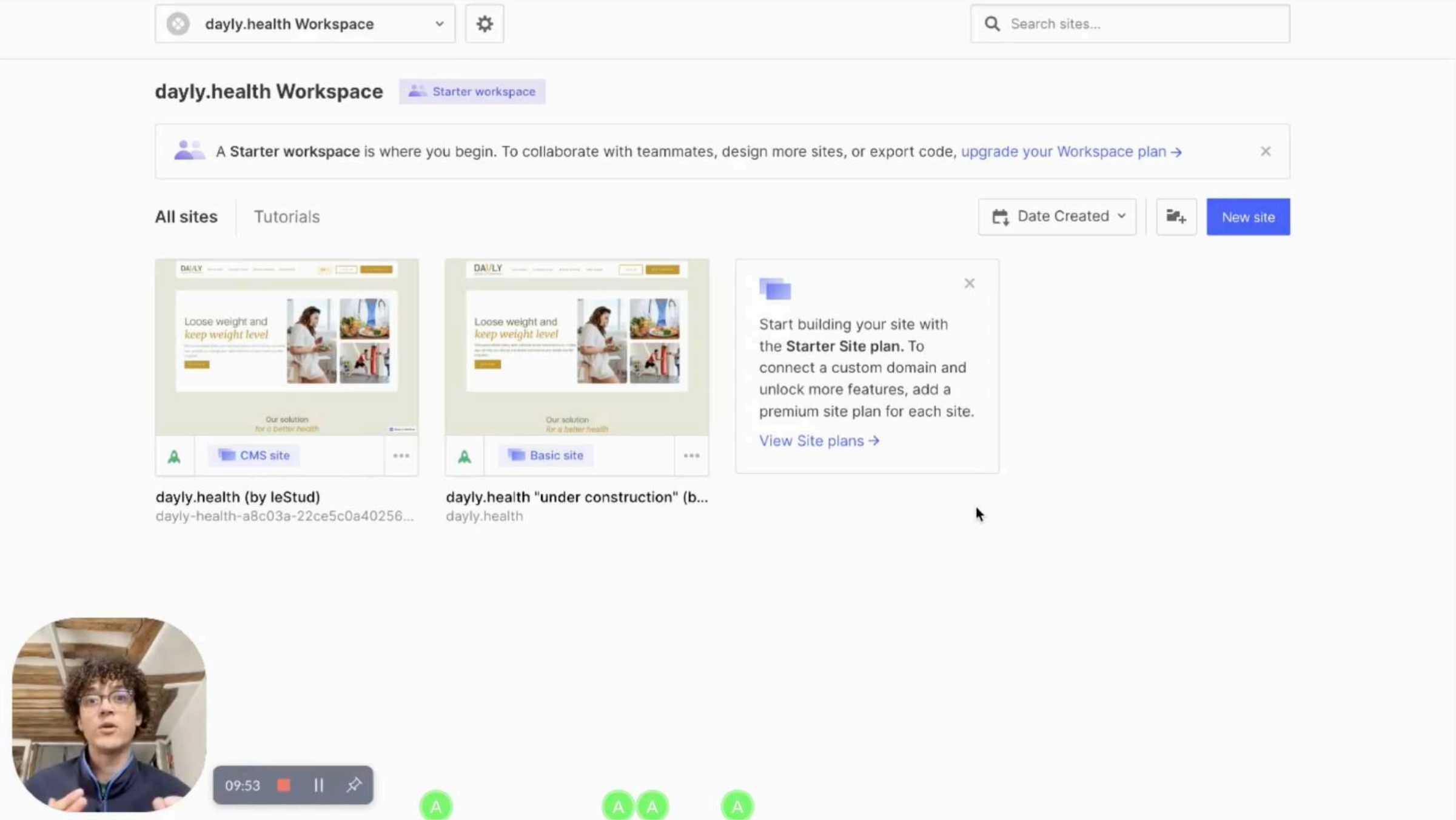
Yes it's me

04. Secoset / Entertainment cinema industry

Secoset is a startup focused on monitoring the CO_2 emissions of cinema production companies. In my position, I was responsible for designing the login process and invitation flow. Given the various key roles within the cinema industry, I immersed myself in the users' perspective to ensure their needs were met effectively.
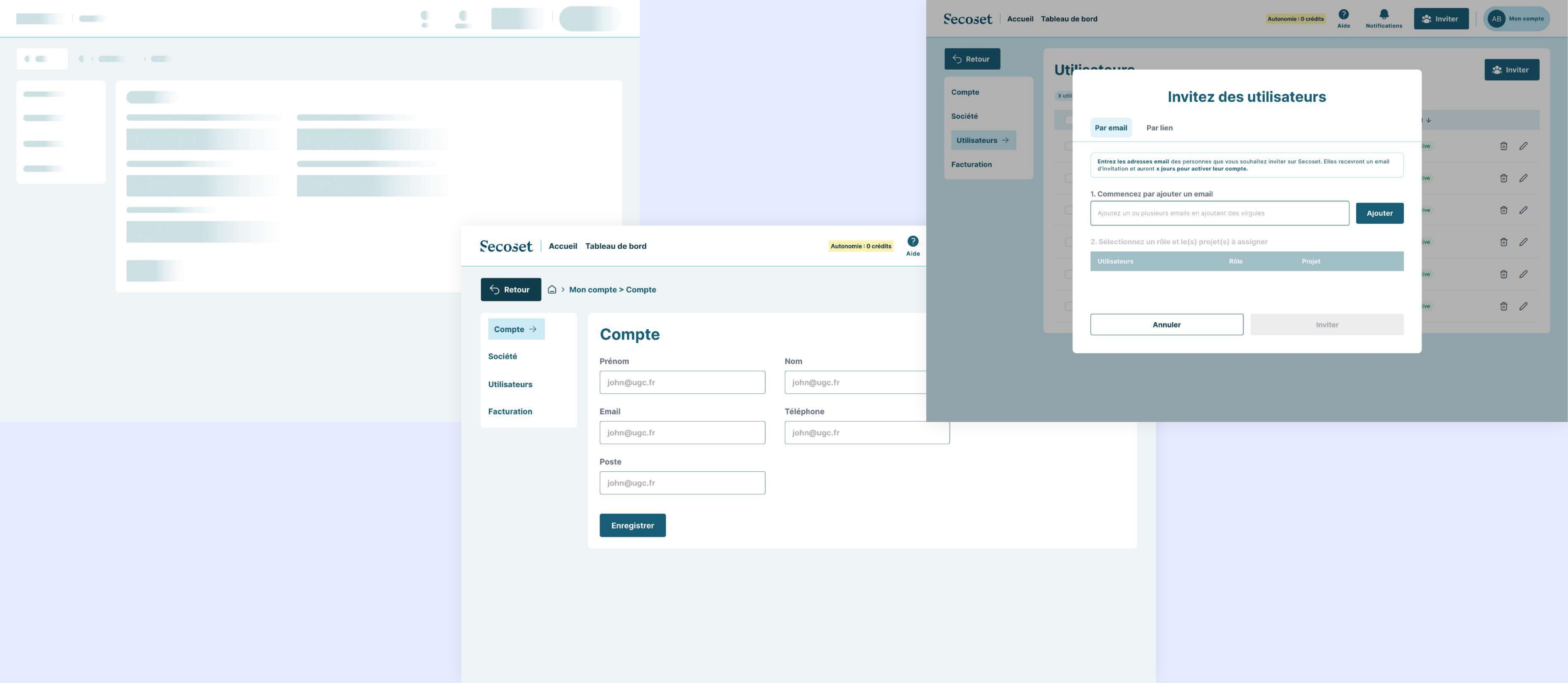
My role

Product designer

Tools

Figma   Notion

Team

Louisa Declercq - Product manager   Figma link
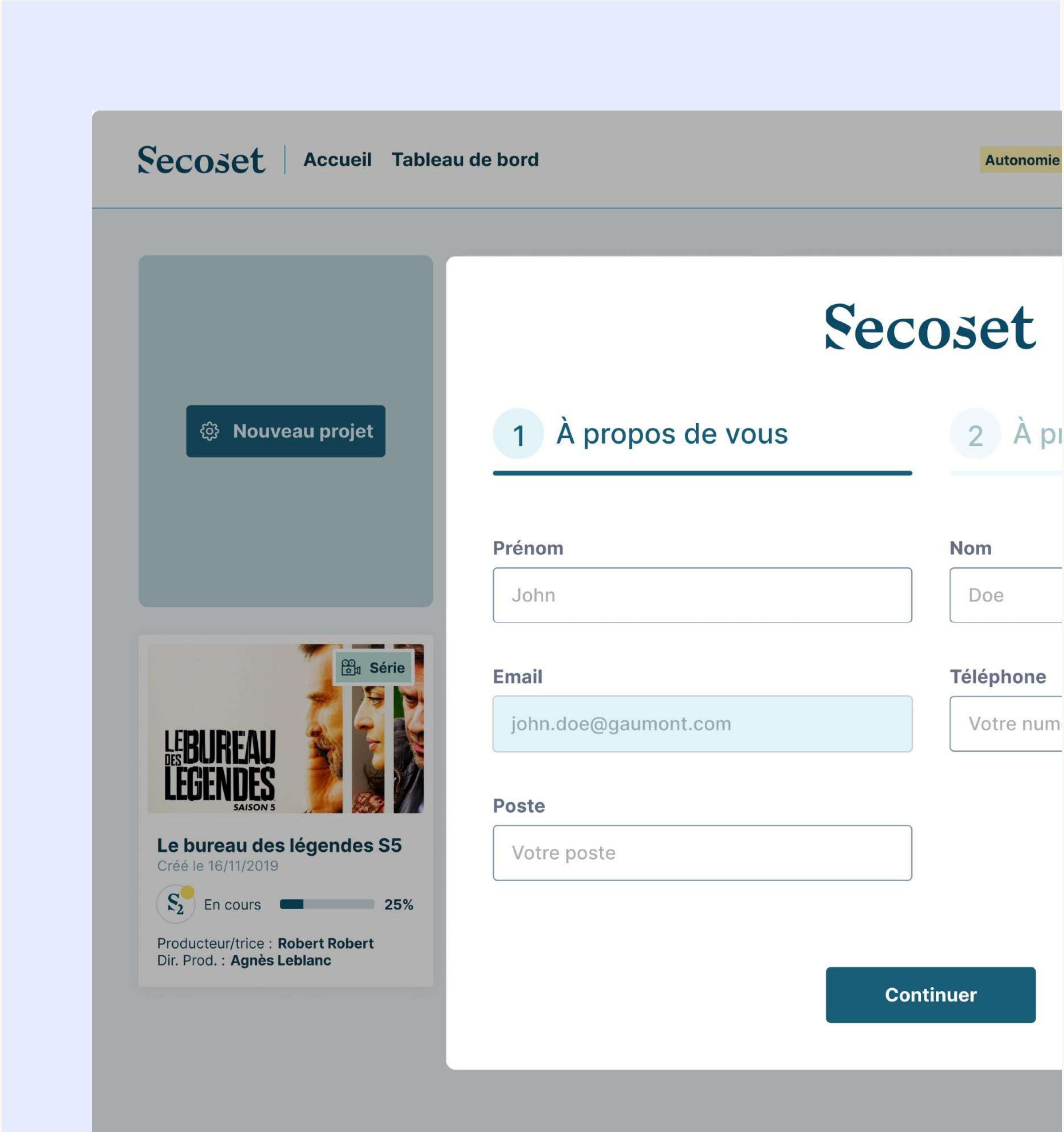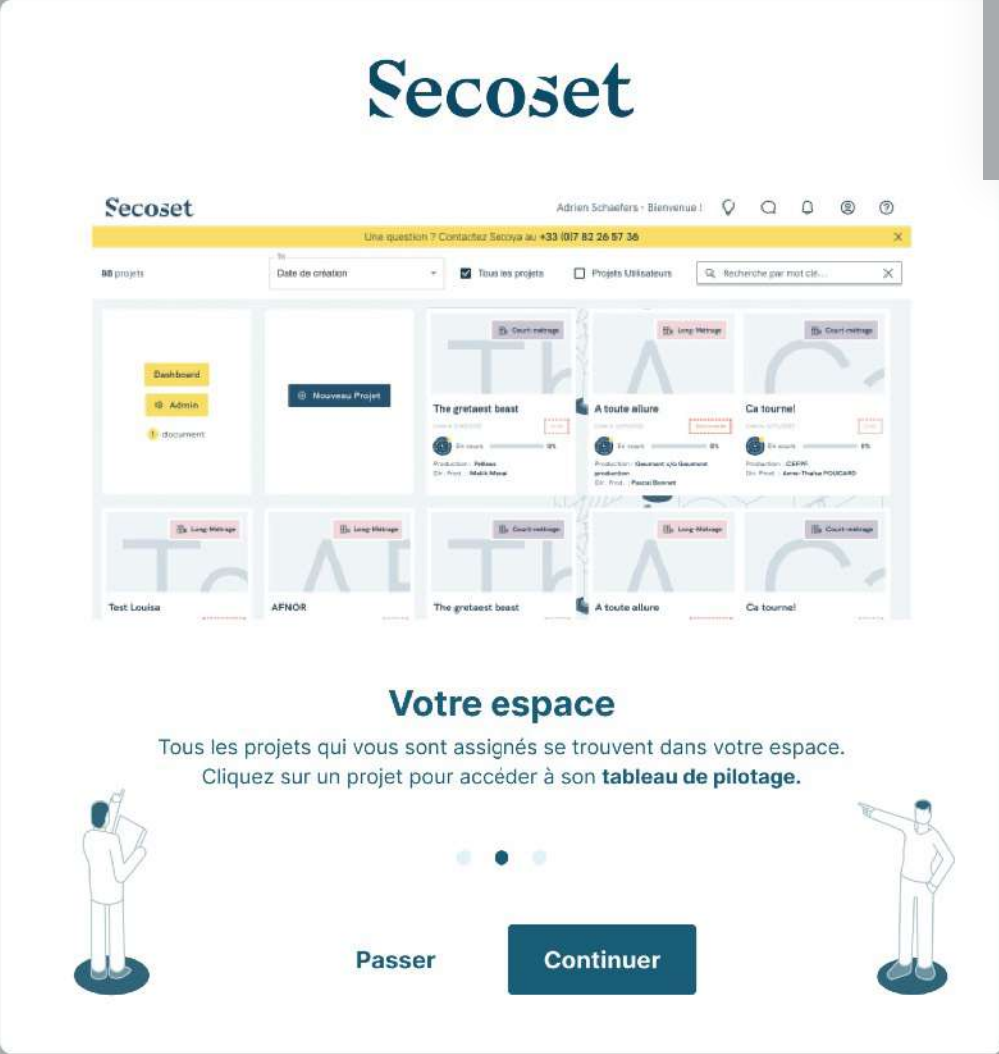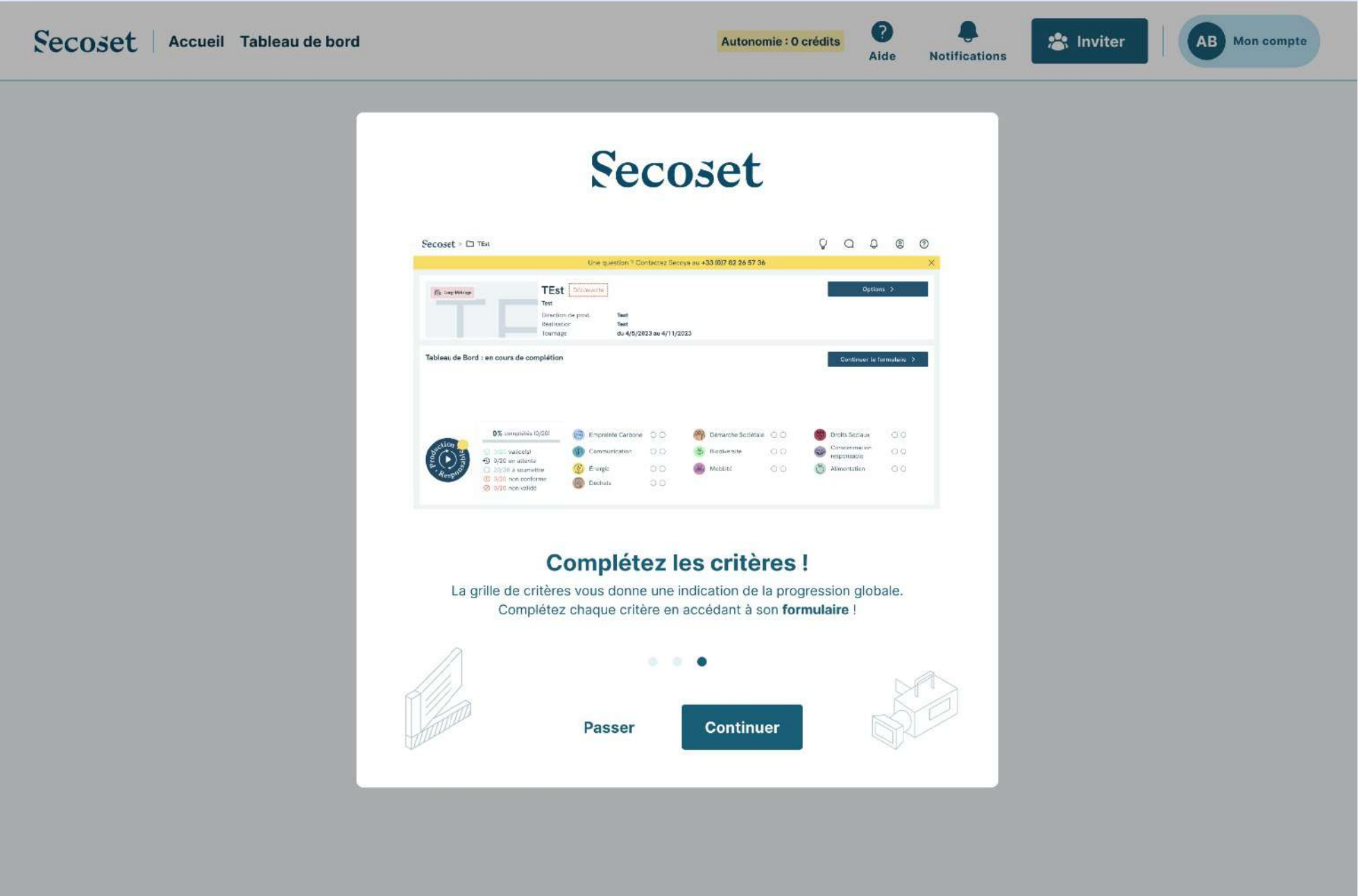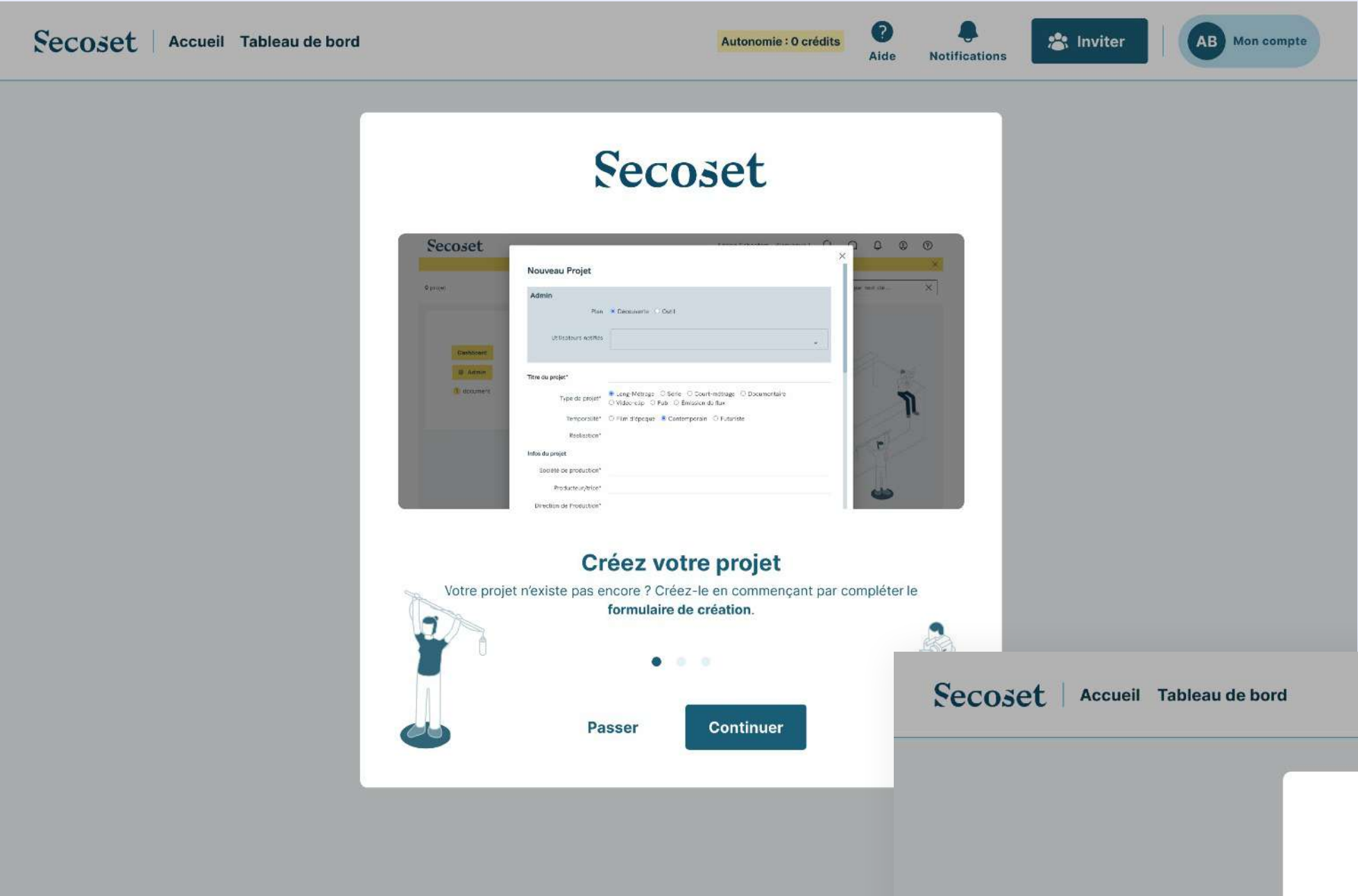
Tutorial Screens - Create Your Project

A blend of the 'My Account' screen and user(s) prompt(s) interface...

The main screens of the billing flow

05. Artsplit / Art & entertainment

The ARTSPLIT app enables investment in fractions of African artworks and music. Users can purchase "splits" to co-own works. I helped design the intuitive split purchase flow. Users browse fractionated works, bid on splits for sale and complete secure transactions through the platform. The app also features a secondary market and opportunities to obtain physical artwork custody.

My role
Product designer

Tools

Figma   Figjam   Notion

Maze

Team

Louisa Declercq - Product manager   Figma link

Thumbnail of the main screens

A few components I created during this projects

Multiple screens displaying the process of submitting a listing flow...

Market

TOP OFFER

Beautiful Lady Tears
Amazing art
$2,900.00 ▲ 2.05%

Asset contract · Lease contract · Image rights

Amazing Art	Ben Ewowu	12 Units	$32,128
Amazing Art	Ben Ewowu	12 Units	$32,128
Amazing Art	Ben Ewowu	12 Units	$32,128
Amazing Art	Ben Ewowu	12 Units	$32,128
Amazing Art	Ben Ewowu	12 Units	$32,128
Amazing Art	Ben Ewowu	12 Units	$32,128
Amazing Art	Ben Ewowu	12 Units	$32,128

Amazing Art
Demas Nwoko . 1999

$32,128.80 ^ 2.5%

Chart · Trades · Art Info

10M · 24H · 1W · 1Y · ALL

Art Info

Demas Nwoko is a Nigerian artist, protean design architect and master builder. As an artist, he strives incorporate modern techniques in architecture and st design to enunciate African. Nwoko is a Nigerian ar protean designer, architect and master builder. As an ar he strives to incorporate modern techniquesNwoko is Nigerian artist, protean designer, architect and ma

View Art · Buy/Sell

Amazing Art
Demas Nwoko . 1999
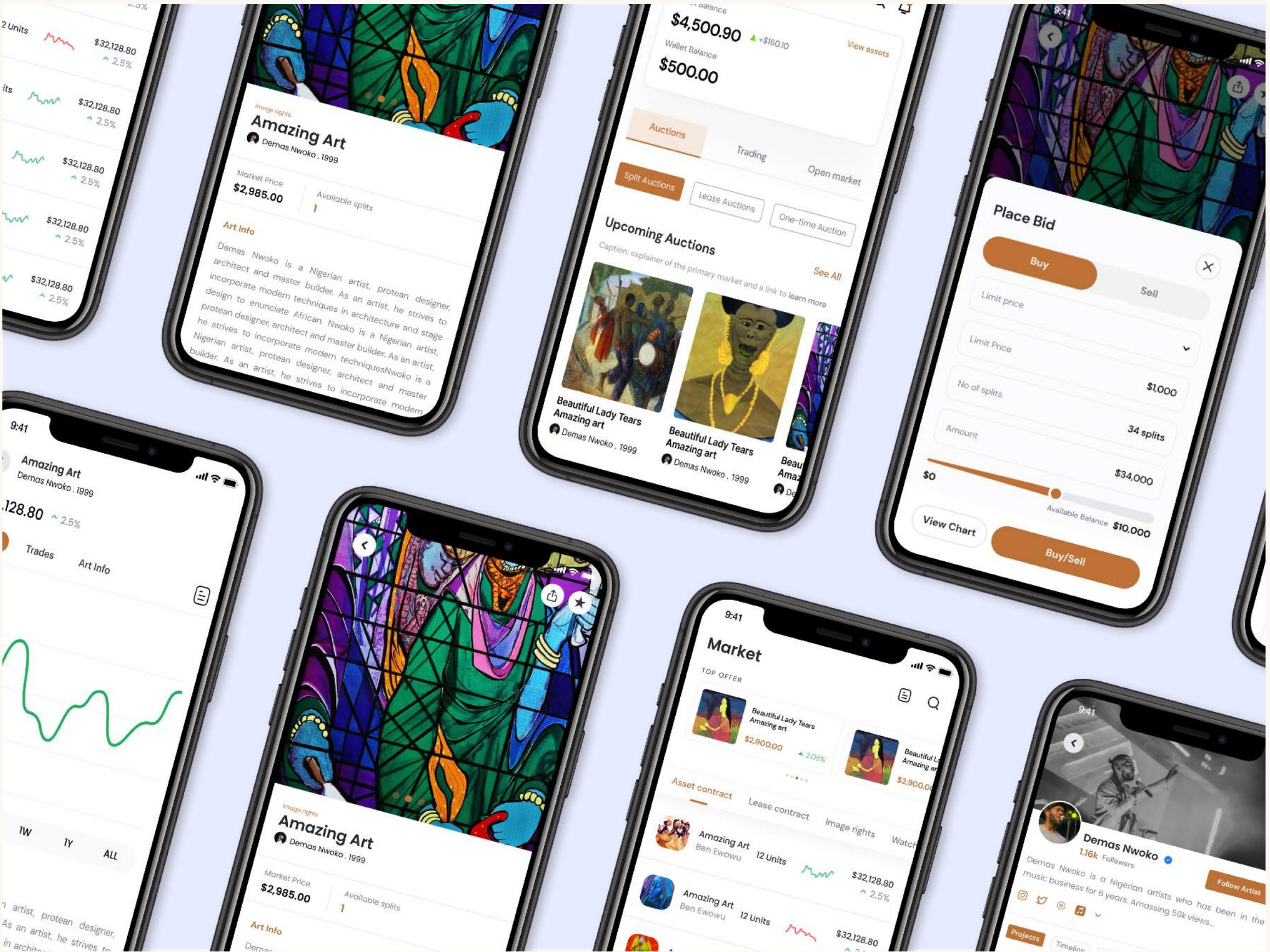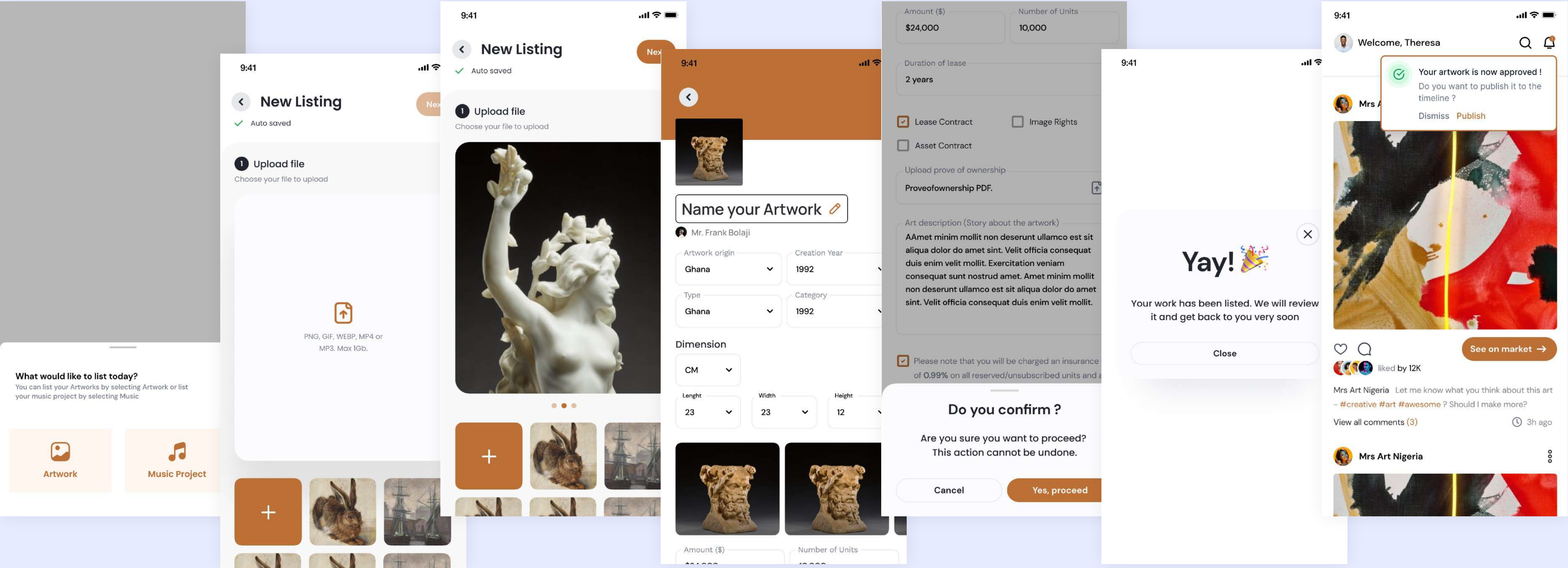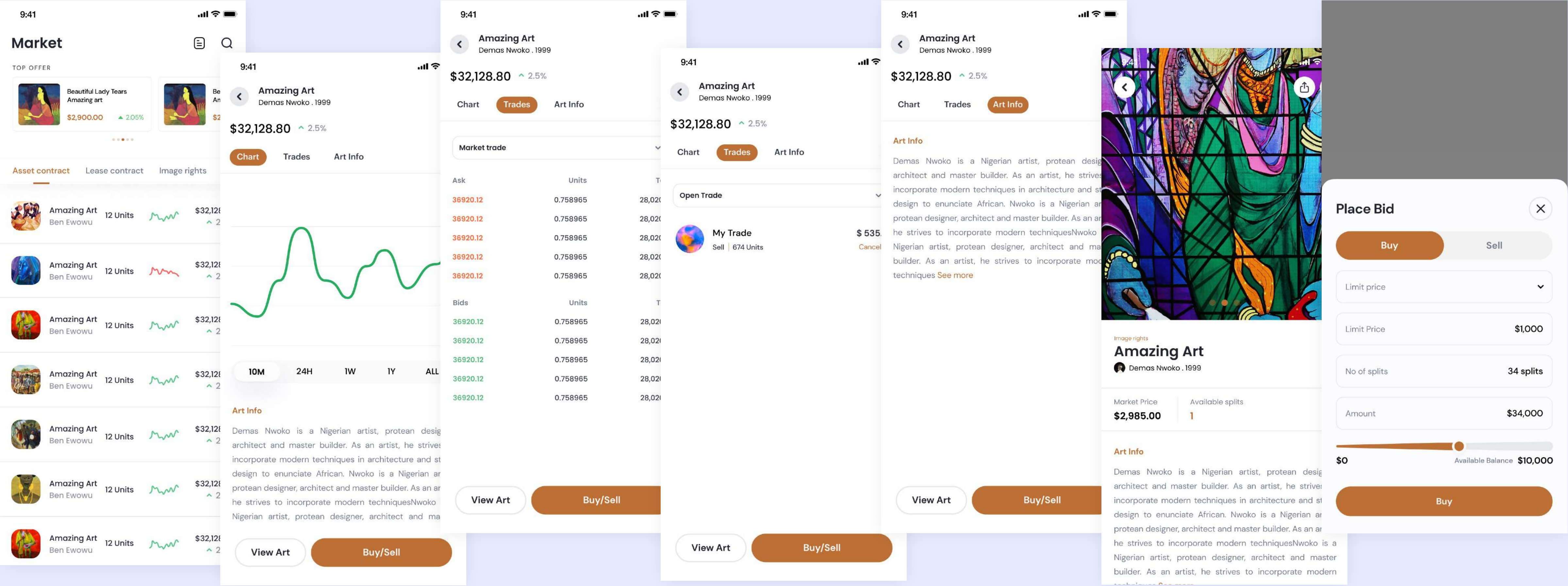
$32,128.80 ^ 2.5%

Chart · Trades · Art Info

Market trade		
Ask	Units	T
36920.12	0.758965	28,02
36920.12	0.758965	28,02
36920.12	0.758965	28,02
36920.12	0.758965	28,02
36920.12	0.758965	28,02
Bids	Units	T
36920.12	0.758965	28,02
36920.12	0.758965	28,02
36920.12	0.758965	28,02
36920.12	0.758965	28,02
36920.12	0.758965	28,02

Buy/Sell

Amazing Art
Demas Nwoko . 1999

$32,128.80 ^ 2.5%

Chart · Trades · Art Info

Open Trade

| My Trade | | $ 535. |
| Sell \| 674 Units | | Cancel |

View Art · Buy/Sell

Amazing Art
Demas Nwoko . 1999

$32,128.80 ^ 2.5%

Chart · Trades · Art Info

Art Info

Demas Nwoko is a Nigerian artist, protean desig architect and master builder. As an artist, he strives incorporate modern techniques in architecture and st design to enunciate African. Nwoko is a Nigerian ar protean designer, architect and ma builder. As an artist, he strives to incorporate mod techniques See more

Image rights

Amazing Art
Demas Nwoko . 1999

| Market Price | Available splits |
| $2,985.00 | 1 |

Art Info

Demas Nwoko is a Nigerian artist, protean desig architect and master builder. As an artist, he strives incorporate modern techniques in architecture and st design to enunciate African. Nwoko is a Nigerian ar protean designer, architect and master builder. As an ar he strives to incorporate modern techniquesNwoko is Nigerian artist, protean designer, architect and master builder. As an artist, he strives to incorporate modern

Place Bid   ✕

Buy · Sell

Limit price

Limit Price $1,000

No of splits   34 splits

Amount $34,000

$0   Available Balance $10,000

Buy

Several screens showcasing the secondary market trade flow...

06. Teamstarter / Coaching

Teamstarter is a participatory funding platform that allocates monthly budgets to employees. Employees can propose projects for colleagues to finance. Coaches accompany project leaders from idea to completion. As a freelancer, my contribution involved user research and prioritization workshops which improved coach support. This ensures ideas are effectively developed into realized projects. My work strengthening the coaching process fosters greater employee commitment and engagement.

My role

Product designer

Tools

Figjam   Figma

Team

David Lefebvre - Senior product owner

Seïba Toure - Product manager

Étienne Pascal - Product designer

Paul Albagli - Product designer

DESIGN PROCESS

1.Definition Workshop:

in this workshop, we delved into the purpose (why) of the project, identifying its core objectives. We also defined the target audience (who), understanding their demographics, needs, and pain points. Additionally, we clarified the timeline (when) for project milestones and discussed the context or environment (where) in which the product would be used.

2. Definition workshop analysis

Motivations Mapping: We analyzed the insights gathered during the definition workshop to map out the motivations driving the current user experience. This helped us gain a deeper understanding of user needs and desires.

3. User interviews

We conducted user interviews with coaches and project leaders to grasp their needs effectively. These insights guided the design process, ensuring the final product addressed their specific requirements, enhancing overall satisfaction and usability.

4. Idea generation workshop

Ideas were generated to address user needs and tackle challenges at each step of the journey. We categorized these ideas into themes, created three storyboards to illustrate potential interactions, and then shared them with coaches for feedback and validation.

DESIGN PROCESS

5. Prioritization Workshop:

We conducted a prioritization workshop to evaluate and prioritize the generated ideas. Using an impact-effort matrix, we assessed each idea based on its potential impact on the user experience and the effort required for implementation.
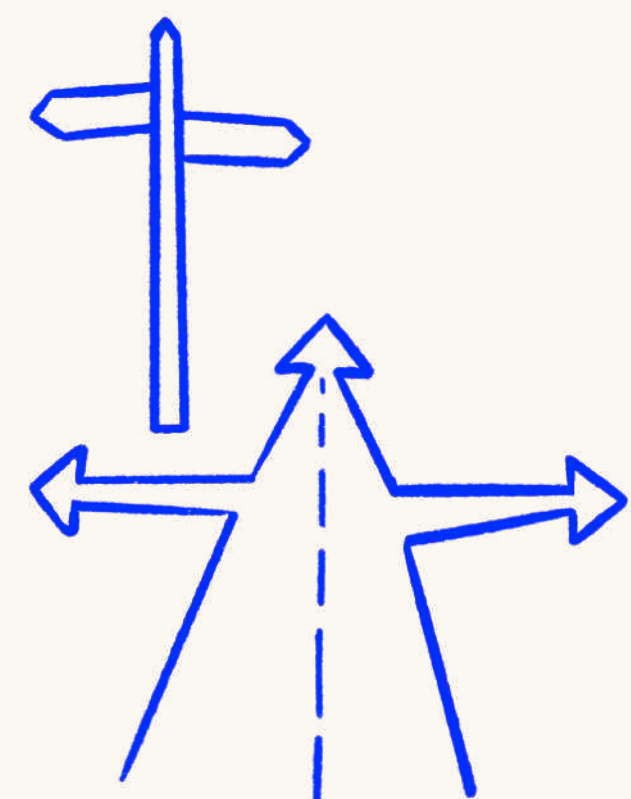
6. User Flow and Features:

We compiled a list of features essential for the Minimum Viable Product (MVP). These features were identified based on user needs, feedback from interviews and workshops, and the prioritization of ideas.
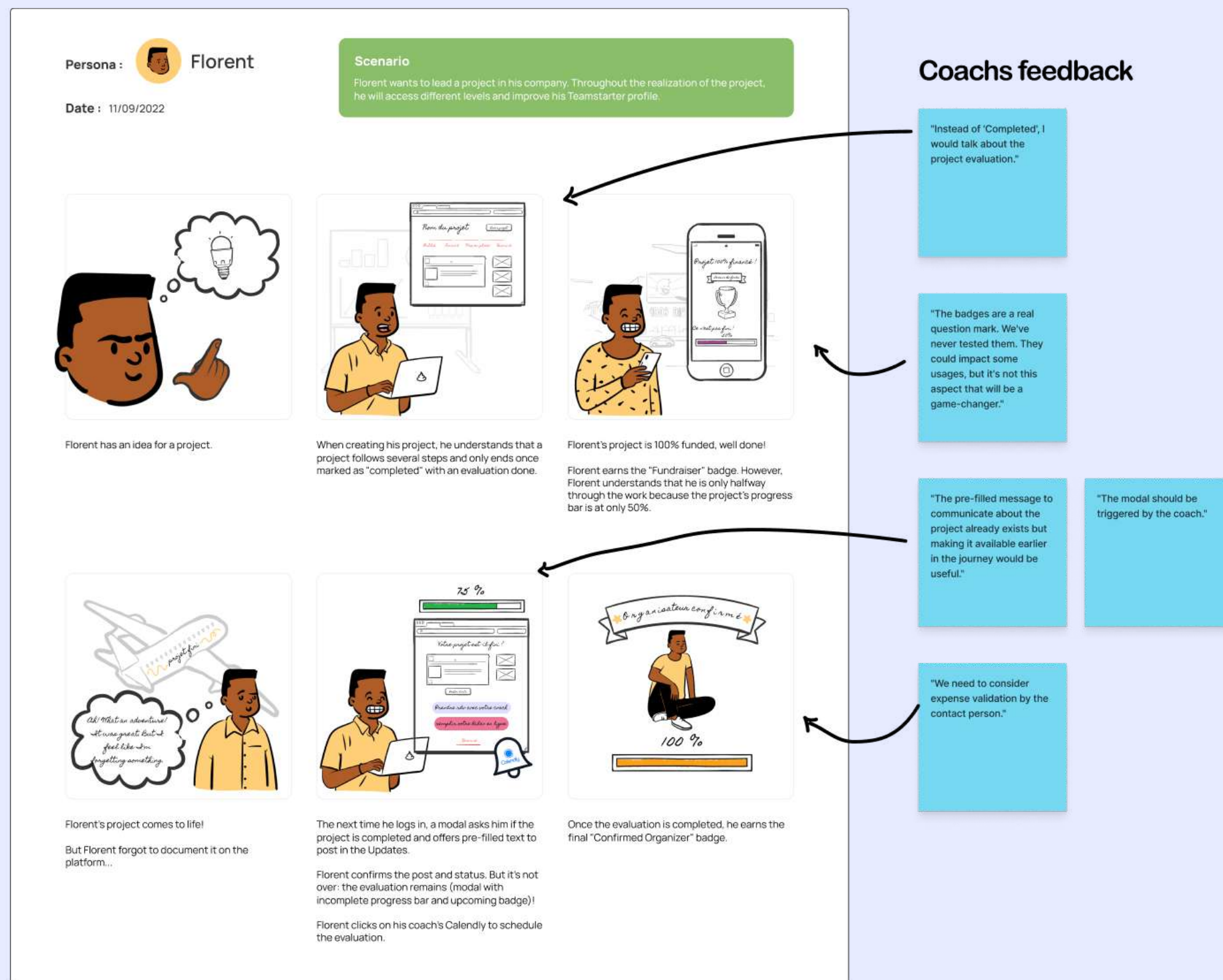
One of the storyboards created incorporating coach feedback

The impact-effort matrix developed with the Teamstarter team, including impact and effort assessments.
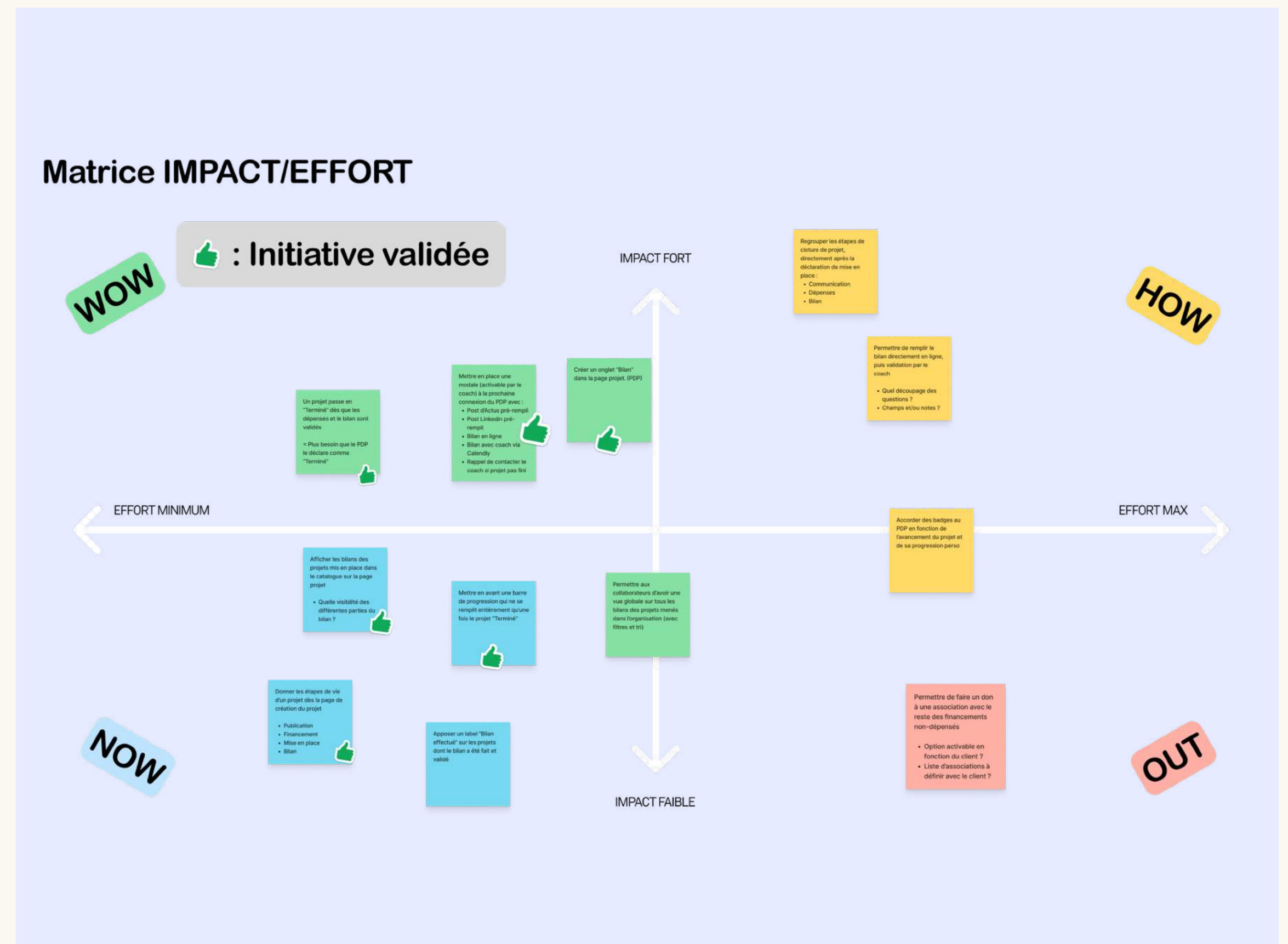
07. Kanji / Web3

Kanji is a no-code platform that allows brands to create customized NFT collections using ERC-721 and ERC-20 standards.
As a product designer, I streamlined the minting process and designed an intuitive interface to guide users through creation and distribution and assigning utilities to their NFT collections in a secure and privacy-focused way. This simplifies the process of leveraging NFT technology for brands without technical expertise.

My role

Product designer

Tools

Figma   Figjam

Team

Étienne Pascal - Product designer   Figma link
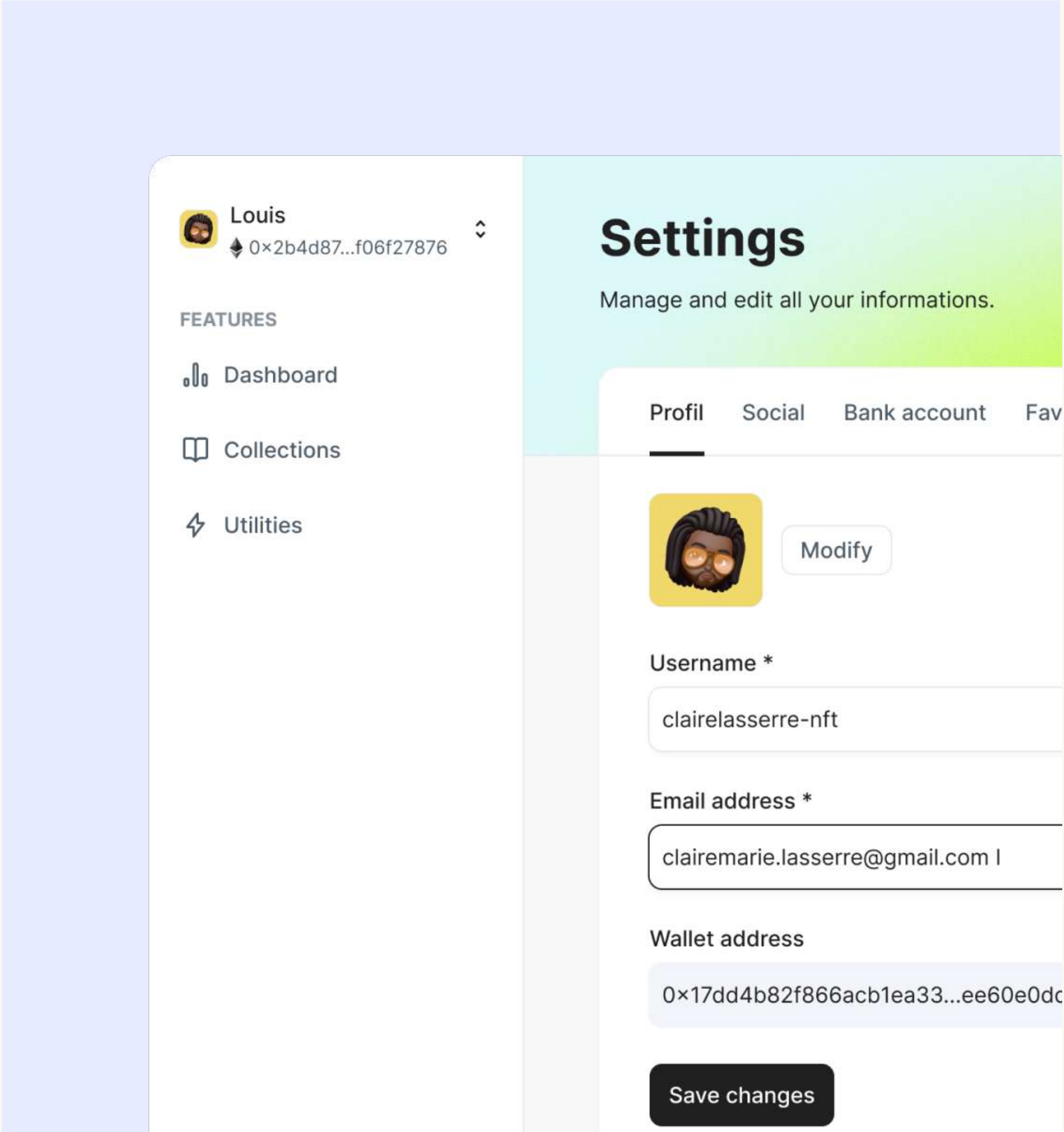
DESIGN PROCESS

1. Problem understanding

Kanji had previously worked with a user research agency to conduct interviews and workshops to deeply understand the pain points of both creators and brands in managing their NFT projects. This helped identify the key problems to address.
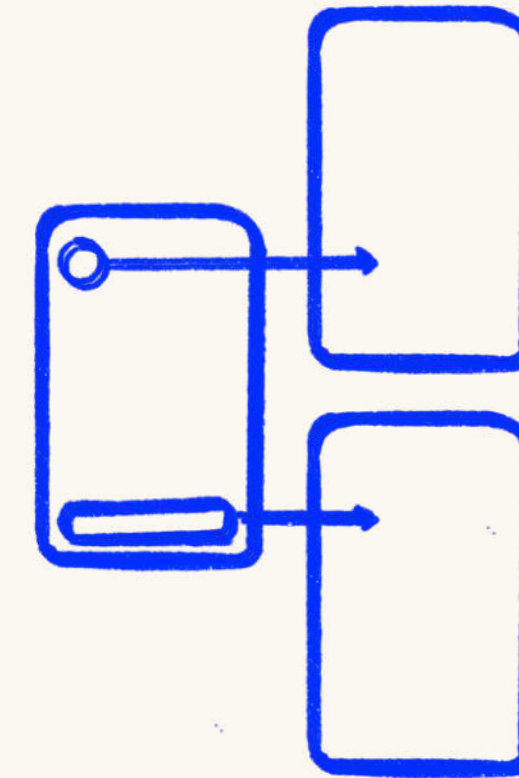
3. Design & prototype

With another colleagues we designed the key screens like the dashboard, collection builder, and marketplace to support the user flows. Interactive prototypes were developed using Figma to allow users to flow through a simulated experience.
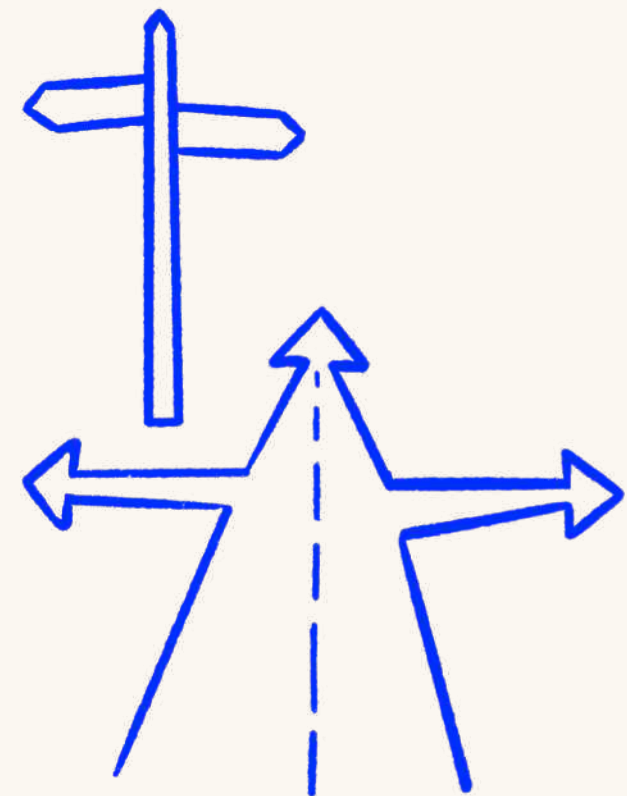
2. Map out user flows:

I created process maps and flow diagrams to define the end-to-end user journeys for the main tasks. This ensured the user needs were met through the intended experience.
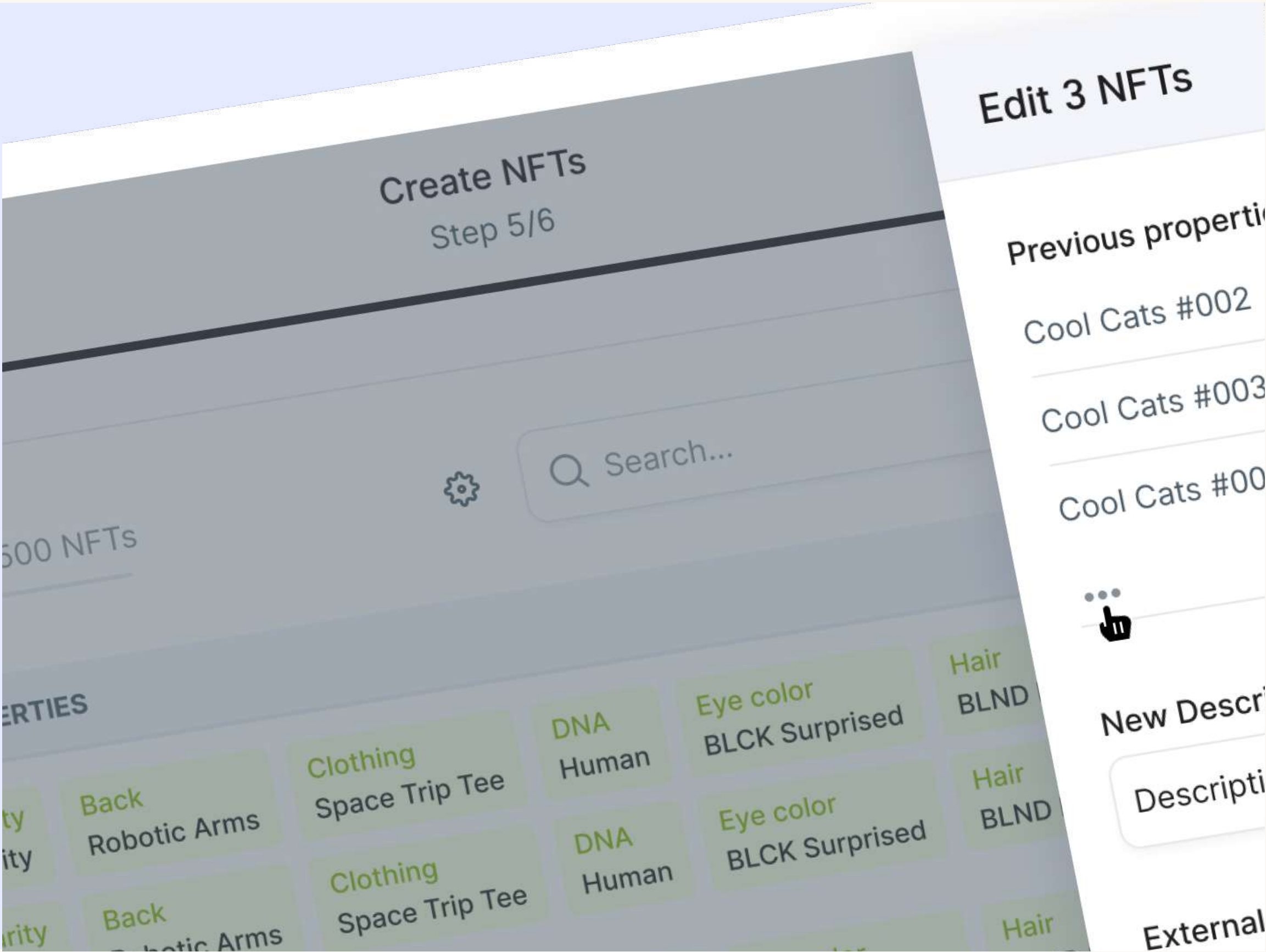
4. POC testing

We conducted remote user testing sessions using the Maze tool to get feedback from target users on the prototype. This helped iterate and improve the design based on actual user feedback.

Create NFTs

Step 2/6

Upload file

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod te
ut labore et dolore magna aliqua.

You need a 3D artist to help you. Let us connect with our partners.

Coming soon

Generative code

Upload your fo

Side panel for editing your NFT collection once it's created
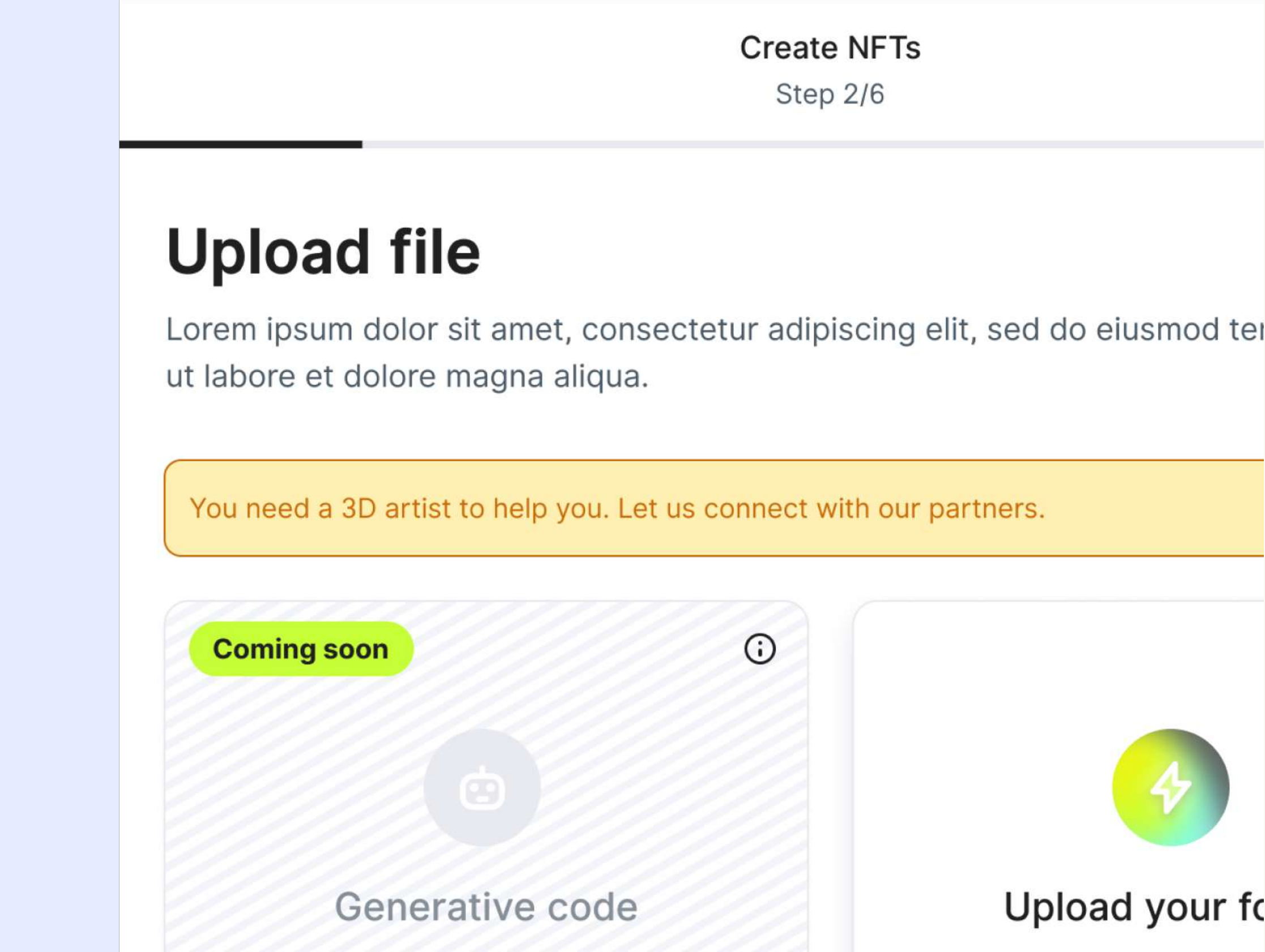
A close-up of the NFT collection creation journey screen. Here, the user can either upload a CSV file or create a collection from scratch.

Create NFTs

Step 5/6

Edit 3 NFTs

Previous properti

Cool Cats #002

Cool Cats #003

Cool Cats #00

Search...

500 NFTs

New Descri

Descripti

ERTIES

Back
Robotic Arms

Clothing
Space Trip Tee

DNA
Human

Eye color
BLCK Surprised

Hair
BLND

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Back

Clothing
Space Trip Tee

DNA
Human

Eye color
BLCK Surprised

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BLND

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Back
otic Arms

Clothing
Space Trip Tee

Hair

External

Transfer roadmap

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cool cats

Sale starts by Active

0/365 claimed

Sale phases :

Private sale Past
Start date: 10/10/2022 23:59 CET
End date: 13/11/2022 16:00 CET
Token price: 0.2 ETH
Amount of tokens on sale: 100

Public Sale #1 Active
Start date: 19/12/2020 04:00 CET
End date: 19/12/2020 04:00 CET
Token price: 0.2 ETH
Amount of tokens on sale: 100

Public Sale #2 Comming soon
Start date: 19/12/2022 04:00 CET
End date: 14/09/2023 11:00 CET
Token price: 0.1 ETH
Amount of tokens on sale: 100

Publi
Start da
End date
Token p
Amount

Create NFTs
Step 1/6

Create NFT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Minting now

nft are really minted on the blockchain. You will pay the gas fees. What are gas feed?

Lazy Minting

NFTs informations are stored but the NFT itself is not created. This is to avoid you to pay high gas price when they create the

Create NFTs
Step 4/6

Add property

Define the properties of your NFTs. They are characteristics you want to grant them!

Property's name *

Rarity

Value : Enter value

+ Add value

+ Add property

Next step Edit sale phases

My collection transfer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Robotos
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

NFT transfert roadmap

◈ Private sale Past
Start date: October 10, 2022 at 23:59 pm CET
End date: October 13, 2022 at 16:00 pm CET
Token price: 0.2 ETH
Amount of tokens on sale: 100

⊞ Offer Cool Cats #4 Past
Start date: October 10, 2022 at 23:59 pm CET
Amount of offered tokens: 100

08. Natixis / Finance

As a consultant, I played a key role in enhancing the entire journey for users to visualize their available retirement savings, which was split across two websites. The goal was to standardize and create a seamless user experience to reduce bounce rates and effectively direct users towards the savings products offered by Natixis Interépargne.
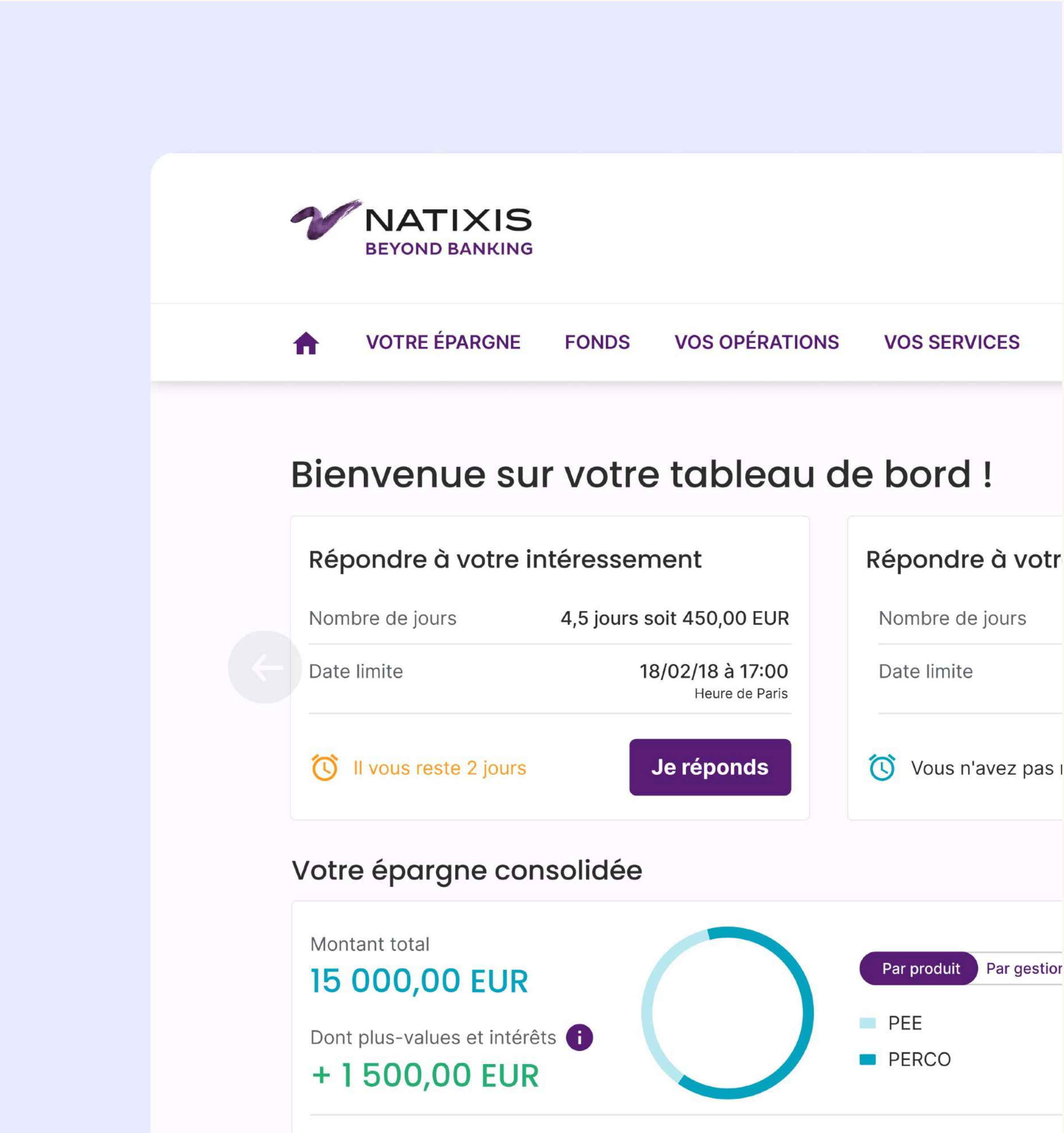
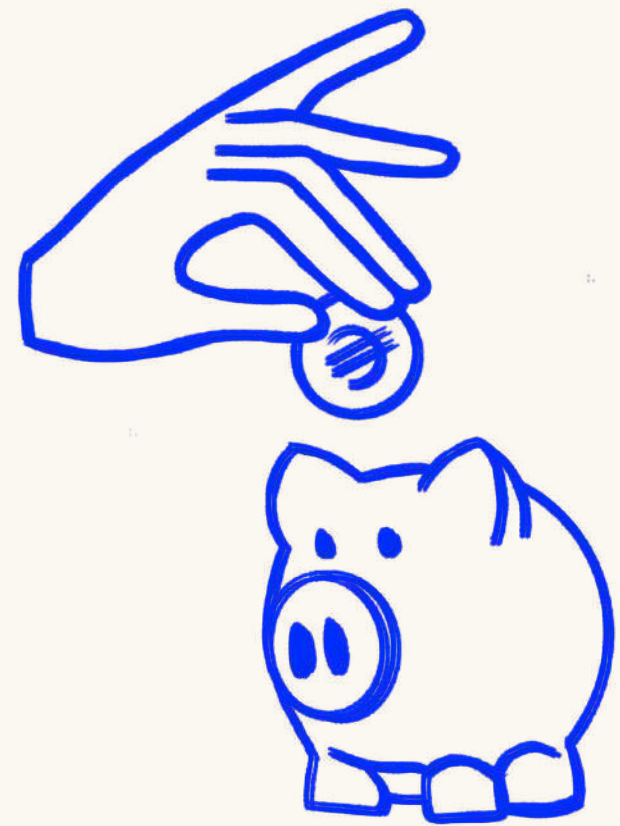**Role**

Product designer

Team

Laure Rabelle - Head of product

Ninon Bossard - Product manager

Ninon Bossard - Product manager

Retirement specialist

My work at Natixis

1. Overhaul of a retirement savings tool

My role as a product designer aimed to completely redesign their retirement savings simulation pathway. The goal was to enhance the user experience by making retirement savings simulation more accessible, intuitive, and reassuring for users. Users faced challenges with unclear information, a fragmented pathway, and redirection to a dedicated site for simulation, causing a disjointed experience.

2. Continuously improve the space dedicated to enterprise

My other role involved continuously enhancing the dedicated business space so that each company could establish its own employee savings plans for its employees.
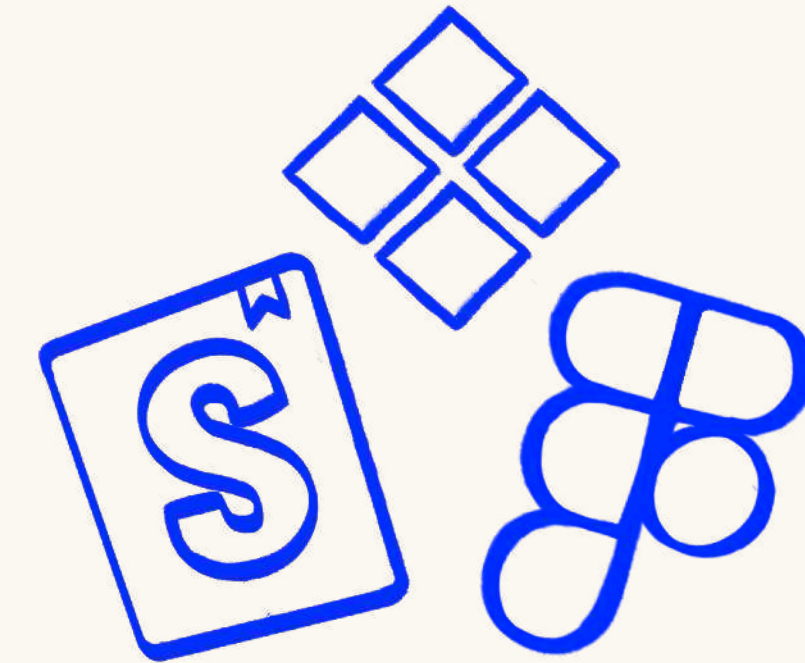
3. Design system maintenance

At Natixis, the task involved transferring all components from Sketch to Figma, including the documentation previously created using Invision.
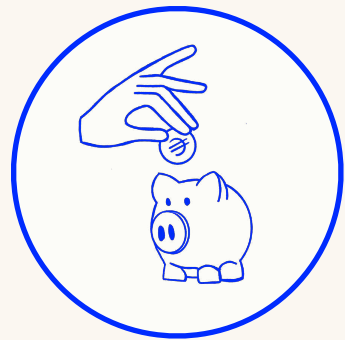
1. Overhaul of a retirement savings tool
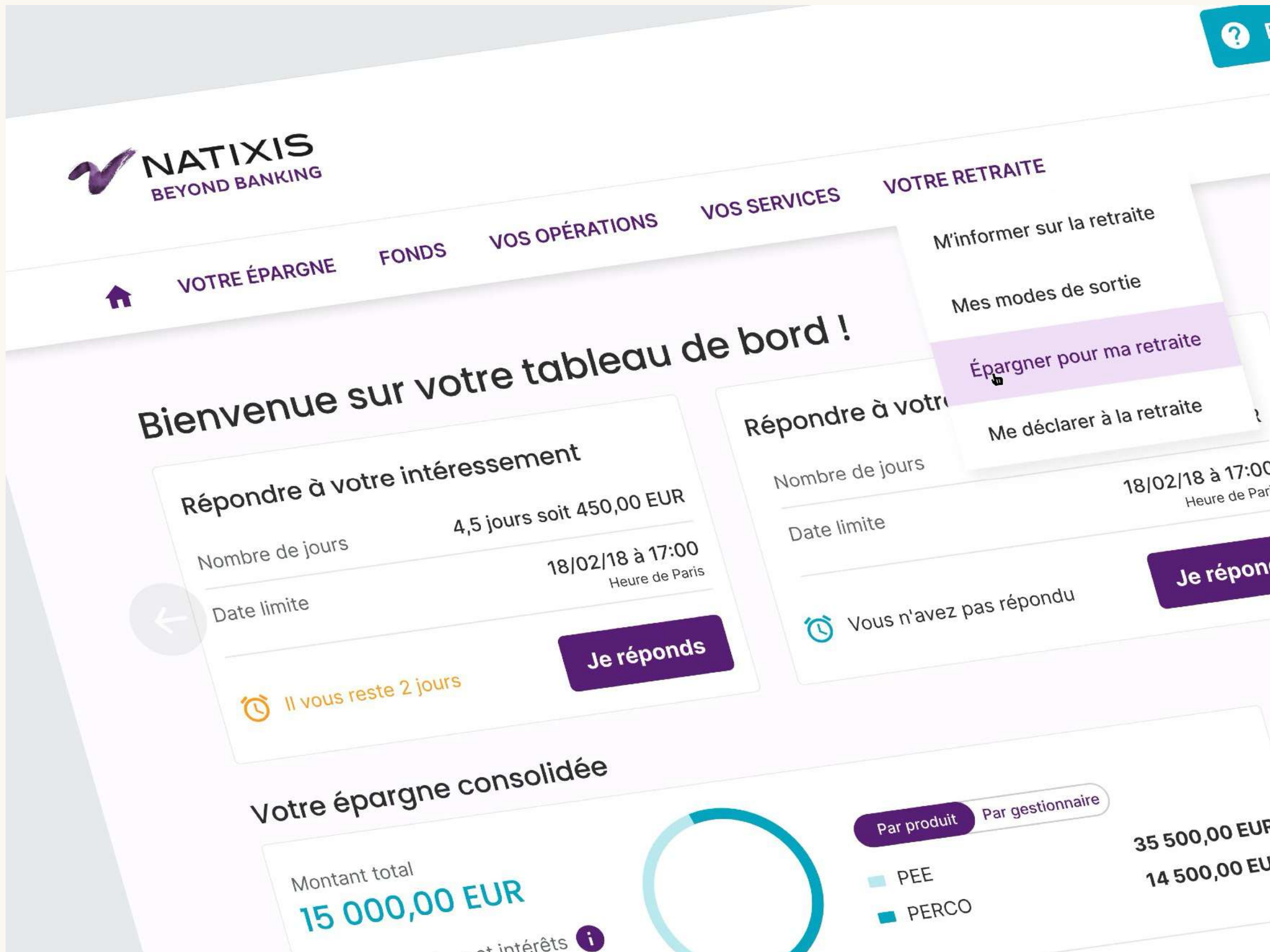
Natixis

Close-up of the Natixis Intepargne dashboard. Here, the user is about to enter the retirement simulation journey.

Screen allowing users to visualize their retirement contributions based on their retirement plan.

1. Overhaul of a retirement savings tool

Natixis

Several mobile screens showcasing retirement contributions flow

Webflow projects

In my spare time, I find joy in crafting websites using cutting-edge tools like Webflow. During my student days, I aspired to design captivating websites reminiscent of those showcased on platforms like Awwwards or SiteInspire. This hobby not only hones my organizational skills through the implementation of design systems and the utilization of design tokens to streamline developer workflows, but it also enhances my eye for aesthetics and visual appeal. I hope you enjoy exploring the websites I've brought to life !

Eleuthera

Punchie

Démarche   Puncheurs.euses   Clients   Briefs   Formations

⊙ LaReserve.tech   La Réserve   Les défis   Les réservistes   La charte Réserviste   [Devenir réserviste]

Deviens réserviste 🧑 design

face à la crise énergétique

LaReserve.tech est le programme de mobilisation citoyenne pour créer des réponses rapides en temps de crise.

Deviens réserviste →

⊙ + de 300 réservistes   [Tous les réservistes ↗]

Hugo Martinez   Constance Montcoudiol   Ardjo Shahadat   Margaux Bual

Réserviste (EcoWater)   Réserviste (Projet 194)   Réserviste (Lightsoff)   Réserviste (J'aifroid!)

#Communication • #Politique   #Design • #UX • #User Research   #Product design • #No code   #Marketing • #Social Media

09. Webflow projects

In my spare time, I find **joy in crafting websites** using cutting-edge tools like Webflow. During my student days, I aspired to design captivating websites reminiscent of those showcased on platforms like Awwwards or SiteInspire. This hobby not only **hones my organizational skills** through the implementation of design systems and the utilization of design tokens to streamline developer workflows, but it also **enhances my eye for aesthetics** and visual appeal. I hope you enjoy exploring the websites I've brought to life !

https://www.lareserve.tech/

https://www.eleut-hera.com/

https://www.punchie.fr/#manifesto

10. About me

Hi!
I'm Adrien, a 28-year-old product designer based in Paris, with four years of experience and over a year freelancing. I've worked with agencies, as a consultant and for startups. I enjoy having a holistic approach to digital product design, collaborating with teams to identify areas for improvement.
 In the next slides, I'll share my design journey and interests beyond works.

As a kid my dream was to become a professional ballet dancer. I Studied ballet from 10 to 14 yo at the opera national de Paris. Unfortunately my level wasn't good enough and quit dancing after

After my high school graduation I studied International trade for 3 years. I wanted to broaden my horizon and had a naive goal which was to create strong link between countries. Since I liked learning languages I also thought become an interpreter or a translator.

strate

During my licence a good friend of mine invited me at the final grade student diploma at « Strate » a design school near Paris. This day I was deeply inspired by the approach followed by students and this is why I choose to follow this path and begin my design journey.

After completing my licence degree, I made the decision to delve into design and pursue studies at Hetic. The curriculum was comprehensive, covering topics ranging from digital marketing and coding to motion design and, of course, interaction design. This well-rounded education inspired me to further pursue a career in this field.

0 - 10 yo
Tokyo, Ichigaya

10 - present
Paris, France

10. About me

In my free time, I enjoy engaging in various activities that allow me to recharge and stay active. Among my passions are cycling, running, hiking, and music. What I particularly enjoy about hiking, cycling, and running is the pre-planning of my routes using applications such as Strava, AllTrails, or Komoot. Planning ahead at home enables me to discover new scenic trails or simply optimize my outings by considering various factors such as distance, elevation, and weather conditions. This pre-planning adds an exciting dimension to my outdoor adventures and allows me to make the most of each experience.

I'm more a ...

~~RULER~~   SCRIBBBLE

The way I work is more ...

~~MADNESS~~   METHOD

When I go on a trip I always need a ...

~~DESTINATION~~   DIRECTION

I'd rather be in a ...

~~COCOON~~   BEEHIVE

Companies / Agencies

Source

Hexa

Datagif

Area17

Vraiment vraiment

Spintank

Mozza

Frog

work.co

User Studio

OctaveOctave

Individuals

Dave Hakkens

Timothy Ricks

Gauthier Casanova

Victor Bouscavet

Maxime Frere

Bruno Simon

Tristan Chavillat

Rémi Guillot

Jesper Kouthoofd

Wes Anderson

Tools

Figma

Jump

Webflow

Notion

Arc browser

Spline

Alan

Eagle

Jitter

Miro

Thank you !

adrienschaefers@gmail.com

+33 06 27 75 14 62

https://www.linkedin.com/in/adrien-schaefers/