



Email

hugues.piaskowski@gmail.com

Website / portfolio

www.hugues.design

Current location

Paris, France - open to relocation in Asia

Date of birth

July 29, 1986

Nationality

French

+15 years Experience

Managing teams of over **25 people**

Strong **e-commerce** references

Fluent French, B2 English Level

About me

Hi, I'm Hugues Piaskowski, a French Product Design Director based in Paris with over 15 years of experience leading UX and Design teams at digital agencies and consulting firms such as Altima, Niji, Accenture Song and Experience Center of PwC France.

As a passionate and dedicated Product Design Director, my mission is to craft meaningful, user-centered experiences that solve real-world problems. I believe in blending creativity, strategy, and technology to deliver innovative solutions that meet both user needs and business goals.

Education

Master 2, Manager in Interactive Digital Communication

2010 - 2011 : Les Gobelins

Master 1, Project Manager

2008 - 2010 : IESA Multimédia

BTS (two-year technical degree) Communication and Graphic Industries

2005 - 2007 : École Estienne

Qualifications and softskills

French: fluent, English: B2 level

Tools: Figma, Sketch, InvisionApp, Principle, Marvel, Mural, Miro, Axure, Adobe suite (XD, Indesign, Photoshop, Illustrator, Premiere), Office suite

Pedagogical, good listener, enjoy managing and coaching teams

Passionate about new technologies, AI, futur trends, virtual headset, autonomous cars and IoT

Hugues Piaskowski

Experience & Product Design Director



Head of User Experience @ Niji

April 2022 - September 2024

Niji is a French Digital consultancy company, 1400 employees, €120m revenues

Managing the UX practice, including team recruitment and management, responding to RFPs, project management, and developing the agency's UX community.

Casino Barrière: Design of the new Casino Barrière application, implementing a connected casino experience that allows players to use a digital card, claim their winnings directly to a digital wallet, and extend their gaming experience beyond the casino.

Lacoste: Design of the future Lacoste e-commerce application, working closely with the Lacoste team for a planned launch in early 2025 in the North American market.

Transgourmet: Design of the new B2B food distribution mobile application for restaurateurs. Integration of AI to automate orders and optimize restaurant management.

Ritz Paris: Design of the new room booking platform for the Ritz Paris hotel and its e-commerce platform.

Relais & Châteaux: Design of the new online stay reservation experience.

Clients : Accor, Barrière, Effia, Floa Bank, Lacoste, Orange, Relais & Châteaux, Ritz Paris, Route du Rhum, Socomec, TotalEnergies, Transgourmet



Head of Design @ BPCE

November 2021 - April 2022

BPCE is the second-largest banking company in France

Implementation of the MyWayV2 Design System for the employees workstation in bank branch.

Management and coaching of the Design team: staffing, scheduling tasks, and managing projects.

Training ITCE employees on UX design and design thinking methods: training sessions and integration of the methodology into company projects.

Implementation of a product-oriented approach: definition of KPIs, teamwork with the PO and PM of each product, leveraging insights, test & learn, measuring employee satisfaction and framing new products to optimize development and maintenance days.



Lead UX / UX Director @ Accenture Song

September 2016 - October 2021

Supporting clients in their digital strategy using design thinking, overseeing the UX strategy, participated in RFPs, and managed the UX team in France (25 people) with responsibilities including recruitment, career development, project oversight, and staffing management.

Sephora: revamp of the e-commerce website (240M euros revenues in 2024)

Laposte (French postal company): revamp of laposte.fr (41.0M monthly traffic)

Celine: revamp of the e-commerce website under the supervision of Hedi Slimane

Club Med: continuous improvement based on user feedback and product strategy

Accor: replatforming of every Accor brand's website with Adobe Commerce Cloud, starting with Movënpick Brand as a pilot

Ubisoft: design and launch of E3 2018 Ubisoft event website for presales, figurines and game sets

Clients : Airbus, Airlíquide, BNP, Cetelem, EDF, Essilor, IKEA, Laposte, Le Louvre, LVMH, MGEN, Ores, Schmidt, Schneider Electric, Groupe SEB, Sephora, Société Générale, Suez, System U, Ubisoft



Product Designer @ Livementor

February 2016 - September 2016

Livementor is a France's leading training organisation for entrepreneurs

Discover and deliver new features: brainstorming based on user insights, coordinating with development and marketing teams, defining KPIs, prototyping and testing with alpha users, design (prototyping, functional specifications, and QA before deployment).



UX Designer / Lead Experience Designer @ PwC Experience Center

January 2011 - January 2016

As a Lead UX, I used service design methodologies, user research, and interaction design to enhance user journeys and experiences on several projects while managing client satisfaction

- **MeilleursAgents.com:** Complete redesign of the online property valuation website. Conducted test-and-learn initiatives on new business opportunities using interactive prototypes.
- **Kering:** Redesign of the intranet for all the group's brands, including workshops held across Europe at the headquarters of various brands (Puma, Bottega Veneta, Gucci).
- **L'Argus:** Service design of an automotive marketplace tailored for automotive industry professionals.
- **SFR:** Redesign of the B2C e-commerce website, test display of subscription offers to customers with test & learn approach, redesign of the online selfcare

Clients : Famihero, ERDF, Transdev, Voyages-SNCF, Allianz, SFR, Orange, NRJ Mobile, Voyage Privé, MeilleursAgents.com, Kering, l'Argus, Longchamp, Bouygues Telecom, Auchan, Celio, Groupama, RATP, Liberation, Malakoff Humanis, MACSF, Keolis