

Aldric ✶ Flandrin

Senior Product Designer

See my bio-graphy

flandrin.aldric@gmail.com | +33 6 43 02 86 00

Paris, France

Let's connect

Product designer with 12 years of experience, the last five on data-dense B2B SaaS: regulated domains, back-office tools and legacy platform rebuilds. Built two design systems at scale, launched a full product line from zero to 350 corporate clients, and hired and managed a design team.

Experiences

Oct. 2025 - Present — Paris, France

Senior Product Designer, Movinmotion

HR, payroll, employment administration and accounting SaaS platform for the culture and communication industries

- Multi-product B2B scope: user research (interviews, usability testing, usage data analysis) feeding design opportunities, the product roadmap and backlog prioritisation.
- Leading the back-office redesign for French national collective bargaining agreements, at the intersection of regulatory compliance, payroll rules and domain-driven design.
- Building the mm/ds design system and an AI-assisted design-to-code pipeline (Figma MCP, Code Connect, Storybook), plus a Make kit for token-aligned generative prototyping.
- Platform rebuild taskforce (brownfield to greenfield) with architects and product leadership: domain framing and business-model to interface alignment. Established design ops rituals.

Dec. 2022 - Sep. 2025 — Paris, France

Lead Product Designer, Jaji (Klesia Group)

Launch of a fully digital health insurance provider, built from scratch

- 0 to 350 corporate clients and 5 products shipped: marketing site, subscription & affiliation journeys, member portal (web, iOS, Android), employer portal, CARE back-office.
- Hired and managed a team of 2 product designers; strategic coaching and continuous development through design rituals and ceremonies.
- Owned design operations: opportunity identification, end-to-end process from concept to delivery, and governance of the design system.
- After the Klesia Group acquisition, the product foundation was reused as a white-label offering for the group's long-standing schemes (retirees, military personnel). Stayed through the integration.

Apr. 2021 - Dec. 2022 — Paris, France

Founding Product & Brand Designer, Jaji

- First designer hired: visual identity, brand assets and a 360-degree brand platform, establishing foundations that scaled with the company.
- Designed and shipped the first product versions (POC through production) and built the design system from scratch, with the design-to-engineering handoff process.
- Ran user interviews, usability testing and stakeholder workshops to align design with technical constraints and business objectives; owned design QA across web and mobile.

2021 - 2025 — Paris, France

Freelance, trëma

Art direction, brand identity and landing page, editorial content.

Clients: Filiz

2018 - 2021 — Paris, France

UX/UI Design Consultant, onepoint.

- Redesigned the sfr.fr online store; led and designed the homepage.
- Enterprise accounts: *Total Direct Energie* (Consumer app), *Saint-Gobain* (Calumen project), *PSG* (Coaching app), *Klesia* (internal entrepreneurship).

2016 - 2018 — Paris, France

Art Director and Mobile UI/UX Designer, Geronimo

- App mobile design for the *Sybel* app, Best Entertainment Media App at the 2019 Trophee des Apps.

Clients: SNCF, Dior, Siaci, Direct Energie.

2015 — Paris, France

UI Designer, Pschhh

Clients: Chandon, Mister Cocktail, AVI.

2012 - 2013 — Lille, France

Web and Brand Designer, altima°

Clients: La Redoute, Petit Bateau, Blanche Porte, La Plaine Images.

Skills

Discovery,
User interviews,
Usability testing,
Usage data analysis,
Complex user journeys,
UX, UI, theory and practical
Data-dense interfaces,
Prototyping,
Accessibility,
Visual design,
Brand identity,
Design tokens,
Design systems,
Component specification,
Workshop facilitation,
Managing designers,
Design ops

Tools

Figma, Make
Claude, Gemini
Miro, Notion, Jira,
Adobe Creative Cloud
HTML, CSS fundamentals
Storybook, Github

Languages

French (Native)
English

Education

2015 - 2016
M1 - Multimedia Art Direction
Ecole Multimedia, Paris

2009 - 2013
M1 - Advertising & Digital Marketing
ISCOM, Lille

Courses

2024
UX Strategy
Le Laptop, Paris

2018
UX-PM Level 1 - 2
Axance, Paris