

# Emeline BONIN

## Product Designer

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### PROFILE

Product Designer with a background in psychology and cognitive sciences, working in domains where innovation has real impact: healthcare, AI, and complex business products.

### EXPERIENCES

#### Product Designer · quarksUp

Jan. 2024 - Present · Paris

- Continuous improvement of a **HRIS SaaS** used by over **500,000 users**, acquired by **Visma**, the European leader in cloud solutions.
- Led the design of the product's first **AI feature**, dedicated to candidate pre-qualification: field research, product scoping, user journey design, AI scoring logic with engineering, and post-launch iterations · Deployed in beta at several enterprise clients, with positive feedback on scoring relevance and workflow integration.
- **Design lead** for the Recruitment squad: journey optimisation, roadmap feature delivery, developer handoff and UI reviews.
- Laid the foundations for a full redesign of the existing **design system** to improve product consistency and scalability: UI audit, visual direction, token architecture, nomenclature and first components, ahead of a collaborative build with other designers.

#### Product Designer (Apprenticeship) · NAOX

Sept. 2022 - Sept. 2023 · Paris

- Sole designer in a team of 4, with **dual design and PM responsibilities**: roadmap prioritisation, backlog management, and end-to-end experience design with continuous adaptation to hardware device evolutions.
- Designed a **clinical SaaS** companion for an intra-auricular EEG device developed in partnership with Inserm and Hôpital Fondation Rothschild, in a **MedTech** environment · -25% setup time (moderated tests, n=6) · 5/5 ease of use (post-test Likert scale, n=6)
- User research conducted with **4 specialist profiles**: neurologists, researchers, clinicians and technicians.
- Redesign of the mobile app for epileptic patient monitoring · **-33% errors** between first and last prototype · Interface perceived as more accessible and less visually aggressive

### SKILLS

#### Design

Product Discovery  
UX Research  
Design Systems  
Prototyping  
Accessibility  
Gamification

#### IA & Sciences

Human-AI Interaction  
Cognitive Psychology  
Neuroscience

#### Project Management

Roadmap Prioritisation  
Handoff & UI Reviews  
Cross-functional Collaboration (PO/PM/Engineering)  
Agile Methodology

#### Tools

Figma  
Maze  
Miro / FigJam  
Notion  
HTML/CSS

#### Languages

French (native)  
English (professional – TOEIC 855)  
Spanish (basic)

### EDUCATION

#### Master's in Cognitive Sciences

IDMC · Nancy, 2021 - 2023  
Cognitive Engineering,  
Human-Computer Interaction & AI

#### Bachelor's in Psychology

Université Catholique de Lille ·  
2018 - 2021  
Specialisation in Neuroscience