

Guillaume Caillet

Senior Product Designer

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Location Nantes/Remote, France

Portfolio: www.guillaumecaillet.fr

Summary

Product designer since 2015, senior on B2B SaaS. I run discovery, build design systems, and ship: +74% active users at Oplit, time-to-insight cut by 91% at PrestaShop. On the side, I teach UX at two design schools in Nantes.

Experience

Senior Product Designer Oplit, Paris *Sept. 2025 - Present*

Lead product design at Oplit, a SaaS platform that optimizes production planning for industrial manufacturers (aerospace, luxury, automotive).

Designed and improved strategic features through continuous discovery, +74% active users from 430 to 747 and securing deployment on customers' production lines.

Built and rolled out a scalable Design System structured for AI-powered workflows, increasing design execution speed by approximately 30-50% across the product.

Drive continuous discovery on strategic opportunities with product and engineering to align the roadmap with customers.

Product Designer PrestaShop, Paris *June 2022 - Sept. 2025*

Redesigned sign-in / sign-up flows, cutting login failure rate by approximately 50% and supporting thousands of daily merchant sessions on the platform.

Structured operational tools, templates and user data for product teams, reducing time to access user insights by 91% and enabling faster, evidence-based decisions.

Led the evolution of the Design System (architecture, contribution model, consistency rules) in partnership with product, tech and marketing to improve product quality and ship features more efficiently.

UX Designer BeApp, Nantes *June 2021 - June 2022*

Designed products and services (mobile and desktop) for various customers (automotive, medical, weather, press).

Organized and led co-creation and user-testing workshops.

Participation in structuring the Design department (processes, methodologies, internal evangelization).

Earlier (2015-2021): work-study and freelance design, including aerospace (Airbus) and agency work (Stereosuper).

Skills & tools

Leadership & Management :

Design System management, Product operations, Cross-functional collaboration, Training and mentoring

Technical expertise :

Design systems and documentation, Product discovery, User research and data analysis, Advanced prototyping, Workshop facilitation, AI prompting

Tools:

Figma (expert), Maze, Dovetail, HeyMarvin, Mixpanel, Linear, Notion, Miro, AI tools (Gemini, ChatGPT, Claude), AI craft (Cursor, Figma Make, Claude Design)

Competencies

Design Systems, Design Tokens, Product Discovery, User Research, Research Ops, Design Ops, B2B SaaS, Design Strategy, Web quality (Opquast certified 2018-2023), Figma

Education

UX Design Master ECV Digital - Nantes *Sept. 2018 - June 2020*

Digital Project Manager Bachelor ECV Digital - Nantes *Sept. 2017 - Sept. 2018*

"Web Designer" Bachelor CESI - Nantes *Sept. 2015 - Sept. 2017*