



Edmond - Nicolas Jreige

Product Designer (UX/UI)

Product designer with 6+ years of experience. Building end-to-end products, design systems, and real business impact.

Contact details

Portfolio: www.edjreige.com

Budapest, Hongrie

Languages

- French (Native)
- English (professional)
- Italian (Basic)

Industry Knowledge

- UX Research
- Interaction design
- Visual design
- Sketching
- Wireframing
- Prototyping
- UX research
- Usability evaluation
- Interviewing
- Usability testing
- Persona creation
- User journey mapping
- Workshop facilitation
- Design system

Tools & Technologies

- Figma
- Axure
- Adobe XD
- Webflow
- SAP Firori Stencils
- Dovetail
- Maze

Experience



Senior Product Designer at Mirakl - Lead Designer Mirakl Ads

Contract · Paris, FR · Oct 2024 - Present

At Mirakl Ads, I lead the design and user experience of our retail media advertising platform, empowering marketplaces and brands to drive incremental revenue through high-performing sponsored product campaigns.

- Own the end-to-end product design process across multiple touchpoints, from discovery and wireframing to high-fidelity UI.
- Contribute to the design system and its governance, ensuring consistency and scalability across the platform
- Collaborate across 4 cross-functional squads, aligning product, engineering, and business goals to deliver cohesive user experiences
- Manage one junior product designer



Freelance Lead designer - Salonkee Mobile App

Freelance project · Luxembourg, LU (remotely) · Jun. 2024 - Oct. 2024

In the summer of 2024, the CEO of Salonkee reached out to me to design their entire cross-platform mobile app from scratch. I led the design initiative in close collaboration with the Chief Product Officer and the design team.

- Contributed to the app's rapid success, **reaching #1 in the Lifestyle category on the Luxembourg App Store and #5 in Belgium**
- Developed a comprehensive UI kit to ensure design consistency across platforms
- Conducted usability testing to validate design decisions and improve user experience
- Delivered detailed documentation to developers to ensure a smooth handoff and implementation process

Education



Memorisely

- Prototyping with AI
- UX research certification
- Design system certification



ESCP Europe

2012 - 2015

Master in Management

Paris & London



University of Luxembourg

2008 - 2012

Bachelor in Economic Science

Luxembourg

Fun Fact About Me

Born and raised in Luxembourg from a Belgian mother and a Lebanese father, I hold 2 driving licenses and 3 passports. Therefore I could have become a spy but I chose Product Design :D.



Lead Product Designer at tubics

Contract · Vienna, Austria (remotely) · August 2022 - Jun. 2024 · 2 yrs

tubics is an enterprise software solution covering the whole video marketing value chain from ideation to creation, optimization, and reporting.

- Led a strategic redesign of key product features, incorporating improvements based on usability test results.
- Designed and implemented a highly successful new feature, leveraging advanced natural language processing capabilities of Chat GPT, allowing users to generate high-quality video scripts quickly.
- Developed and implemented a first design system, streamlining UI elements and visual consistency across the product.
- Implemented UX Research best practices regarding discovery, usability tests and research repository



Senior Product Designer at Lantum

Contract · London, UK (remotely) · Feb 2022 - August 2022 · 7 mos

Lantum is a workforce management platform that makes it easier for healthcare providers to mobilise their workforce, and for clinicians to work more flexibly.

- Worked side-by-side with the Product Manager, Engineers, and other stakeholders to take ideas from conception to production
- Created research plan, conducted interviews and tests.
- Completed final UI design and documentation for development
- Helped improve the design practice, making improvements in the design system, copy, accessibility, and brand application



Product Designer at The World Food Program

Full-time · Rome, IT (Remote) · Jan 2021 - Dec 2021 · 1 yr

At the Word Food Program, I worked on two products: an internal tracking software and an award winning app: Farm2GO

- Worked side-by-side with the Product Manager, Engineers, and other stakeholders to take ideas from conception to production
- Organized kick-off and co-design workshops to define visions, workflows, and features.
- Conducted user interviews and usability tests
- Delivered pixel-perfect UI screens and documentation to the development team.



UX Consultant & Product Designer at UX studio

Full-time · Budapest, Hungary · Jan 2019 - Dec 2020 · 2 yr

UX studio is a 60-person agency creating digital products and is rated as one of the top 10 UX design agencies worldwide, according to Clutch and other independent ranking firms.I designed products (website, web app, iOS, Android) across various industries and geographic locations. I also worked as a UX consultant, designing design and researching roadmaps and UX trainings to help clients reach their goals and implement best practices