



ELAINE JOUFFROY

PRODUCT/UX DESIGNER

Find my portfolio [here](#)

PERSONAL PROFILE

As a passionate Product Designer, I merge creativity, operational agility and an appetite for problem solving to design innovative user experiences.

CONTACT

elaine.jouffroy@gmail.com

+33 7 45 52 34 39

49 avenue Félix Faure, Lyon 69003

EDUCATION

Product Design Bootcamp
The Design Crew - 2022

Master in Digital Marketing
INSEEC - 2018

SKILLS

Hard

User Research Workshop facilitation

Wireframe User test Figma

Notion Dovetail Maze Jira VO

Lovable Framer Contentsquare

Hotjar Amplitude Claude code

Base HTML, CSS, React

Soft

Creativity Listening Empathy

Humility Openness to feedback

Team spirit Adaptability Analytical

Languages

French - Mother language

English - Anglais - TOEIC 960

PROFESSIONAL EXPERIENCES

Rakuten, Product/UX Designer

JULY 2024 - TODAY

Rakuten FR is a marketplace leader in digital solutions. As a Product Designer, I focus on understanding sellers' needs to improve their experience on the Merchant Center and logistics services (desktop & mobile), using an AI-augmented workflow for rapid prototyping and iterative design exploration.

- Revamp of Rakuten Fulfillment Network : inventory management, stock track & follow-up → +35% feature usage, +15% adoption of logistics services.
- Designing a self-service coupon feature → 90% of coupons handled autonomously by merchants, -8% in coupon-related support tickets.
- Enhancing the order management experience and designing a claims workflow → 30% faster resolution time (4.5d → 3.1d) and -20% in manual contacts handled by User Care.

Fleet, Product/UX Designer

FEB 2023 - JULY 2024

Fleet is a SaaS platform on desktop & mobile for businesses to manage IT assets. As a Product Designer in the Retention squad, I enhanced loyalty through various platform views. Projects include:

- Creating and deploying Fleet's Design System and applying it to every page of the platform.
- Simplifying contract renewals directly from the platform → +13% renewal rate and -25% in renewal-related support requests.

Friday, Product/UX Designer

DEC 2022

Friday is a SaaS platform for employee engagement through volunteering. Designed a new team building page (double diamond method) : streamlined sign-up for charitable events, colleague invitation and a rewards system tied to completed missions.

Zayo Group, Account Manager

AUGUST 2019 - NOV 2021

Zayo provides fiber connectivity solutions for businesses. Worked cross-functionally with engineers to understand customer needs and build tailored connectivity solutions. Conducted competitive analysis and produced technical/financial materials to support sales and product positioning.

INTERESTS

Sustainable development, cinema, fashion, travelling, ceramics, decoration, climbing, skiing, yoga.