

TUGCE WALDRON

PRODUCT DESIGNER

Paris, France | tugcewaldron@gmail.com | LinkedIn : [linkedin.com/in/tugce-waldron](https://www.linkedin.com/in/tugce-waldron) | Portfolio : tugcewaldron.com

Product Designer based in Paris, with 4 years of experience in digital products and 7 years in architecture. From discovery through delivery, I design useful, accessible experiences in complex international environments. My architectural background strengthens my systems thinking, my ability to navigate constraints and my capacity to align diverse disciplines.

CORE SKILLS

Product design : Discovery, user journeys, information architecture, interaction design, wireframing, prototyping, UI and delivery

Research and facilitation : Interviews, usability testing, insight synthesis, co-design workshops and stakeholder alignment

Delivery : Agile/SAFe, design systems, accessibility, collaboration with PMs, POs, developers and business teams, handoff and iteration

Tools : Figma, FigJam, Maze, Matomo, Adobe Creative Suite | AI: OpenAI Codex, Claude Design, Google Stitch

PROFESSIONAL EXPERIENCE

Product Designer - Société Générale | Paris | 2024-Present

International banking product ecosystem - Agile/SAFe environment

- Contributes across the design process from discovery through delivery: framing, research, design, prototyping, testing and iteration, balancing user needs, business objectives and technical feasibility.
- Conducts [X] interviews and [X] usability tests with international users; translates findings into actionable insights and user journey improvements.
- Plans and facilitates [X] framing, ideation and co-design workshops with up to [X] participants to align stakeholders and accelerate decision-making.
- Designs user journeys and prototypes in Figma using the design system; integrates accessibility and documents behaviours, states and edge cases for delivery.
- Collaborates in English and French with PMs, POs, developers and business teams; co-creates and hosts [X] UX conferences for [X] non-design participants.

Freelance Product Designer - INITS - Biotech | Paris / Montpellier | 2024

- Led the website redesign from audit to final interface: research, information architecture, user journeys, wireframes, prototyping and stakeholder presentations.

Freelance UX/UI Designer - Palam - Mobile app | Paris | 2023

- Defined the user journeys, interactions and UI of a social network with the founders and developers, then produced Figma prototypes ready for technical discussion.

Architect - International firms and projects | Istanbul, Bordeaux and Paris | 2014-2022

- Delivered complex projects from initial needs through implementation, balancing user needs, technical constraints, regulations, budgets and feasibility.
- Facilitated workshops and coordinated clients, architects, engineers, contractors and suppliers, advocating for design decisions through implementation.

EDUCATION

- Master's in Product Design - IIM De Vinci Digital School, Paris - 2024-2026
- Intensive UX/UI Design bootcamp (400+ hours) - Ironhack, Paris - 2023 | Google UX Design Certificate - 2022
- Degree in Architecture, High Honours - Mimar Sinan Fine Arts University, Istanbul - 2010-2014

LANGUAGES

English - full professional proficiency | French - full professional proficiency | Turkish - native