

Tugce Waldron

Product & UX Designer

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Product Designer with 4 years in digital products and 10+ years in design. I work end to end, from discovery to delivery, on large-scale international platforms (100,000+ users), turning research into useful, accessible experiences with measured impact.

KEY SKILLS

Product design:	User flows, information architecture, interaction design, wireframing, prototyping, UI
Research & facilitation:	User interviews, usability testing, co-design workshops, stakeholder alignment
Delivery:	Design systems, accessibility (WCAG), handoff and iteration, cross-functional work with PM/PO, engineers and business, Agile/SAFe
Tools:	Figma, FigJam, Framer, Maze, Matomo, Adobe Creative Suite, Final Cut Pro
AI tools:	OpenAI Codex, Claude Code/Design, Google Stitch

EXPERIENCE

Product Designer, Société Générale

Paris, 2024 – 2026

One of Europe's largest banking groups. Digital workplace platform (B2E) for 100,000+ employees across Europe, the US, the UK, Asia and India, delivered in Agile/SAFe

- **Designed an AI-powered support journey end to end**, cutting support tickets by **25%**.
- **Redesigned the internal e-learning product: 2x** unique visitors and **3x** content views after launch, with users reporting a markedly easier journey.
- Designed end to end with PM/PO and engineers: framing, research, concept, prototyping, testing and iteration, balancing user needs, business goals and technical feasibility.
- Ran the research: 150+ interviews and usability sessions with international users, 9 readouts to business leads, 5 framing and co-design workshops with 50+ participants. Turned insights into product decisions.
- Extended the design system: built and updated accessible (WCAG) components and documented behaviours, states and edge cases for engineers.
- Mentored a design apprentice. Raised UX literacy across the organisation by co-designing and delivering 6 talks to 450+ non-designers (EN/FR).

Freelance Product Designer, INITS (Biotech)

Paris and Montpellier, 2024

- **Redesigned and built the company website in Framer**, from audit to launch: research, information architecture, user flows, wireframes, prototyping and stakeholder presentations.

Freelance UX/UI Designer, Palam (Social network)

Paris, 2023

- Designed the mobile app from flows and interactions to UI alongside the founders and engineers, delivering Figma prototypes ready for technical review.

Architect, International practices and projects

Istanbul, Bordeaux and Paris, 2014 – 2022

- Led complex projects from brief to completion, balancing use, technical constraints, regulation and budget.
- Ran workshops and coordinated clients, engineers, contractors and suppliers, defending design decisions through to construction.

EDUCATION

- **Master's degree in Product Design** · IIM De Vinci Digital School, Paris · 2024 – 2026
- **UX/UI Design bootcamp, 400+ hours** · Ironhack, Paris · 2023
- **Google UX Design Certificate** · 2022
- **Architecture degree, First-Class Honours** · Mimar Sinan Fine Arts University, Istanbul · 2010 – 2014

LANGUAGES

English · Fluent | French · Fluent | Turkish · Native