



Cédric de La Chaise

Freelance Senior Product Designer

● Available now · full-time · remote (CET)

delachaise.cedric@gmail.com

design.joininstudy.xyz

linkedin.com/in/cedric-de-la-chaise

PROFILE

Product design *that moves your business metrics.*

8+ years in gaming, SaaS and internal tools. Research-backed design that improves retention, activation and productivity.

8+

years of product design,
research-backed

100+

studies shipped, from
framing to decision

55% → 32%

new-user churn after the
at.Café redesign

8 → 1

screens for Roland-Garros
referees

SELECTED WORK

Design decisions, *backed by evidence.*

ROLAND-GARROS (FFT) · SEPT 2020 TO OCT 2021

Scheduling a Grand Slam from one screen

From an 8-screen scheduling room to a nomadic tool that flags conflicts before they happen.

What I did Field observation during the tournament, workflow and co-design workshops (6-to-1), prototypes, usability tests.

8 → 1 screens to one tool 8 courts tracked live

AT.CAFÉ (Y COMBINATOR) · DEC 2021 TO DEC 2022

Cutting new-user churn from 55% to 32%

Redesigned the first session around people and events instead of a schedule.

What I did Interviews after drop-off, a continuous 5-question survey, card sorting and prototype tests on social features, user tests of the new "Lounge" before rollout.

55% → 32% new-user churn

~50 survey answers / week

BETCLIC · SEPT 2024

Keeping high-value players against the competition

Four design priorities locked before opening the new desktop app to a wider audience.

What I did Test protocol, Figma prototype review, moderated sessions on Lookback, design recommendations and prioritisation with the PM.

5/5 found decision time too short 4 priorities before v2

THIS PORTFOLIO · OCT 2026

An AI-ready design system

Tokens and rules written for humans and machines, so AI generates on-brand UI by default.

What I did Token architecture, component specs, AI rules file, generated pages, automated checks.

1 source of truth (tokens.json)

0 raw colours outside tokens (tested)

Betclíc Why our best players were leaving

Direct Énergie A sales back-office built for the first seconds of a call

Rue du Commerce E-commerce at scale: checkout and internal tools

Tenup Where the booking flow loses players

Neoness A gym brand relaunch, designed for emotion

EXPERIENCE

Where I *designed*.

Aug 2023 to now	Betclic Group Poker & Casino. Figma mockups and prototypes tested with players, design recommendations and decisions with PMs on retention and engagement journeys.
Jan to May 2023	Episto (freelance) Consumer-insights SaaS. Led the experience design: prototypes, usability tests, design system.
Dec 2021 to Dec 2022	at.Café (Y Combinator) Hybrid-work B2B SaaS: research-led redesign of onboarding and home. New-user churn from 55% to 32%.
Sept 2020 to Oct 2021	Fédération Française de Tennis Designed the match-scheduling tool for Roland-Garros referees: field observation, prototypes, usability tests.
2017 to 2019	Viseo, then freelance UX/UI design for Rue du Commerce (6M+ unique visitors): checkout, account, A/B tests. Direct Énergie, Harmonie Mutuelle, Neones; via Viseo: HomeServe, PSA, SFR Sport.
2015 to 2017	La Smartphonerie (co-founder) On-demand smartphone repair through a network of independent technicians.

WHAT I BRING

Skills

Research-led product design

I start from a business goal and from the field: interviews, data, observation. Then I design the screens that answer it, not the other way round.

Figma, prototypes, tests

Flows, wireframes and high-fidelity UI in Figma, interactive prototypes, and moderated tests with real users before anything ships.

Complex tools and workflows

Internal tools used under pressure: dense information, many roles, real-time constraints. Made clear for the people who use them all day.

AI-ready design systems

Tokens, components and rules written for humans and machines, so AI tools generate on-brand UI instead of drifting.

TOOLBOX

Tools

- Figma
- FigJam
- Figma prototyping
- Lookback
- Maze
- Dovetail
- Amplitude
- Claude / AI design workflows

Product design sprint

2-4 weeks. One critical journey: research, Figma prototype, tested design ready for dev.

Discovery + design

A research-led redesign: understand why users leave, then design and validate the fix.

Embedded senior designer

Full-time, remote, inside your squad: Figma, prototypes, tests, design system.

“He quickly understood our challenges and constraints, owned the subject and delivered a user journey that exceeded our expectations. The new solution is in production and a real success with users. I recommend Cédric without hesitation for his UX design skills.”

Farid Mechrane · IT Manager, Direct Énergie

Case studies
design.joininstudy.xyz
Book a call
calendly.com/delachaise-cedric