Bastien Bigot

Product Designer & Design Engineer · Paris, France

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SUMMARY

Design leader with ten years in B2B SaaS and consumer products. Head of Product Design at Corsearch, reporting to the CPO and working across three product squads: design vision and OKRs, user research, the design system, and hands-on delivery down to production code. Previously founded a product design studio and co-founded a consumer start-up.

EXPERIENCE

Head of Product Design — Corsearch, Paris, France — Jul 2025 – Present

Enterprise brand-protection SaaS

- Set the product design vision and two design principles (UX simplicity, build trust) adopted by Product and Engineering.
- Define and run the design OKRs — a design-review standard, a shared discovery ritual, a new design-to-delivery process — and a persona-level success model built with the CPO, instrumented in PostHog.
- Lead the redesign of the core platform from observed workflows, with a continuous interview programme, structured synthesis and decision traceability — users worked 27% faster within a few weeks.
- Led the migration from Ant Design to shadcn/ui, cutting UI components from 1,000+ to under 200, with an audited design-token pipeline.
- Hands-on: ship front-end code and analytics instrumentation, partner with PMs and engineering leads across three squads, and brought AI-assisted workflows (Claude) into design and delivery.

Co-founder, Product & Design — Cébette, Paris, France — Oct 2024 – Sep 2025

Consumer culinary platform

- Built the product from zero — positioning, product design, launch and growth; bootstrapped to 30,000+ monthly visitors.

Head of Design — Vmed, Paris, France — Apr 2024 – Nov 2024

B2B HealthTech

- Led a team of five designers (product, UX, UI, brand) working in silos; set up cross-skill development and redesigned critical clinical workflows.

Lead Product Designer — Innovorder, Paris, France — Mar 2023 – Mar 2024

All-in-one food-service platform

- Unified one design system across kiosk, POS, online ordering, kitchen screens and back office; designed Click & Serve, the no-account QR ordering flow in use at Boom Boom Villette, Paris.

Founder & Principal Product Designer — DropD, Paris, France — Jan 2019 – Jan 2023

Independent design studio

- Ran the studio end to end — client acquisition, scoping, pricing, delivery — with a team of five designers and developers, across 50+ brand and web projects.
- A first project done well made DropD the appointed agency for all of Nexity's subsidiaries.

Fractional Product Designer — Independent, Paris, France — Sep 2016 – Feb 2019

Consulting for startups and enterprise clients

- Consulted for Intersport, Nexity and Allianz: multi-brand design systems, marketplace redesigns, and the Allianz car and motorbike quote journey, where conversion rose sharply.
- Taught product design at Web School Factory and EEMI — classes of 20 across two cohorts, on real use cases.

SKILLS

Leadership: Design vision and strategy, design OKRs, review standards, cross-functional leadership, mentoring

Product design: User research, interaction design, information architecture, prototyping, design systems, product analytics

Design tools: Figma, FigJam, Claude Design, Webflow, Zeroheight, PostHog, Linear

Front-end: React, TypeScript, Tailwind CSS, shadcn/ui, Storybook, GitHub, Claude Code

Languages: French (native), English (bilingual)

EDUCATION

EEMI, Paris — Double Master's degree, DMOE, CDO & Product Design, 2019 – 2021

EEMI, Paris — Bachelor's degree, Interactive Design, 2016 – 2019

The Business, Finance and Management School of New York — Business & Fintech Program, 2017