

Jasmine Oulmi

Product Designer

Paris, France · Email · Portfolio · LinkedIn

PROFILE

Product Designer based in Paris, designing digital experiences that make complex products easier to understand, navigate, and use. My work combines UX research, UI design, systems thinking, and prototyping. I connect user needs, business goals, product vision, and technical constraints to design clearer and more useful product experiences. I'm especially interested in AI tools, agentic workflows, dashboards, self-serve experiences, and technical interfaces.

EXPERIENCE

Product Designer Freelance, Paris, France

2025 – Present

- Structured early product discovery through benchmark analysis, user research, insight synthesis, and prioritization of key user flows.
- Translated ambiguous product problems into structured flows, interaction models, wireframes, UI systems, and high-fidelity Figma prototypes.
- Produced structured design documentation and client-ready materials to communicate user flows, design rationale, trade-offs, and implementation details.
- Designed product experiences involving AI-assisted workflows, analytics dashboards, complex interfaces, and B2B/B2C digital products.
- Collaborated with developers and contributed to selected React / Next.js implementation tasks, including responsive layouts, UI states, and design-to-build adjustments.
- Used prototyping to explore and communicate ideas early, from interactive Figma and ProtoPie prototypes to AI-assisted explorations with Cursor and v0.

Brand Strategist Freelance, Paris, France

2024 – 2025

- Conducted brand audits, competitive benchmarks, and positioning analysis for independent businesses and small companies.
- Built brand platforms including target audiences, brand promise, key messages, tone of voice, and structured brand books.
- Facilitated co-creation workshops to clarify needs, align stakeholders, and document strategic decisions.
- Developed transferable product skills in research, synthesis, problem framing, storytelling, content strategy, and business understanding.

EDUCATION

Master's Degree in International Communication & Brand Management, ISCOM Paris

2021 – 2023

UX/UI Design Certificate, Ironhack Bootcamp

2024

Google UX Design Professional Certificate, Google online coursework

2024 – 2025

Frontend Development Libraries, freeCodeCamp online coursework

2025

SKILLS

UX / Product Design: UX research, User flows, Information architecture, Wireframing, Prototyping, Usability testing, Product thinking, UX writing

UI / Design Systems: UI design, Interaction design, Responsive design, Design systems, Accessibility

Front-end & Handoff: HTML/CSS, JavaScript, React, Next.js, Developer handoff, SEO

Tools: Figma, FigJam, Notion, GitHub, GitLab, ProtoPie, Cursor, v0

LANGUAGES

French — Native **English** — Professional, C1