Gaëtan Masson

Product Designer | UX Researcher

https://gaetanmasson.me

hello@gaetanmasson.me

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Experience

Pipedrive / Product Design Team Lead

OCTOBER 2017 - JUNE 2019, TALLINN, ESTONIA

During my time there, I specialised in a few topics such as engagement, growth, billing, configurations and ecosystem. The main projects I worked on are:

- Redesigned the whole app configurations information architecture
- Teamed up with product marketing to reinvent the user payment experience
- Designed feature teasers to promote higher plans and feature adoption
- Modernized Pipedrive Marketplace to increase apps installation

I led a team of 4 designers situated in three different locations. We worked on various topics such as security, configurations, ecosystem, growth and engagement. We delivered cross-functional projects often involving dozens of stakeholders.

https://www.pipedrive.com/

WebCreek / Lead UX Designer

OCTOBER 2016 - JULY 2017, QUITO, ECUADOR

I joined WebCreek as the company's first UX Designer. I worked with mid-size American Companies. We provided all-around business solutions starting from branding, web design and mobile applications.

I provided UX input on every project which had user interactions. I led a team of 6 engineers working from 4 different timezones. We built a secure documentation management native and web application. This app allowed clients to encrypt, handle and display sensitive files in the most secure way.

https://webcreek.com/en/

Cerise / Product Designer

MARCH 2015 - SEPTEMBRE 2016, JOGJAKARTA, INDONESIA

I joined Cerise as a freelance designer before working on every project delivered by the agency. During my time there, we successfully delivered websites, mobile apps and branding project. The two projects I am particularly proud of are:

- Doktermu, an android health app targeting developing countries users
- Kids Fun, a leisure park and go-kart portal with online ticket purchasing

https://cerise.id/

Profile

I'm passionate about design, leadership, technology, diving, and photography among other things. I speak fluently 4 languages and lived in 8 countries so far.

I believe in a combination of business and user-centric design. I highly value problem validation and user testing. This helps me make evidence-based decisions though I'm always paying close attention to my intuition.

Skills

I've extensive knowledge of whiteboard ideation, specifications documentation, journey mapping, prototyping, user testing and component libraries.

While I have mainly worked as a designer, I've always enjoyed coding and bring my design to life. I'm familiar with modern engineering workflows such as version control and agile methodology.

Here are some of the tools I use:

- Sketch / Figma / Adobe XD
- Marvel / InVision
- Principle / Framer
- Illustrator / InDesign / Premiere
- HTML / SCSS / JS
- React.js / Vue.js
- Wordpress

Gaetan Masson

Lead Product Designer

Experience

Pipedrive / Product Design Lead

DECEMBER 2020 - AUGUST 2021, LISBON , PORTUGAL

After moving back to Europe, I rejoined Pipedrive from Portugal. This time I was hired directly as Product Design Lead and focused on:

- Designing Campaigns App, an email marketing tool, from the ground up
- Mentoring eight junior to senior level designers spread over three locations
- Reorganising our Figma team, project and file systems

Our freshly created Marketing product team delivered more than thirteen projects over six months to build the first stand-alone product implemented on top of Pipedrive. While leading Campaigns App design, I was also mentoring a group of designers working on six product areas and helping with various Design Ops projects.

https://www.pipedrive.com/

Case study: Capaigns App

Case study: Single Source of Truth

ZuBlu / Lead Product Designer

OCTOBER 2019 - NOVEMBER 2020, BALI , INDONESIA

Following my DiveMaster training, I collaborated with ZuBlu, a travel app focusing on underwater activities. I joined as Lead Product Designer and worked on:

- Auditing existing product areas through user feedback
- Creating complex user flows such as a checkout feature and a search functionality
- Building a complete design system from scratch

My time with ZuBlu taught me how to work in a fast-paced startup environment. Compared to my previous workplaces, there weren't clear boundaries between product roles. Everybody was dedicated to delivering well-made features as efficiently and quickly as possible.

https://www.zublu.com/

Case study: Product checkout

Case study: Suppliers search tool

Profile

I'm passionate about design, technology, self-growth, and arts.

I speak five languages and I've lived in eight countries so far.

I believe that the best way to design impactful products is to balance user and business goals. I highly value both problem and solution validations. This approach helps me make evidence-based decisions even if I still pay close attention to my intuition.

Skills

I have got in-depth knowledge of problem definition, solution ideation and validation, design specifications, and design system management.

Even if I've always worked as a Designer, I also enjoy coding to bring my designs to life. I'm familiar with modern engineering workflows such as version control and agile methodology.

Here are some of the tools which I use:

- Figma / Sketch / Adobe XD
- Marvel / InVision
- Illustrator / InDesign / Premiere
- HTML / SCSS
- JS / React.js / Vue.js
- PHP / Wordpress

Pipedrive / Product Design Team Lead

During my time there, I specialised in various topics such as engagement, growth, billing, configurations and ecosystem. The main projects I worked on were:

- Redesigning the information architecture of Pipedrive app settings
- Teaming up with Product Marketing to reinvent our user's payment experience
- Designing feature teasers to promote higher plans and increase feature adoption
- Modernising Pipedrive Marketplace to boost apps installation

I was leading a team of 3 designers located in three different offices while having my own design projects to deliver. I was regularly assigned projects which were cross-functional, highly impactful and usually involved dozens of stakeholders.

https://www.pipedrive.com/

Case study: Settings and configurations

Case study: Tiers up and down

WebCreek / UX Designer

I joined WebCreek as their first UX Designer. We provided a wide range of solutions starting from branding, web design and mobile applications to medium and large Northern-American businesses.

I provided UX and UI input on most projects before starting to work on my own product. Our team built a secure document management web application. This app allowed clients to encrypt, handle and display sensitive files in a safe way. The team was composed of six engineers working from four different time zones.

https://webcreek.com/en/

Cerise / Web Designer

I started working with Cerise as a freelance Web Designer before joining the agency full-time. We were building websites, mobile apps and branding materials for local and international companies. Two projects which I am particularly proud of are:

- Doktermu, a mobile health app for developing countries
- Kids Fun, a leisure park and go-kart portal with online ticket purchasing

https://cerise.id

Education

- Culinary Arts certification
- PADI DiveMaster certification
- 200h Yoga Teacher certification

Languages

- French (Native)
- English
- Spanish
- Indonesian
- Portugues

Hobbies

- Yoga & meditation
- Rock climbing
- Playing music
- Watercolor painting
- Reading

Gaëtan Masson

Vous pouvez trouver mon portfolio ici:

https://gaetanmasson.me/

Gaetan Masson

Lead Product Designer

Experience

Edyoucated / Lead Product Designer

DECEMBER 2021 - PRESENT, REMOTE , FRANCE

After becoming a certified Yoga Teacher, I felt pulled towards a design position better aligned with my core values. I wanted to make a positive change on our society and chose to work in an Ed-tech startup. Since joining them, I achieved the following activities:

- Creating one of the world first skill-based learning environment
- Building an advanced design system from the ground up
- Rebranding and redesigning the whole product

Working at edyoucated taught me how to lead a design team in small startup setup. We had to constantly adapt our roadmap and practices to get closer to product market fit. My time there was also marked by a complicated economical landscape which meant producing more with less resources.

https://www.edyoucated.org

Pipedrive / Product Design Lead

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ZuBlu / Lead Product Designer

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- Building a simple yet efficient design system from scratch

The time spent with ZuBlu taught me how to work in a fast-paced startup with only five team members. Compared to my previous workplaces, there weren't clear boundaries between product roles. Everybody was focusing on delivering loosely defined features as efficiently and quickly as possible.

https://www.zublu.com/

Case study: Product checkout

Case study: Suppliers search tool

Pipedrive / Product Design Team Lead

OCTOBER 2017 - JUNE 2019, TALLINN , ESTONIA

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Case study: Settings and configurations

Case study: Tiers up and down

WebCreek / UX Designer

OCTOBER 2016 - JULY 2017, QUITO, ECUADOR

https://webcreek.com/en/

Cerise / Web Designer

MARCH 2015 - SEPTEMBRE 2016, JOGJAKARTA, INDONESIA

https://cerise.id

Education

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- 200h Yoga Teacher certification

Languages

- French (Native)
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- Indonesian

Hobbies

- Electronic music production
- Yoga & meditation
- Rock climbing
- Reading

Gaetan Masson

Senior / Lead Product Designer

https://gaetanmasson.me

hello@gaetanmasson.me

in Linkedin profile

Experience

Edyoucated / Lead Product Designer

DECEMBER 2021 - PRESENT, REMOTE , FRANCE

Joined an early-stage EdTech startup with the goal of building impactful learning products aligned with user needs and business outcomes.

- Led the redesign and rebranding of the entire product, aligning UX, visual language, and positioning across the platform
- Designed one of the company's first skill-based learning environments, shifting the product toward a competency-driven user experience
- Built and maintained a scalable design system used across product and marketing, improving consistency and team velocity
- Led and mentored the design team, defining design processes while adapting to limited resources and a changing roadmap
- Worked closely with product and engineering to continuously iterate toward product–market fit in a challenging economic context

https://www.edyoucated.org

Pipedrive / Product Design Lead

DECEMBER 2020 - AUGUST 2021, LISBON , PORTUGAL

Returned to Pipedrive to lead design on a newly formed product team focused on building an independent marketing product.

- Led the end-to-end design of Campaigns, a standalone email marketing application
- Managed and mentored 8 designers (junior to senior) across 3 locations
- Reorganised the company's Figma structure (teams, projects, files), improving collaboration and maintainability
- Delivered 13+ projects in 6 months while contributing to Design Ops initiatives
- Partnered closely with engineering and product to align delivery, quality, and scope

https://www.pipedrive.com/

Case study: Capaigns App

Case study: Single Source of Truth

Professional summary

Senior Product Designer with 10+ years of experience designing and scaling SaaS products in fast-moving startups and international teams. Strong background in complex systems, design systems, and cross-functional collaboration with product and engineering. Known for combining strategic product thinking with hands-on craft, and for leading design teams through ambiguity toward impactful, validated outcomes.

Skills

Product & Design

- Product discovery & problem framing
- User research & validation
- Interaction design & UX architecture
- Design systems (creation, scaling, governance)
- Design leadership & mentoring

Collaboration & Process

- Cross-functional collaboration
- Agile / iterative product development
- Design Ops & workflow optimisation

Technical & Tools

- Figma, Miro, Illustrator
- HTML, CSS, basic JavaScript
- React.js, Vue.js (working knowledge)
- Git, Jira, Notion, Slack

ZuBlu / Lead Product Designer

OCTOBER 2019 - NOVEMBER 2020, BALI , INDONESIA

Worked with a small, fast-paced travel startup focused on underwater activities and experiences.

- Audited existing product areas using user feedback and behavioral insights
- Designed complex user flows, including booking and payment experiences
- Built a lightweight but effective design system from scratch
- Collaborated closely with a 5-person team to ship features quickly in preparation for fundraising

https://www.zublu.com/

Case study: Product checkout

Case study: Suppliers search tool

Pipedrive / Product Design Team Lead

OCTOBER 2017 - JUNE 2019, TALLINN , ESTONIA

First tenure at Pipedrive, working across multiple core product domains.

- Led design initiatives across engagement, growth, billing, configuration, and ecosystem tooling
- Redesigned the information architecture of application settings, improving usability and scalability
- Designed feature adoption patterns and marketplace improvements to increase plugin installations
- Managed a distributed team of 3 designers across multiple locations
- Regularly handled high-impact, cross-team projects involving numerous stakeholders

https://www.pipedrive.com/

Case study: Settings and configurations

Case study: Tiers up and down

WebCreek / UX Designer

OCTOBER 2016 - JULY 2017, QUITO, ECUADOR

https://webcreek.com/en/

Cerise / Web Designer

MARCH 2015 - SEPTEMBRE 2016, JOGJAKARTA, INDONESIA

https://cerise.id

Education

- Certified Yoga Teacher
- Certified Scuba Diving Instructor
- Culinary Arts Certificate (CAP)

Languages

- French (native)
- English (fluent)
- Spanish (fluent)
- Indonesian (conversational)

Interests

- Electronic music production
- Yoga & Meditation
- Rock climbing
- Reading

Gaëtan Masson

Lead Product Designer

https://gaetanmasson.me

hello@gaetanmasson.me

in Linkedin profile

Expérience

Edyoucated / Lead Product Designer

DÉCEMBRE 2021 - PRÉSENT, TÉLÉTRAVAIL , FRANCE

Une fois mon stage de professeur de yoga terminé, j'ai décidé d'aligner ma vie professionnelle et mes valeurs personnelles. Avoir un impact positif au travers de la technologie est devenu une priorité et j'ai choisi de travailler pour edyoucated, une startup Ed-tech. Depuis mon arrivée chez eux, j'ai réalisé les activités suivantes :

- Création de l'un des premiers environnements d'apprentissage directement basé sur les compétences de l'utilisateur
- Mise en place et construction d'un "Design System" complet
- Re-branding et re-design de l'ensemble du produit

Les deux dernières années m'ont appris à diriger une équipe de design au sein d'une petite start-up. Nous avons dû constamment adapter notre feuille de route pour nous rapprocher de l'adéquation du produit au marché. Cette période a également été marquée par un paysage économique complexe, ce qui a impliqué d'être de plus en plus plus compétitif tout en ayant de moins en moins de ressources disponibles.

https://www.edyoucated.org

Pipedrive / Product Design Lead

DÉCEMBRE 2020 - AOÛT 2021, LISBONNE , PORTUGAL

Après mon retour en Europe, je suis retourné travailler chez Pipedrive, mais cette fois ci depuis le Portugal. J'ai été recruté directement en tant que Product Design Lead et je me suis concentré sur les tâches suivantes:

- Conception de l'application Campaigns, un outil de marketing par e-mail
- Encadrement de huit designers de niveaux juniors à seniors répartis sur trois sites
- Réorganisation totale du système Figma (équipes, projets et fichiers)

Notre équipe nouvellement créée pour l'occasion a réalisé plus de treize projets sur six mois afin de créer le premier produit indépendant de Pipedrive. Tout en dirigeant la conception de ce produit, j'ai encadré un groupe de designers travaillant sur six domaines différents et participé à divers projets de Design Ops.

https://www.pipedrive.com/

Case study: Capaigns App

Case study: Single Source of Truth

Profile

Je suis passionné par le design, la technologie, le développement personnel et les arts. Je parle quatre langues et j'ai eu la chance de vivre dans huit pays.

Je pense que la meilleure façon de concevoir un produit pertinent est de trouver un équilibre entre les objectifs des utilisateurs et ceux de l'entreprise. Commencer par bien définir les problèmes, puis systématiquement valider les solutions tout en restant à l'écoute de mon intuition, me permet d'augmenter les chances de succès de mes designs.

Compétences

J'ai une connaissance approfondie de la définition de problème, de l'idéation et la validation de solutions, de la création de spécifications de produits, ainsi que de la gestion de "Design Systems".

Je suis familier avec les flux de travail d'ingénierie modernes tels que le contrôle de version et la méthodologie agile.

Voici quelques-uns des outils que j'utilise :

- Figma / Miro / Illustrator
- Slack / Notion / Zoom
- HTML / SCSS
- JS / React.js / Vue.js
- Git / Jira

ZuBlu / Lead Product Designer

OCTOBRE 2019 - NOVEMBRE 2020, BALI , INDONESIE

Suite à une formation de guide de plongée, j'ai collaboré avec ZuBlu, une application de voyage axée sur les activités sous-marines. J'ai rejoint le projet en tant que Lead Product Designer et j'ai travaillé sur :

- Audit les domaines de produits existants grâce aux commentaires des utilisateurs
- Création de flux d'utilisateurs complexes tels qu'une fonctionnalité de paiement
- Construction d'un "design system" simple mais efficace à partir de zéro

Le temps passé avec ZuBlu m'a appris à collaborer dans une start-up au rythme rapide avec une équipe formée de seulement cinq personnes. Notre but était la création de nouvelles fonctionnalités aussi rapidement que possible afin de lever des fonds.

https://www.zublu.com/

Case study: Product checkout

Case study: Suppliers search tool

Pipedrive / Product Design Team Lead

OCTOBRE 2017 - JUIN 2019, TALLINN , ÉSTONIE

Durant cette première collaboration avec Pipedrive, je me suis spécialisé sur divers sujets tels que l'engagement, la croissance, la facturation, les configurations et l'écosystème. Les principaux sujets sur lesquels j'ai travaillé ont été :

- Refonte de l'architecture de l'information des paramètres de l'application
- Conception de "teasers" pour augmenter l'adoption des fonctionnalités
- Modernisation du "Pipedrive Marketplace" pour booster l'installation de plugins

J'ai dirigé une équipe de 3 designers répartis sur trois sites différents. On m'a régulièrement confié des projets demandant beaucoup de logistique, à fort impact et impliquant généralement des dizaines de parties prenantes.

https://www.pipedrive.com/

Case study: Settings and configurations

Case study: Tiers up and down

WebCreek / UX Designer

OCTOBRE 2016 - JUILLET 2017, QUITO, ÉQUATEUR

https://webcreek.com/en/

Cerise / Web Designer

MARS 2015 - SEPTEMBRE 2016, JOGJAKARTA, INDONÉSIE

https://cerise.id

Éducation

- CAP de Cuisine
- Certification de guide de plongée
- Certification de professeur de Yoga

Langues

- Français
- Anglais
- Espagnol
- Indonésien

Activités

- Production de musique électronique
- Yoga & méditation
- Escalade
- Lecture