

Gaetan Masson

Lead Product Designer

<https://gaetanmasson.me>

hello@gaetanmasson.me

 [Linkedin profile](#)

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

OCTOBER 2017 - JUNE 2019, TALLINN, ESTONIA

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

OCTOBER 2016 - JULY 2017, QUITO, ECUADOR

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

MARCH 2015 - SEPTEMBRE 2016, JOGJAKARTA, INDONESIA

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