

FELICITY COURREGES

Senior Product Designer

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PROFESSIONAL SUMMARY

Design leader who builds research practices, team processes, and design infrastructure in complex, high-ambiguity environments. Led a team of 6 designers through a corporate acquisition with zero missed deadlines while building UX research operations from scratch. Track record of research-driven design across government, adtech, and martech — from orchestrating research across 26 government agencies to designing enterprise data platforms serving 500+ clients. Player-coach who delivers hands-on design at scale and builds the organizational systems that make research-informed design sustainable.

EXPERIENCE

Senior Product Designer & UX Design Lead

Zeta Global (formerly Marigold) | Remote | 2025 – Present

- Built complete UX research operations from scratch during corporate acquisition — intake forms, methodology guides, research portal, feedback loops — engaging **100+ users** across **45+ hours of research** in 4 months with **zero missed deadlines**
- Led a team of **6 product designers** through the Marigold-to-Zeta acquisition: 1:1s, structured feedback, career development, and delivery oversight across **6 product areas**
- Achieved **90 SUS score (best-in-class)** on Sailthru Folders feature through two rounds of usability testing with 31 participants, improving task success from **86.3% to 96.9%**
- Created 60-page Loyalty UX Foundation combining analytics, interviews, personas, journey maps, and competitor benchmarks — discovered **60% first-time user failure rate** on core tasks, redirecting the product roadmap
- Built career development infrastructure: **69-skill assessment matrix** and leveling framework (Junior through Director) enabling structured growth for the design team
- Established cross-functional feedback loops with Solution Consulting and Training teams across 6 product areas, bridging customer-facing intelligence to design decisions

UX Designer

Jellyfish / BrandTech Group | Remote | 2022 – 2024

- Led design for AI-powered brand perception tool (Share of Model) from hackathon concept to production — orchestrated discovery with C-suite stakeholders across 4 countries, delivered POC in under 3 weeks, generating 1,500 visits, **300 leads**, and **12 demos within 48 hours**
- Designed enterprise data platform (J+Lake) spanning 22 connectors, 8 products, and **400+ screens** serving 500+ clients and 32,000+ accounts — achieved **8.9/10 usability** and **100% task completion**
- Led end-to-end discovery and design for ad spend optimization tool, conducting multi-country research across Spain, UK, and US — reduced bid calculation from **5 hours to 1 minute**, supporting **\$800K+ revenue** goals
- Validated automated competitive intelligence tool achieving SUS 88 — cut report generation from **72 hours to 15 minutes**, saved **1,000+ human hours** in first 5 months, trained 130 users across 5 cities
- Built UX research practice from scratch: shared research portal with **21+ reusable templates**, intake forms, and methodology guides enabling research-informed design across 15+ product suite

- Won Google x Jellyfish Hackathon (2023); presented research findings and product strategy to C-level executives

UX Designer

French Ministry of Defense (DTPM) | Paris, France | 2020 – 2022

- Orchestrated user research across **26 government agencies**, facilitating **9 workshops** over 7 days with **100+ participants** from military, civilian, and technical stakeholders to redesign the defense web portal
- Collected **336 survey responses** and conducted **30+ user tests** across multiple user profiles, devices, and products (MINARM portal, LPB application, Atrium housing portal)
- Built **reusable research infrastructure** — standardized questionnaires, facilitation templates, test protocols, and methodology documentation — deployed across 5+ agencies
- Led implementation of the State Design System (DSFR) achieving **40% development time savings**, contributing to 50+ reusable components across **20,000+ state websites** while ensuring RGAA accessibility compliance
- Presented UX methodology at the Salon Fabrique Defense industry trade show, building institutional UX literacy across government and defense stakeholders

Freelance Designer

Independent Practice | USA & France | 2018 – 2020

- Delivered UX, branding, and communication design projects for local government (Jenkintown Borough — WCAG-compliant website), international arts organizations, and social enterprises across two countries
- Managed multi-year client relationships bilingually (English/French) across government, non-profit, arts, and commercial sectors

EDUCATION

Double Master's — Digital Strategy & Lead UX

ISEA Multimedia Digital Campus | Paris, France

Thesis: "Illuminating the Shadows" — dark patterns and cognitive bias in digital interfaces. Integrated neuroscience, behavioral economics, and regulatory analysis (101 pages).

BFA in Communication Design

Paris College of Art | Paris, France

CERTIFICATIONS

Foundations of Humane Technology | Center for Humane Technology | 2023

SKILLS

Design & Research: Product Design, UX Research, Usability Testing, User Interviews, Workshop Facilitation, Information Architecture, Interaction Design, Data Visualization, Accessibility (WCAG/RGAA)

Leadership & Operations: Design Leadership, Design Operations, Design Infrastructure, Research Strategy, Team Management, Systems Thinking, Cross-functional Collaboration, Stakeholder Management

Tools: Figma, FigJam, Miro, Amplitude, Mixpanel, Google Analytics, UserTesting, Glean.ly, Notion, Jira, Confluence

Domain Expertise: B2B SaaS, Data Products, Marketing Technology, AdTech, Government/Defense, AI/ML Products, Enterprise Platforms

Languages: English (native), French (native)