Steph Masseron
UX / product designer
& creative thinker

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⬡ Qualifications & Education

Product design (User centred design, interviews, focus groups & research)
Service Design (Creative workshops, management & Design Thinking)
User Experience (Wireframes, workflow & prototype - Figma or similar + UI skills)

2012 - Master's Degree in Interaction Design - EDNA (Nantes - FRANCE)
2010 - Abroad Studies in Finland (University of Lapland - FINLAND)
2007 - High School Diploma, in Art & Literature

⬡ Work Experience

Product Design Lead at Fella Health / US from Brazil / from 10.2024 > 04.2025
- Lead the experience of the main product (interviews, IA & UX/UI) // Health / mobile app

UX Lead at LeftFieldLabs / US from Brazil / from 04.2024 > 09.2024
- Lead the UX of internal products (workshop, IA & UX) // Satellite / Network US company

Product designer at Robots & Pencils / US from Brazil / from 04.2023 > 02.2024
- Designing Product (UX/UI flows) & UX Consulting // Huge retail & e-commerce US company

Design Lead at ForHumans / Brazil / from 03.2020 > 04.2023
- Design Thinking & UX Consulting // Innovative projects based on (humans) need & wishes

Production Director & UX Strategist at WANDR / Los Angeles / from 11.2017 > 03.2020
  • As a Production Director at WANDR, I took care of all the Product Strategists & designers.
    Make sure they set the tools/methods the best way & follow up with timeline & workload.
  • As a UX Strategist, I took care of the coherence & understanding of the user of digital services.

Lead designer at Human interactions / Colombia & Argentina / from 11.2016 > 11.2017
  • Service researcher / designer | Product designer for volunteering type of projects.

UX Architect at IMAGINATION / London UK / from 12.2014 > 01.2017
  • As a UX Architect, I worked on several type of digital products, making sure the
    user experience is as relevant & as enjoyable as possible (apps & events)

UX Designer at Orange Labs UK - research Lab / London UK / from 03.2013 > 12.2014
  • As a UX Designer, I've been on all aspects of the digital product building process.

UX/UI Designer at CANAL+ - TV & Cinema / Paris France / from 01.2012 > 10.2012
  • As an interaction designer, I had the opportunity to work on VOD (Video on demand)
    services, interactions & interface definition. Doing UI & prototyping.

⬡ Extra / About me

Languages: English - Portuguese - Spanish - French // all fluent (+ learning Arabic)
Mind: Yoga - meditation - surf - hiking & animal lover
Sound: Music production & playing: piano - afro influence - musical app
Sport: Played national level Basketball for years (I can handle pressure)