

# LAËTITIA HUIDO

## Head of Product & Experience Design - Digital Customer Journeys Lead

25+ years of hands-on experience, 10+ in regulated environments · Accessibility & responsible design

*Less friction, more traction, better experiences.*

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Open to relocation to Geneva | Available within 3 months | [linkedin.com/in/laetihdo](https://www.linkedin.com/in/laetihdo) | [laetitiahuido.com](https://laetitiahuido.com)

## PROFILE

Product & Design leader specialising in the quality of digital customer journeys. 25 years of experience, including over ten in regulated environments at FDJ and PMU. I design and strengthen end-to-end journeys, from sign-up to payment, across web, mobile and TV. My work is as much about designing these journeys as it is about aligning design, product, tech and business teams on what they should become. I also take care of what makes them last: Design and Content Systems, governance, user research, and management of in-house teams and external vendors. RGAA/WCAG accessibility has long been part of my practice. I treat it as a service quality requirement, on a par with performance or security.

I enjoy growing teams as much as products, in a demanding and collaborative setting. Today I integrate **generative AI** into design workflows to speed up exploration and free up time where it truly matters: understanding customers.

## WHAT I AM LOOKING FOR

An organisation where customer journey quality is a leadership topic, rather than a last step before delivery. I bring a vision for journeys, a method to prioritise them, and the habit of working with business teams instead of alongside them.

What drives me: simplifying complex things, making services usable by everyone, and helping the teams behind them grow.

## PROFESSIONAL EXPERIENCE

### Lead Product Designer - Experience Strategy & Design Ops

*FDJ United, Boulogne-Billancourt | 2022 - Present*

Digital customer journeys for an operator with 5.7 million active accounts (end of 2025), across web and mobile apps.

- › Defined and rolled out the **Design & Ops strategy**: processes, standards, tools, team rituals, and management of a team of 3 designers, 1 UX writer and 3 contractors.
- › Led the design of the player account for the launch of the “FDJ & moi” loyalty programme: reward mechanics (earning and spending clovers, challenges, monthly and event-based prize draws) and challenges dedicated to responsible gaming.

- › End-to-end design of the Responsible Gaming dashboard: from user research to shipped interfaces, giving each player a clear view of their gaming habits and of the control tools available.
- › Designed customer journeys in a regulated environment: sign-up, identity verification, payments and financial flows, compliance and accessibility, across web and mobile apps.
- › Governance of the Design System and Content System in close collaboration with product and editorial teams.
- › Led Discovery, user research and testing protocols; explored how generative AI can enhance design workflows.

## **Product Owner & Designer, Broadcast, VOD & Live**

*PMU/Equidia, Colombes | 2015 - 2022*

- › End-to-end ownership of Equidia Régions (launched in 2021) and of the TV channel's mobile app: from UX/UI design to production.
- › Designed cross-platform streaming, VOD and social experiences (Social Prono): Web, Mobile, Smart TV.
- › Multi-stakeholder coordination (marketing, editorial, agencies, developers) and API-based integration of VOD e-commerce, customer identity (SaaS) and payment platforms.

## **Foundations: e-commerce, media, industry**

*1997 - 2015*

- › **Digital Manager · Magasin Point Vert**, Nantes (2013-2014) - product strategy and web marketing for a retail chain.
- › **E-Commerce Web Designer · Fagor Brandt**, Rueil-Malmaison (2010-2012) - redesign of brand websites and e-commerce journeys for a home appliance group.
- › **UX & UI Designer · PrestaShop**, start-up, Paris (2007-2010) - front-office & back-office interfaces for one of the world's most widely deployed e-commerce platforms, as part of the founding team.
- › **CEO · Mayo & Huido Échafaudages**, Colombes (2003-2006) - managed a family-run services company operating across France.
- › **Digital Art Director · Lagardère Active**, Paris (2000-2002) - structured and managed the creative team. Web pioneer since 1997 (Cyberouest, Vannes).

## **KEY SKILLS & EXPERTISE**

**Design Leadership & Ops:** Processes, standards, team rituals, governance and rollout of Design & Content Systems at scale.

**Strategy & Performance:** Design/Product/Tech alignment, hiring, vendor management, KPIs and continuous improvement.

**UX Research & Discovery:** User research, usability testing, service design blueprints, personas, user

journeys, JTBD.

**AI & Innovation:** Exploring generative AI in workflows, automating low-value tasks, technology watch.

**Domains & Expertise:** Omnichannel & phygital journeys, Responsible gaming & ethical design, Loyalty & rewards programmes, Sign-up & onboarding, Payments & withdrawals, RGAA / WCAG accessibility, Identity verification (KYC), VOD & live streaming.

**Toolkit:** Figma, FigJam, Claude, Lovable, Adobe Suite, Maze, Hotjar, Google Analytics, Lighthouse, Jira, Confluence, Miro, Notion, Make.

## EDUCATION & CERTIFICATIONS

2025: Designing for accessibility (RGAA / WCAG, CSR) - LudoTIC

2023: UX-PM 2, Implementing UX - UX Alliance

2021: Scrum Product Owner (CSPO) - Scrum Alliance

2021: DiGiTT Certification - Orsys

2016: ITIL (2011) OSA & Foundation - APMG International

1997: Vocational Baccalaureate in Applied Arts, Multimedia Visual Communication

## LANGUAGES

French: Native

English: Intermediate, actively improving (preparing for TOEIC certification)

## COMMITMENTS & INTERESTS

**Maison Résilience (Founder & President):** Social and solidarity economy organisation providing emergency shelter for women who are victims of domestic violence in Central Brittany. Leading brand identity, communications, business plan and institutional partnerships. Discover the project:

<https://maisonresilience.org>

**Conservation & Wildlife Photography:** East Africa (Tanzania, Uganda, Zambia): patience, observation and a feel for the field, the same qualities as in user research.

## RECOMMENDATIONS

“She knows how to bring people together, give her team positive energy and work hand in hand with stakeholders to move ideas forward with kindness and rigour.”

**David Deschamps** · CTO Equidia, Laëtitia's direct manager

“What struck me was her ability to spot the right profiles and build strong teams. [...] I recommend Laëtitia for her ability to unite a team and create an environment that fosters exchange and collective learning.”

**Julie Khoun** · Product & Content Designer, managed by Laëtitia at FDJ

Excerpts from recommendations published on LinkedIn, translated from French. [See profile.](#)