Hugo Bazin

Product Designer & Design Lead

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Hey! ✺

I'm Hugo, a product designer and design lead with 13 years of experience across startups, banking and SaaS.
I led design teams at Randstad and Coveo, then chose to go back to hands-on product work at Sofistic.AI, an early-stage AI fintech.
I also co-founded two startups, so I design with the business in mind: simple products that people adopt.

Currently ✺

Senior UX Designer
Sofistic.AI, AI fintech, since 2025

User Tests Lecturer
ISART Digital Montréal, since 2023

Expert Jury Member
Québec Tech selection committee, since 2026

Experience ✺

Sofistic.AI / Senior UX Designer

February 2025 - Present

AI wealth platform for advisors and family offices, a team of about 17. I'm structuring the design practice, from advisor research to production code, and mentor a product designer.

- **Restructured the whole information architecture** and defined the product's personality, principles and voice with leadership, which led to a complete redesign of the platform.
- **Household creation from 5+ min to 1 min 30:** merged scattered screens into one guided flow, tested with advisors before build.
- 90+ hours of user sessions: discovery and user tests on every big feature that needs them, often reshaping scope before any code is written.
- Scoped and led 16 projects, big features and small improvements; created a 5-day format with no back-end work, whose front-end I code myself.
- Sparring partner for the Heads of Product and Engineering.

Coveo / Product Design Team Lead

April 2023 - February 2025

- **Turned 6 competing UI kits into one shared design system** for 140+ developers; adopted by 2 products, a 3rd in progress.
- Led and coached a globally distributed team of 7 product and UI designers.
- Aligned VPs on 4 KPIs (adoption, velocity, satisfaction, ROI); built a 3-layer token architecture, documentation and training.
- Shaped the roadmap with PMs and leadership, and kept designing features hands-on.

Key numbers ✺

13 years in product design.

8 designers led across 2 teams, at Randstad and Coveo.

5+ min → 1 min 30 to create a household at Sofistic.AI.

3.3 min → <1 min on a key Desjardins workflow, SUS 92.5.

2 startups co-founded.

100+ students and mentees.

Skills ✺

Leadership & DesignOps
Team leadership and coaching, mentoring, design system governance, cross-functional rituals, executive workshops, roadmapping

Product & delivery
Shape Up (shaping, Shape Lead), small-bet formats, scoping and trade-offs, Lean UX, agile

Research & analytics
User interviews, usability tests, co-design workshops, jobs to be done, UX KPIs, product analytics, activation and retention metrics

Design & build
Information architecture, user flows, prototyping, UI and data visualization, design tokens, bilingual UX writing, front-end in production

AI
Designing AI products (AI-native wealth platform, AI search, conversational chatbot), custom Claude skills such as an advisor persona grounded in research and usage data

Tools ✺

Design
Figma, FigJam, Storybook, Zeroheight, Supernova, Miro

Research & analytics
Maze, UseBerry, Hotjar, FullStory, PostHog, Fathom

Product & AI
Linear, Jira, Notion, Claude (custom skills)

Randstad Canada IT Solutions / Design Manager

May 2021 - April 2023

Led the design practice: managed and trained one designer, supported sales.

> **Mission: Desjardins**, Senior UX Designer & UX Strategist (June 2021 - April 2023)
>
> Led the design of a tool routing 300,000 yearly customer opportunities, used by 50,000 employees. 30+ user interviews, 4 co-design workshops.
>
> Completion time 3.3 min → under 1 min · 95% satisfaction · SUS 92.5 · training time −80%.

SIA Innovations / Senior Product Designer

October 2020 - April 2021

IBM partner specialized in automation and AI. Hydro-Québec: helped launch an internal chatbot to search a 20,000-item catalog. VA Transport: led the first design phases of an ERP.

Freelance / Senior Product Designer Consultant

October 2019 - October 2020

Product design for Componize, a SaaS startup for technical documentation used by large industrial companies.

UX-Republic / Senior UX Designer

June 2019 - March 2020 (fractional from October 2019)

Research, UX and UI design for clients such as SAFTI and Groupe Pierre Fabre; workshop facilitation, conference talks and articles.

Groupe SeLoger / UX/UI Designer & UI Developer

April 2017 - May 2019

Redesigned Logic-Immo's B2B web app for real estate agencies. **Designed and coded a design system of about 250 components** (atomic design, AngularJS, SASS).

Freelance / UX/UI Designer & UI Developer

March 2013 - March 2017

About 40 missions for agencies and their clients.

Entrepreneurship ✺

Bordeaux in Box (La Petite Box) / Co-founder & CEO

September 2014 - October 2016

Gift boxes made in Bordeaux: **200+ boxes shipped every month**, trade shows of up to 2,000 visitors. Ran the whole business.

MyCityMedia / Co-founder & CEO

March 2013 - January 2014

Co-founded with two partners: **Gironde's 2nd most visited web media**, 30,000 unique visitors a month. Wrote the business plan, raised funds and ran the attached design agency.

Before that ✺

BlookUp / Junior Product Owner, 2013

10h11 / Junior Community Manager, 2012

Association LA MANU / Project Manager, 2010 - 2011

Giving back ✺

ISART Digital Montréal
Playtests & User Tests Lecturer, since 2023: 100+ students taught and assessed

Québec Tech
Expert Jury Member, selection committee, since 2026

Mentoring
Remote mentoring of junior designers

HEC Montréal
Product Design Lecturer, 2022

Design Systems France
Events Organizer for Aix-Marseille, 2019

Instagram
Design Content Creator, 20,000 followers

Education ✺

Graduate studies, Business Creation & Entrepreneurship / IAE Bordeaux
2015 / Bordeaux, France

Maîtrise (Master 1), Digital Project Creation / Université Bordeaux Montaigne
2013 / Bordeaux, France

Bachelor's, Information & Communication / Université Bordeaux Montaigne
2012 / Bordeaux, France

Certifications ✺

Uxcel, 2025
UX Design Leadership, Product Discovery, UX Writing, Information Architecture, Design Workshop Facilitation, Product Designer, UX/UI Designer, UX Designer

Nielsen Norman Group, 2022
New UX Managers, Design Tradeoffs and UX Decision Frameworks

Interaction Design Foundation, 2021–2023
Data-Driven Design: Quantitative Research for UX, UX Management: Strategy and Tactics, Design for the 21st Century with Don Norman, Agile Methods for UX Design, Get Your Product Used: Adoption and Appropriation

HEC Montréal, 2022
UX Design

IBM, 2020
Enterprise Design Thinking for AI, Enterprise Design Thinking Co-Creator, Cloud Garage Test-Driven Development

Gobelins Paris, 2019
UX Design