

Martin Boisramé

Staff Product Designer · marketplaces, design systems & monetization

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BASED Nantes / Paris / Remote (France)

PROFILE

Product designer, 10 years on marketplaces and multi-sided platforms: BlaBlaCar, JobTeaser, Mylo. The most senior IC on the team, not its manager. I work at the two ends most designers skip: **0→1** discovery, and the systems layer that keeps a product coherent once it scales.

- **0→1**: took a feature from field research to **800+** institutions. Today: leading an AI assistant into a B2C product at scale.
- Systems: built design systems from scratch at two companies. I ship my own PRs, and now make the token system the layer that keeps AI-generated UI coherent.
- Growth: moved a marketplace from free to paid across 5 countries.

EXPERIENCE

MAY 2022 – PRESENT

JobTeaser

Lead Product Designer (since 2023) · Senior Product Designer (2022–2023)

Nantes · HR-tech marketplace connecting students, universities and employers

- Leading the design of an AI assistant inside the student experience. Built the working HTML prototype that aligned product, engineering and leadership on one direction. Sales now demo it to schools, and we run our student research on it. In build, go-to-market underway.
- Own the design system: token architecture, documentation, and production PRs that move components forward without going through the dev roadmap. It is the default across all 4 product teams. Shipped the motion layer solo, down to the buttons every JobTeaser user touches, front office and back office. Now extending the token system to the coding agents developers work with, so AI-generated UI stays inside the system.
- Rebuilt the student job search on Algolia, iterating on matching criteria and client-offer surfacing: **–25%** no-result searches, **+18%** apply rate. Co-led the full front-office migration with a staff frontend engineer, rebuilding navigation and information architecture: **+23%** traffic to job search.
- Built PageFactory, an internal page builder. It is now how the back-office evolves: one team migrated a full module onto it (listing, detail, create, edit), another built a new one from scratch. Designers ship back-office pages far faster, because the builder settles the layout details once for all of them.
- Most senior IC on a team of 4 designers, with no line management. Set the craft bar through design review, pairing and system standards.

NOV 2019 – MAY 2022

JobTeaser

Product Designer, Growth

Paris

- Launched Community, a peer experience-sharing feature, **0→1**. Ran qualitative research in German engineering schools, piloted in 3, scaled to **800+** institutions, now **1.3M** experiences and **80K+** reviews.
- Ran the growth experimentation loop on the student side: onboarding creation and redesign (**+40%** profile completion), similar-jobs recommendations, navigation A/B tests.

EXPERIENCE

OCT 2018 – JUN 2019

Mylo Financial Technologies

Founding Designer (sole designer)

Montréal · Fintech startup, consumer saving and investing app

- Only designer in the company. Brought design in from zero and ran it alone: research, product design, and the design system.
- Designed and shipped Advice, a new product line, end to end with the dev team.
- Built the design system from scratch (the consistency layer behind every product surface) and established a research-led design process where there was none.
- Led a full redesign of the app, simplifying the core saving and investing flows.

JAN 2016 – SEP 2018

BlaBlaCar

Product Designer

Paris · Carpooling marketplace, 75M members across 22 countries

- Owned UX for the Growth team through **200%** YoY growth, designing for scalability and consistency across countries.
- Moved BlaBlaCar from free to paid in 5 markets (Russia, Brazil, Germany, Ukraine, Italy): the monetization shift itself, not a feature on top of it.
- Revamped the driver experience end to end, balancing passenger demand against driver retention, guided by data and interviews.
- Initiated and led Bus Service Improvement: ran the design sprints, built and shipped a new platform for bus operators.

MAR 2015 – DEC 2015

Nurun & BETC Digital

UX Designer

Paris · Digital agencies, product and brand work for large accounts

- Research, information architecture, user flows and prototyping for Crédit Agricole, Schneider Electric, Fondation Louis Vuitton, LVMH, Legrand, Savencia.

2012 – 2014

Design internships

Studio123 · Bureau Group · Vu Par

Sudbury (CA) · Nantes · Design studios

- Art direction, layout and graphic design.

EDUCATION

2013 – 2015

L'École de design Nantes Atlantique

Master's, UX Design · Tangible Interfaces

2014 – 2015

Université de Nantes

D.U. DESSiIN, Interactive services, IoT & tangible interfaces

2010 – 2013

L'École de design Nantes Atlantique

Bachelor's, Graphic Design

STRENGTHS

Marketplaces & multi-sided products · Design systems & token architecture ·
0→1 product discovery · AI product design · User research · Interaction design ·
Information architecture · Growth experimentation · Monetization ·
AI-assisted design workflows (Cursor, Claude Code) ·
Front-end literacy (I ship my own design-system PRs)

LANGUAGES

French: native · English: professional