CHRISTIAN FRADET

STAFF / LEAD PRODUCT DESIGNER | SERVICE DESIGN | PRODUCT STRATEGY | COMPLEX B2B SAAS | GENERATIVE AI PRODUCTS | AI-ASSISTED PROTOTYPING | HUMAN FACTORS

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PROFILE

Staff-level Product Designer and Human Factors Engineer with 15+ years designing complex B2B and consumer products, including regulated enterprise platforms, fintech, data-dense dashboards and generative AI / LLM-powered experiences. Combines product discovery, service design, research and strategy with hands-on interaction design, functional AI-assisted prototyping, role-based permissions, design systems and delivery. Facilitates workshops and co-design sessions with senior stakeholders. Sets product direction and makes opportunity trade-offs using user evidence, business outcomes and technical constraints, then measures the result; translates regulatory, API and operational constraints into clear validation, exception and recovery patterns. Partners with Product and Engineering from problem framing through QA and launch.

CORE SKILLS

Product Discovery & Strategy | Product Vision & Roadmap | Opportunity Assessment | Success Metrics / KPIs | Service Design & Service Blueprints | Prioritisation & Trade-offs | Complex B2B SaaS | Enterprise Platforms | Multi-State Workflows | Roles & Permissions | Dashboards & Data-Dense Interfaces | Regulatory & API Constraints | Human Factors & Systems Thinking | UX Research (Qualitative & Quantitative) | Workshop Facilitation & Co-design | Interaction & Visual Design | Information Architecture | Generative AI / LLM Products | Agentic AI Workflows & Human Oversight | AI-Assisted Functional Prototyping | Claude Code | Figma | Design Systems & Reusable Components | React / Storybook Collaboration | HTML / CSS (working knowledge) | Accessibility / WCAG | Analytics & Success Metrics | Agile Delivery | QA / UAT | Stakeholder Alignment | Mentoring

SELECTED IMPACT

OVO Energy: +25% customer retention; design work contributing to £42M in previously blocked debt recovery | Reply: led a team of three designers, trained two | ENGIE Belgium: multi-market regulated platform and reusable design patterns | Toffy AI: 0-to-1 AI-enabled product and design system | Grow My Hockey: 0-to-1 product in user acceptance testing (UAT), with interested coaches actively participating. Designed with safeguarding and safety requirements for young users in mind.

PROFESSIONAL EXPERIENCE

Independent Product Designer — Virtual Minds Ltd / Grow My Hockey | Sep 2026 – Present

- Own product strategy as founder: identified adult recreational hockey players as an underserved segment, defined the value proposition (practice planning plus coach feedback), the bilingual EN/FR launch market and a freemium model with a paid coach tier.
- Set the roadmap from field evidence: prioritised offline-first session flows after testing during real skating sessions, and deferred coach–player synchronisation to protect UAT quality with private testers and coaches.
- Lead product discovery, interaction design and iterative testing for a 0-to-1 mobile training product, including personalised practice plans, session flows, offline operation, assessment states and player–coach interactions, role-based permissions (player, coach, admin) and coach dashboards; test working prototypes during real skating sessions.
- Use Claude Code, ChatGPT and Figma to translate requirements into functional prototypes, investigate defects, validate multi-state workflows and refine interactions through structured QA and field testing; coach–player synchronisation remains in development.

Senior Product Designer — Kaluza (OVO Group) | Oct 2025 – Sep 2026

- Led hands-on product design for Nova-KAE, a regulated multi-market ENGIE Belgium platform; initially the sole designer, then onboarded and mentored a second designer while retaining ownership of key journeys.
- Helped shape design priorities by combining user research, regulatory rules, operational dependencies and cross-functional trade-offs with Product, Engineering and ENGIE stakeholders.
- Modelled complex move-in/move-out and front-office/back-office operational journeys in journey maps and service blueprints, including roles and permissions, across supply configuration, consumption, customer details and billing, with conditional validation, error prevention, exceptions and recovery.

- Turned Belgium/France needs into shared platform and design-system rules (locale number formats, currency placement, market-validation constraints, required-field convention); set design principles and quality standards and extended a multi-market design library aligned with React engineers.
- Secured direct access to ENGIE users, translated research findings into design changes and identified production risks through build reviews and QA/UAT. Used Claude to support user research in Dovetail and Claude Code to build functional prototypes.

Senior Product Designer (Contract) — OVO Energy / Kaluza Home Moves | May 2025 – Oct 2025

- Led end-to-end service and product redesign of a responsive home-moving and switching journey from problem framing and research through prototyping, engineering review and launch.
- Used behavioural evidence, funnel analytics and decision psychology to prioritise improvements at abandonment points, balancing user comprehension, trust, service constraints and commercial outcomes.
- Partnered with Product, Engineering, Analytics, Content and service teams; delivered +25% retention and enabled £42M in previously blocked debt recovery.

Lead Product Designer — Toffy AI / Compawnion | Jan 2025 – Mar 2025

- Defined product direction and MVP scope for a 0-to-1 AI training product with the founders: chose which coaching moments the AI should own and where human oversight and escalation were required, and set the success metrics for the pilot.
- Designed a 0-to-1 generative AI (LLM-powered) dog-training experience, defining information architecture, role-based permissions, trainer dashboards, mobile-oriented workflows, prototypes and delivery-ready specifications.
- Built the design system from scratch and designed conversational coaching patterns, confidence communication, human oversight, escalation, voice-first interactions and visual planning/review.

Lead UX Designer (promoted from Senior) — Open Reply | Nov 2021 – Jun 2024

- Promoted to Lead; led a three-designer team and trained two designers while remaining hands-on across client projects.
- Virgin Media / O2: led UX for regulated broadband provider switching, including research, complex service interactions and reusable patterns across design systems. Worked on the migration of the O2 component library into Virgin Media's design system, converting numerous components using Storybook.
- Investment banking / Apple Vision Pro: designed fintech dashboards and a 3D financial-data visualisation prototype for navigating data-dense information on an emerging platform.
- Vodafone Group: developed AI tools training and an AI customer-experience assessment framework; presented at AI Summit London in 2022 and 2023.

Senior Product Designer — Rogers Communications / Fido | Oct 2020 – Mar 2021

- Designed consumer web and mobile journeys end-to-end; partnered with Design Systems and Engineering and used analytics and usability evidence to guide iterations.

Lead UX & Product Consultant — Independent / Virtual Mind | 2020 – 2021

- Advised on product definition, digital transformation, e-commerce and user-centred delivery, turning ambiguous needs into actionable designs.

UX Designer / Business Analyst — Clifford Chance | Jul 2019 – Nov 2019

- Designed regulated fintech and lawtech workflows through co-design workshops, journey mapping, prototyping and backlog definition.

Human Factors Engineer / UX Designer — CAE | Apr 2018 – Apr 2019

- Defined interface standards for Boeing and Airbus flight simulators, contributed to medical simulation and AR/VR surgical training; applied cognitive-load & task analysis, error prevention and human-performance principles.

Earlier: product, UX & Design roles at Nero AG & Videotron, academic Human Factors / ergonomics research.

EDUCATION & CERTIFICATIONS

Human Factors for AI — Duke University, Fuqua School of Business (2023) | Artificial Intelligence — Oxford Saïd Business School (2019) | Advanced Web and Interaction Design — UCLA Extension (2014) | Master's studies, Human Factors Engineering & Ergonomics — Polytechnique Montréal (2006) | B.Eng., Industrial Engineering and Product Design — Polytechnique Montréal (2003)

TOOLS & METHODS

Figma | FigJam | Miro | Jira | Confluence | Axure | Adobe Creative Suite | Google Analytics | Hotjar | Storybook | Dovetail | Maze | Claude | Claude Code | Gemini | ChatGPT | Figma MCP | Design Tokens | Figma Variables | HTML / CSS