Magali Cebe
Brand & UX Director

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Based in Paris
Portfolio available upon request

Work Experience

Brand & UX Director - Bryj (Formerly Followanalytics)
Since June 2021 / Paris

In 2021, Followanalytics transformed into "Bryj", presenting us with fresh challenges. The SaaS company now offers a comprehensive all-in-one platform for building and powering app experiences from web assets.

My contributions:
• I initiated a complete overhaul of branding, style guides, and launched a new commercial website.
• I led a team of four designers, my primary focus is on "product" UX and UI design, specifically reshaping the Bryj solution.
• The central challenge involved establishing a robust Design System that is not only scalable for existing products but also adaptable to future ones.
• Implementing a new design methodology tailored to our organizational changes and addressing stakeholders' needs has been crucial.
• My active involvement in discussions about product evolution ensures design alignment with the company's expectations, long-term strategy, and key performance indicators (KPIs).

On a daily basis, our designers collaborate closely with Product Owners, developers, and the QA team, fostering a user-friendly approach to our work.

Senior Product Designer - Followanalytics
Oct. 2018 - June 2021 / Paris

I joined the company as the only Product Designer, focusing on enhancing the analytics platform, which was the sole product at that time.

My contributions:
• I conducted with the PO, user testing sessions and interviews with customers to refine the product and prioritize improvements.
• I revamped the existing Design System, transitioning from Sketch to Figma for increased efficiency.
• In 2019, our product offering expanded with a new B2B product, the "App Builder." My role extended to designing this product, creating a hybrid demo for the sales team.
• Subsequently, I was in charge of redesigning our customers' digital platforms to ensure responsive perfection, making them adaptable for app integration and availability on app stores.

My overall responsibilities included organizing workshops with clients to align their needs with key performance indicators (KPIs), working on UX, co-creating user flows, and overseeing development progress.

UX-UI Lead Mobile Designer - The Mobile Life
Nov. 2016 - Oct. 2018 / Singapore

This mobile agency located in Singapore was primarily responsible for developing mobile apps for low-cost airlines in Asia and the United States.

My contributions:
• I organised UX workshops to (re)define user flows and mobile app architectures with our customers, I conducted usability studies, UX researches, defined A/B testing flows...
• UI conception for Mobile applications and responsive web-design, mostly for airline industry.
• Provided marketing materials and global communication visuals.

About me

Currently, I lead the team of three designers at Bryj, shaping the new experience for our Saas platform.
Additionally, I am responsible for maintaining and evolving the brand guidelines as needed.

Balancing a "big picture" perspective with a meticulous eye for detail, I am deeply engaged in my work, driven by a pixel-perfect motivation.
My strong sense of empathy fosters honest collaboration with my team members and stakeholders, and motivates me to create inclusive and meaningful experiences.

A highly communicative individual, I actively seek opportunities to inspire others. Constantly pursuing inspiration and new challenges, I welcome experimentation and am unafraid to make decisions, even if they require modification or iteration afterward.

In my spare time...
I enjoy trying out various plastic art techniques, especially working with epoxy resin, tufting, and painting. On weekends, you'll often catch me at art exhibitions, listening to an audiobook, unless I'm off on a family adventure exploring new and unfamiliar places. We're on a mission to visit every European capital!

UX-UI Mobile Designer - Betsson Group
Jan. 2016 - Oct. 2016 / Malta

• I initially joined the company under a casino brand, where I was responsible for web design.
• Later, as part of the "central mobile team," I took on the role of designing a white-label mobile application that aligns with key performance indicators (KPIs) for over 20 Betsson Casino brands. My primary focus was on mobile user acquisition, retention, and App Store Optimization (ASO).

UI Mobile Designer - Idean (formerly Backelite)
Feb. 2013 - May 2015 / Paris

• UI mobile design for applications (smartphones, tablets, and responsive web design).
• Implementation with the design team of the first UX methodologies within the agency, including UX research, definition of personas, and user testing.

Projects:
Aéroports de Paris, SFR, SNCF, Airbus, Accor, Parkéon, and many more.
Project competition winner with "Société Générale, Shareholders Mobile Applications" and "Sodexo, Employees Platform."

UI Mobile Designer - SFR
Jun 2010 - Sept 2012 / Paris La Defense

• UI design for initial applications targeting SFR's mobile operator customers within the digital factory (B2C)
• Motion design for promotional videos and tutorials; established new webmobile brand guidelines.

Skills

Design Management
• Design team management, supervising the hiring process, onboarding, skill development.
• Implemented design methodologies and cross-team processes for enhanced efficiency.
• Demonstrated empathy and active listening in team leadership.

UX Design
• Conducted usability testing, interviews, and content analysis.
• Utilized rapid prototyping for iterative design improvements.
• Developed personas, scenarios, and user journeys.
• Performed competitive analysis for informed design decisions.

UI & Product Design
• Established a complex Design System and created product style guides and pattern libraries.
• Executed Interaction Design and Prototyping to enhance user experiences.
• Conducted Design QA to ensure product quality and on-time delivery.
• Formulated experience strategies to align with business goals.

Collaboration
• Being able to collaborate with other stakeholders by understanding the significance of their expertise and incorporating it into our design decisions.
• Facilitated design critiques and organized workshops for effective collaboration.
• Displayed flexibility, excellent communication, and attention to detail.
• Provided leadership to foster a collaborative and creative team environment.

Software
Figma, Adobe Creative Cloud, Microsoft 365, Google Suite, Procreate.
Proficient with project management tools: Slack, Jira, Asana, Confluence, Notion

Languages
French: native language
English: fluent
Spanish: proficient

Education

Master's Degree:
Artistic Direction Management
2013, Sup de Pub INSEEC (Paris)

Bachelor's Degree:
Multimedia Project Management
2012, IESA Multimédia (Paris)

Higher National Diploma (BTS):
Advertising
2009, Efficom (Paris)

Darden School Foundation:
Certificate in Leadership and management
2023, University of Virginia

The Design Crew:
Training in Design Management
2023, Paris