Hugo Nicaise

Profile - Web & Product Designer

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Innovative Web & Product Designer with 5+ years of experience in FinTech, Web3, and SaaS. Expert in UI/UX design, design systems, and brand identity. Proven track record of creating intuitive, data-driven digital experiences through rigorous user-centered design and iterative prototyping. Transitioning from freelance to full-time, I am eager to leverage my expertise to drive product innovation and enhance user engagement.

Experience

Web & Product Designer

Freelance *(Global Clients)*   **January 2019 - Present**

- Delivered data-driven, user-centric digital experiences for 25+ clients across FinTech, Web3, and SaaS.

- Developed high-fidelity prototypes in Figma and Sketch, enhancing SaaS user flows and boosting task completion rates.

- Created comprehensive design systems to ensure consistent visual language across web and mobile platforms.

- Applied user-centered design principles to drive improved user engagement and measurable product outcomes.

UI/UX Designer (AI Products)

Codesm   **October 2024 - Present**

- Built CODESM's comprehensive design system from scratch using Atomic Design methodology, for scalable UI components.

- Redesigned core UI elements and workflows to enhance usability, accessibility, and visual consistency.

- Collaborated closely with the CEO and product management team to refine AI-powered content generation tools.

- Developed cohesive web designs for CODESM's brands, reinforcing a high-quality visual identity across platforms.

- Optimized app interface and information hierarchy to streamline navigation and improve overall user experience.

Lead Creative & Product Designer

Seeded Network   **August 2021 - August 2022**

- Directed end-to-end product design for a Solana-based DeFi MVP, covering UI/UX, web design, and branding from concept to launch.

- Integrated user research and innovative design strategies to ensure a seamless user experience and product-market fit.

- Spearheaded a $1.25M fundraising campaign by aligning product design with investor and market expectations.

- Oversaw brand visual identity and artistic direction across digital platforms, enhancing overall user engagement.

UI/UX & Webdesigner

Pimkie International   **September 2019 - August 2021**

- Designed and integrated content for international e-commerce platforms, enhancing both web and product experiences.

- Developed lookbooks, banners, and promotional materials to maintain a cohesive brand identity across 6 countries.

- Streamlined CMS processes and reduced data loading times, cutting developer workload by 50%.

- Maintained consistency and adapted content localization across all e-commerce platforms based on user behavior.

UI/UX Designer & Developer

Zetruc Agency   **April 2019 - August 2019**

- Designed engaging visual content (banners, posters, social media assets) that boosted brand visibility and user engagement.

- Developed and optimized user-friendly websites using SEO best practices, strengthening clients' online presence.

- Supported overall brand development by integrating strategic content creation with visual design.

Recognitions

ME	**Awwwards** Mobile Excellence — hugonicaise.fr	HM	**Awwwards** Honorable mention — hugonicaise.fr

Skills

Product design, Visual Design, Branding

Figma, Adobe Creative Suites, Sketch

Front-end development

HTML, CSS, JS, Webflow, Framer, GSAP

- Able to explain technical issues clearly to non-technical colleagues and clients.
- Excellent communication skills.
- Can multi-task effectively, very careful to details and deadlines.
- Able to work on any field of topic, private or public sector.

Expertise

Design & strategy

Product Thinking, Design Systems, Visual Design, Interaction Design, AI-Powered UX, Data-Driven Design

User Experience & Research

User Research, Usability Testing, Wireframing Prototyping, AI-Driven User Flows, AI Content Generation

Web & Technical Skills

Responsive Design, Web Design, Creative Coding, SaaS

Education

Troyes University (2017 - 2019)   **DUT** Multimedia and Internet jobs

Troyes University (2019 - 2020)   **Bachelor** Design and web development

Languages

French (native), English (fluent).

My work

Portfolio: https://hugonicaise.fr   *About me:* https://bento.me/hugonicaise