

Cyrièle Piancastelli



Director of
Product Design

ABOUT

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Settlement status

I'm an experienced Director of Product design with a background in **UX design, IA**, and **system thinking**. I've lead and managed teams of product designers working with big & complex data heavy systems.

With almost two decades of experience, I use **data-driven insights and research** to craft intuitive, impactful designs across various industries, supporting products and companies to achieve their business objectives.

I love to talk about what I do and share my experiences in the hope to inspire other designers; I used to teach at Gobelins school in Paris where I studied, and I **spoke at design conferences** such as EuroIA, World IA Day and SavvyUX Summit.

In my spare time, I'm also a **yoga teacher** in studios in London, and I actively participate in organising yoga charity events.

Languages

French (native)
English (fluent)

EXPERIENCE

Sony Music · London UK · 2021 - Now

Director of Product Design

- **Setting up the whole product design function**
 - Defining a hiring process and successfully hiring several designers to grow the team from 3 people to 11
 - Defining a career path framework to help develop my team members skillset and help them progress in their career
 - Setting up weekly rituals and defining processes to ensure collaboration and design quality
 - Facilitating workshops to define design principles applicable holistically
 - Advocating for design as a discipline providing expertise in user experience, user interface and information architecture
- **Creating and leading the Design System initiative**
 - Working with a product team to create Solfège, an internal product aiming at bringing consistency and quality across our Suite of apps, and improving productivity of designers and engineers.
 - Working with the platform team to define UX & UI standards of shared utility features (cross apps navigation, users onboarding...)
- **Defining an iterative product design strategy**
 - Working with leadership to focus on scalability and growth
 - Directing with business objectives in mind, informed by users needs

Super Awesome (Epic Games) · London UK · 2019 - 2021

Lead Product Designer

- Leading UX & design of a highly strategic GDPR-K & COPPA compliant identity management platform
- Responsible for crafting interfaces that respect privacy and responsibility by design
- Research, Analyse & Design to improve conversion of verified parental consent
- Design and maintenance of Design Systems
- Running cross-discipline workshops using various design thinking methodologies for efficient product design/strategy

BBC · London UK · 2015 - 2018

Senior UX Architect

- Gathering users, products, legal, marketing and technical requirements
- Designing all the user journeys related to users accounts: registration, sign in, uplift, update, delete, linking...
- Aligning with other products to cater for their needs and design a seamless experience across the whole BBC

- Designing an IA & data governance methodology and guidelines for storing and using clean and consistent users data across the Audience Platform product
- Co-running user testing sessions in labs, guerilla testing...
- Prototyping for user testing sessions
- Facilitating workshops with stakeholders
- Organising the work within the UX team. Writing briefs and design tasks
- Supporting and guiding more junior members of the team in their work
- Ensuring consistency of the UX through all the features of the product
- Advocating for consistency of meaning and data governance across the business and the industry
- Accessibility training, Multi Platform Strategy training

Unit9 • London UK • 2013 - 2015

Information Architect & UX Designer

- Designing for new business proposals as well as production
- Expertise in desktop, mobile, games, installations and VR experiences
- Adaptive methodology and deliverables (user flows, persona, user scenarii, overall ecosystems, data flows, interactive wireframes...)
- Client facing and presentation

Technical Project Manager

- Client & production team management (on location and remotely) using Basecamp, Jira or Redmine-
- Writing specifications
- Budget estimates, risks assessment, schedules
- Daily catch up with the team following an Agile methodology, and regular client meetings.

Blondie • Paris FR • 2012 - 2013

Senior Technical Producer

- In charge of all agency accounts (Chanel, Hermès, Chloé parfum, Repetto, Moët & Chandon, Alain Ducasse, Gérard Darel, Pablo, Sandro...)
- Working in parallel on different kinds of project
- Client and production team management (on location and remotely) using Redmine or Asana
- Agency planning resource (weekly meeting and daily reporting)
- Budget estimates, risks assessment, schedules
- Writing functional and technical specifications
- User Experience Design for E-commerce websites (user flows, persona, interactive wireframes...)

Les Chinois • Paris FR • 2009 - 2012

Technical Project Manager

- In charge of projects with big technical challenges : Warner Bros. France (E-commerce) & Disneyland Paris (CRM)
- Client and production team management (on location and remotely) using Redmine
- Weekly reports to project director
- Writing functional and technical specifications

EDUCATION

Gobelins school • Paris FR • 2006 - 2009

Project Management (master degree)

UX Design & Engineering (master degree)

Université Toulon • Toulon FR • 2003 - 2006

UX Design & Engineering (bachelor degree)