

Romain Bonissol

Brand & product designer

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Based in Paris, France

With over a decade of experience, I'm a hybrid designer operating at the intersection of brand identity, product design, and omnichannel experiences. I craft thoughtful, modular solutions across all touchpoints from digital platforms and physical interfaces to content and data visualisation. My work bridges strategy and execution, helping teams define and deliver impactful services. I thrive in complex environments, guiding cross-functional teams from insight to implementation with a focus on accessibility and ethics.

Experience

Jan 2022 / Present
Music Tomorrow

Lead designer

- Spearheaded the design strategy that successfully supported the company's transition from a consultancy to a data-driven SaaS platform.
- Contributed to R&D through reverse engineering to extract algorithmic insights and shape interactive data visualizations
- Established a design system improving speed and consistency across product teams
- Fostered seamless collaboration between design and engineering teams

Fev 2020 / May 2022
Hypn

Cofounder

- Built a music tech product leveraging predictive models to optimize indie artist marketing
- Designed and delivered the campaign builder, targeting engine, and performance dashboard with no-code tools
- Integrated data-driven insights into product design with a user-first approach

July 2014 / Present
Wayoffline

Cofounder & Senior Designer

- Founded a creative studio specializing in brand identities, SaaS interfaces, and immersive retail experiences
- Led digital and phygital experiences for Renault, L'Oréal, Rothschild, Huawei, Clarins, and several startups
- Oversaw end-to-end delivery: UX/UI design, team leadership, strategic consulting, and growth alignment

Sept. 2012 / Jul. 2014
ResNovae

Lead designer

- Directed branding and UX projects in the retail sector (Evian, Bel, BMW, MHD)
- Supervised a design team and delivered digital tools for marketing & sales teams

Sept. 2011 / Sept. 2012
Zabaion

Web designer

- Designed user interfaces for major French services (Orange, Canal+, Banque Postale)
- Focused on wireframes, branding, and design consistency

Sept. 2008 / Sept. 2011
Saphir

Designer

- Delivered creative assets across print and digital for education, tourism, and public institutions
- Produced and wrote content for marketing campaigns and visual communication

Education

ESP - 2004 / 2006
ESSCA - 2002 / 2004

Branding & Experience Design

- Brand identity
- Service design across digital, physical & phygital touchpoints
- UX/UI design, wireframing, prototyping
- Storytelling & marketing alignment

Strategy, Research & Facilitation

- Design thinking
- User research & user testing
- Benchmarking, trendwatching & heuristic analysis
- A/B testing
- Collaborative workshops & design sprints

Product Delivery & Growth

- Design systems with tokens & documentation
- Handoff
- Eco-conscious design & accessibility (RGAA/WCAG)
- Product strategy, UX metrics

Toolstack & Technical Scope

- Design & Prototyping: Figma, Sketch, Adobe CC, Webflow, Framer
- Motion & 3D: After Effects, Cinema 4D
- Research, Testing & Collaboration: Maze, Miro, FigJam, Jira
- No-Code & Development Handoff: HTML, CSS, Notion, Storybook, Webflow, WordPress, Bubble

Languages

- French (native)
- English (fluent)