

ABOUT ME

Product Designer with an engineering background and 15+ years building B2B, platform and AI-powered products across startups, scale-ups and large European enterprises. I partner with Product and Engineering leadership to shape strategy, design complex systems and align design vision across multiple squads.

WORK

2023 - NOW

Aircall

AI agents for a \$1B+ call center platform

- Leading design of AI-powered agents within Aircall's ecosystem, from early concepts to launched product used by SMB and mid-market customers.
- Partnering with Product, Engineering and Data leaders across multiple squads to integrate AI agents into the core voice platform and surrounding tools.
- Launched v1 that reached \$50K MRR in the first 4 months and established the foundation for Aircall's agentic roadmap.

2021 - 2022

Veepee

B2B portal for Europe's leading flash-sales platform

- Defined the partner experience vision and led research and design for a new B2B portal that consolidated several internal tools into a single platform for brand partners.
- Collaborated with Product, Engineering and Operations teams across 4 markets to align requirements, workflows and rollout strategy.
- Delivered a unified partner onboarding experience that reduced brand onboarding time by 40% and decreased support overhead for internal teams.

2018 - 2020

Cycloid

DevOps platform, from internal tool to SaaS product

- Led product design for a DevOps platform, evolving an early-stage internal tool used by internal teams into a commercial SaaS product for DevOps and platform engineers.
- Built and led a 5-person cross-functional team around a unified product vision and UX, improving consistency and usability across the platform.
- Contributed to an \$8M → \$28M valuation in just over two years as the platform matured, and supported larger enterprise deals.

2016 - 2017

Lulu dans ma rue

0 to 1 ecosystem for inclusive local services

- Designed the end-to-end ecosystem (customer app, provider app and admin back office) to connect neighbors and local service providers
- Worked in collaboration with the city of Paris, internal stakeholders and contractors to ensure the product supported inclusive, community-focused services

2010 - 2016

Various

Software & front-end engineer → Product designer

- Delivered enterprise and public sector products for clients such as Société Générale, Chanel, AXA and the French Ministry of Health.
- J2EE, JavaScript, Backbone, AngularJS, Sass, RWD

Portfolio: breixofernandez.com

Detailed case studies available on request

SKILLS

Product discovery · Roadmapping · B2B and platform UX · Design systems · AI-powered tools and workflows · PLG · Mentoring and team leadership · Qualitative research · Data-informed decision making

Available for remote work within CET-3 to CET+3