



Augustin Hiebel

Lead Product Designer

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Nationality: French

I connect **design and code** to turn ideas into useful digital products. My work spans UX research, interface design, working prototypes, and front-end development.

I bring **18+ years of design experience** across learning, gaming, and SaaS, with hands-on delivery and leadership of design teams.

Design and development

UX research and usability testing
Product flows and interaction design
UI design, illustration, and motion
Design systems and accessibility
Prototyping and A/B testing
HTML, CSS, JavaScript, TypeScript
React, Next.js, and Git

Teamwork and leadership

Design direction and mentoring
Collaboration with product and engineering
User advocacy and prioritization
Presenting ideas and project management

Tools

Figma, Adobe Creative Suite, Rive,
Tailwind CSS, Hotjar, Amplitude, Jira
AI-assisted coding: ChatGPT / Codex,
Claude, Cursor, Gemini

Education

Bachelor's degree in multimedia

Le Mans University | 2007 - 2008

Associate's degree in communication

Strasbourg University | 2005 - 2007

Work experience

Senior Product Designer | GeoGuessr

Stockholm, Sweden | Mar 2025 - present

- Design progression, social features, player profiles, analytics, and post-game review.
- Build working prototypes with AI-assisted coding to test interactions and refine ideas with engineers.

Product Design Consultant | Mpya Digital

Stockholm, Sweden | Mar 2024 - Feb 2025

- Designed Alva Labs onboarding that raised marketplace signup rates from 5% to 25% in four months.
- Built a shared front-end framework to address accessibility issues at Alva Labs.
- Led the UX/UI redesign of Valueguard's property valuation platform.

Head of Product Design | Stryda

Stockholm, Sweden | Oct 2022 - Mar 2024

- Led design for an esports platform and its planned social experience, including AI-generated match highlights.
- Directed work on the feed, video editor, missions, and progression. Connected design and engineering through working prototypes and a shared CSS framework.

Creative Lead | G-Loot

Stockholm, Sweden | Jan 2021 - Oct 2022

- Led branding, campaigns, and visual design; managed and mentored designers.
- Worked with product and engineering on interface design, motion, and front-end prototypes.

Senior Designer | G-Loot

Stockholm, Sweden | May 2020 - Jan 2021

- Designed campaigns and visual assets across digital, social, merchandise, and investor materials.

Head of Design | Changr

Paris, France | Apr 2017 - Jul 2020

- Led product design and visual identity for a learning platform that reached 8,000+ monthly users.
- Created a shared design and front-end framework for consistent client experiences.

Head of Product Design | BTS

Paris, France | Jan 2015 - Apr 2017

- Led UX/UI design for digital learning products, translating client training needs into product flows and reusable patterns.

Co-founder & Designer | Archibald Studio

Strasbourg, France | Aug 2010 - Dec 2015

- Co-founded a studio serving clients in France, Germany, and Switzerland, including Chopard, SSEF, and UNECE.
- Designed Chopard's e-learning app and content (2013 - 2014).

Graphic Designer | Com' Des Grands

Paris, France | Feb 2008 - Aug 2009

- Led in-house design across print, branding, and digital projects, from concept through production.