

Chrystel Samson

Product & Digital Designer

French & Australian citizen
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With 10+ years across various design industries and now a focus on Digital Product Design, I thrive in cross-functional teams, stakeholder presentations, and creative collaboration. My international career has honed my adaptability, while my experience as a category manager strengthened my leadership skills.

Experience

DITP French Government, Paris 07/2024 -12/2024, UX & UI Designer

Contributed to impactful projects for the Ministry of Political Transformation, including "Pilote," "Campus," and the "Agora" app:

- Designed wireframes, prototypes, and UIs, aligning with the State National Design System (DSFR).
- Developed high-fidelity mockups and interactive prototypes to showcase UX/UI concepts.
- Optimized designs for accessibility, usability, and visual impact through iterative improvements.
- Presented designs to stakeholders and collaborated with developers and data analysts teams to ensure alignment and feasibility.

INSTITUT POLYTECHNIQUE, Paris 11/2024-12/2024, UX Designer & Instructor Facilitator

- Facilitated a hands-on Design Sprint for international students, focusing on user-centered design.
- Developed & delivered interactive Figma-based lectures with practical exercises.
- Guided students in designing, refining, and presenting UX, service, and app designs.

ASSIST DIGITAL, Paris 04/2024-07/2024, UX Researcher & UX Designer

- Facilitated brainstorming workshops with stakeholders to generate ideas and solutions.
- Conducted research, gathered insights, and analyzed findings with the UX Research team.

ZIMMERMANN, Sydney 01/2022-07/2022, Senior Print & Textile designer

- Directed product strategy, ideation, and production from concept to launch.
- Led cross-functional collaboration with creative directors, designers, and suppliers.
- Managed the end-to-end process to bring creative visions to life in a fast-paced environment.

CAMILLA, Sydney 01/2020-01/2022, Senior Textile Designer & Category manager

- Drove & managed the full process, overseeing product strategy, ideation, and production.
- Designed across all product categories in collaboration with cross-functional teams.
- Led creative workshops to foster team building and enhance creative synergy.

LUXOTIC, Sydney 03/2019–08/2019, Print & Textile designer

- Led design-to-production of diverse bed linen collections.
- Managed end-to-end development across multiple categories.
- Expanded and grew the Wall Art category.

SHERIDAN, Sydney 03/2015–08/2018, Homeware Textile designer

- Led end-to-end product strategy, ideation, and production across multiple categories.
- Collaborated with creative directors, designers, and suppliers to bring creative visions to life.
- Orchestrated seasonal creative workshops to foster team cohesion and enhance collaboration.

ULF MORITZ, Amsterdam 03/2014–07/2014, Wallpaper & Textile designer

- Led wallpaper and fabric collections from design to delivery.
- Managed end-to-end production.
- Researched and sourced innovative materials with suppliers.

Education

Content creator and Strategy

2025

ADOBE

AI Foundations, IBM certificate

2024

IBM

UX Design, GOOGLE certificate

2023

GOOGLE

MA Industrial Design / Textile

2009 – 2013

ENSCI

BA Art&Craft / Upholstery

2004 – 2007

Ecole Boulle

BETC Graphic Design / Editorial Design

2000 – 2003

Auguste Renoir

Languages

French (mother tongue)

English (fluent)

Interests

Music & Dancefloor Enthusiast 🎵 🕺

Food & Travel: Always on a Croissant Hunt 🥐 ✈️

Certified Museum & Gallery Nerd 🏛️ 🖼️

Skills

Leadership + Team building:

I run creative workshops to strengthen teams and mentor young designers.

Presentation + Communication:

Present concepts and secure product sign-offs with key stakeholders and business leaders.

Brand strategy + Identity: Crafting designs that align with brand DNA and business strategy while staying customer-focused and analyzing user behavior.

Time management + Multitasking:

Managing multiple projects while adhering to business timelines and critical paths to meet deadlines.

Drawing: Digital and hand painted (mix media) illustration and graphic elements.



Figma



Miro



Notion



Dovetail



Confluence



Photoshop



Illustrator



InDesign



Adobe



Procreate