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Sergio Hurtado

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Freelance product designer

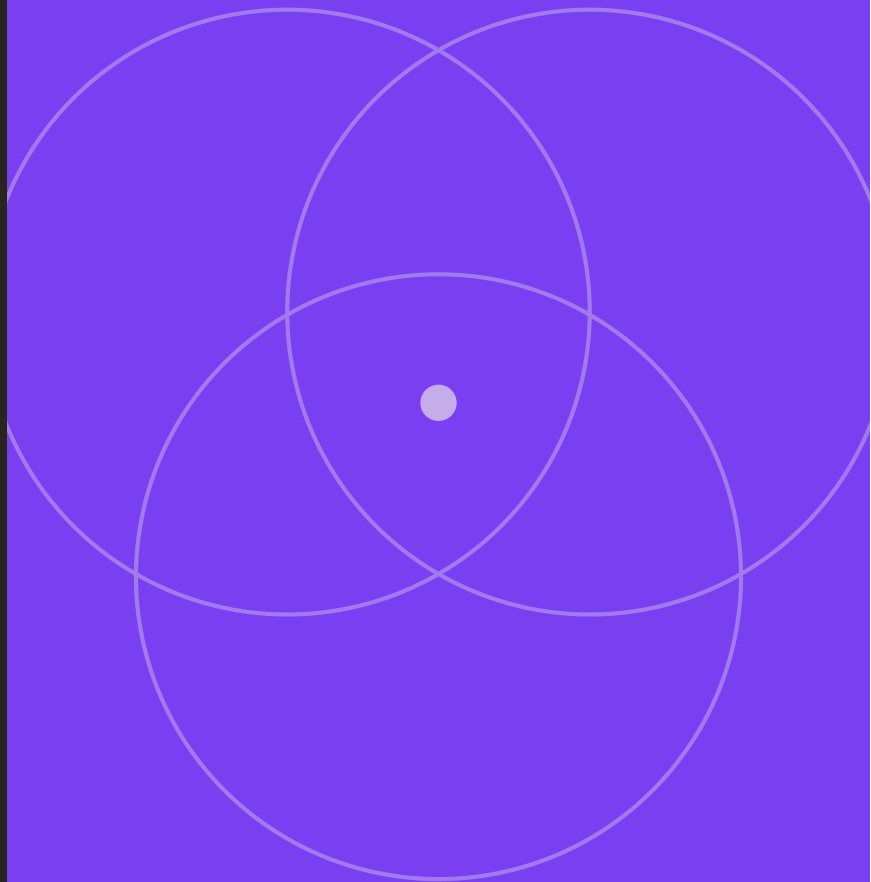
I turn complex problems into solutions that are simple to use, effective and carefully made. Ten years on financial-markets and public-service interfaces. Today independent, from framing through to production.

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Analyse, design, evaluate, iterate.

I started out with a master's in human-computer interaction ergonomics, and since then I have never stopped looking at new sides of the job.

For six and a half years at Murex I designed interfaces for trading, post-trade operations, treasury and risk management. These are dense fields, where the smallest ambiguity costs money.

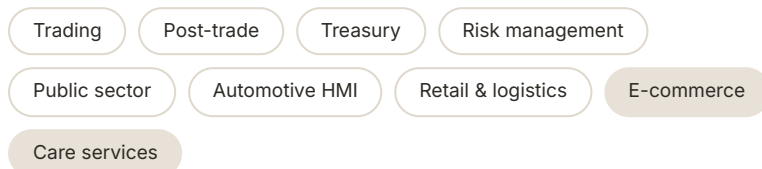
Since July 2025 I have been working independently for several clients, owning the whole chain: framing the need, user research, wireframes, visual identity, design system, interface, then build and launch. It is the same method as before, analyse, design, evaluate, iterate, only over a wider scope, because no stage is delegated.



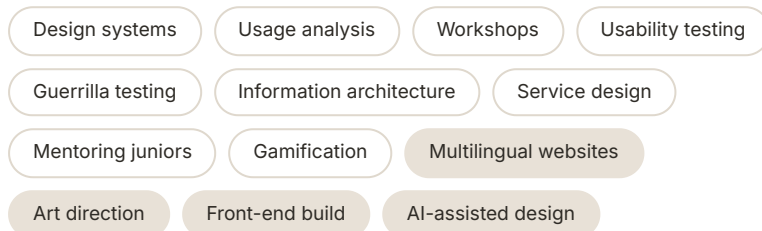
THE CHALLENGE I LIKE BEST

Guiding stakeholders through a process they don't know: clarifying the objectives, explaining what each design stage is for, and building a realistic schedule. With an independent client who has never worked with a designer, the exercise is the same as with a product committee, only more direct.

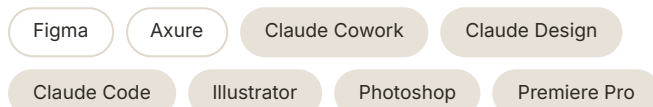
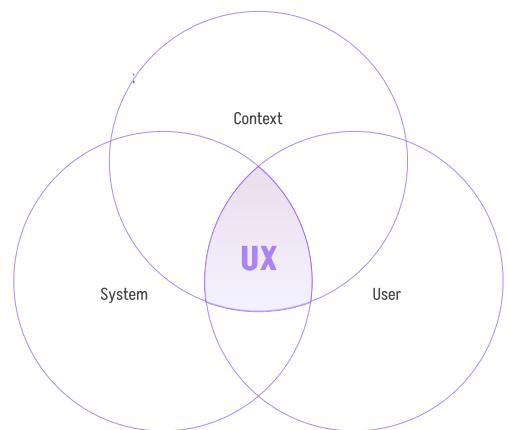
Domains



Practices



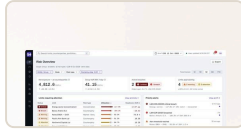
Tools



Selected projects

From a design system spanning two technologies to the website of a care service that hasn't opened yet, every project starts from the same question: what does this person actually need in order to do their work?

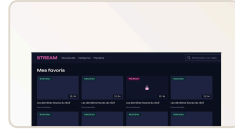
Showcase · 2026 · Personal projects



01
Risk OS – A design system for financial risk
Design system · Patterns · Prototype



02
CRM – SLDS 2 design system
Design system · UI design · Prototype



03
Streaming – Subscription platform
Mockups · Design system · Handoff



04
Chelo – E-commerce brand site
Scoping · Design system · Go-live

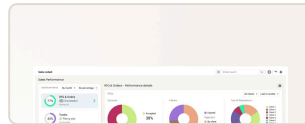


05
Presente – Elderly care service
Scoping · UI design · Go-live

Murex · 2019–2025 · Financial markets



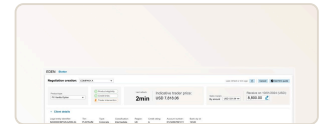
06
Murex – A design system across two technologies
Audit · Design system · Documentation



07
Sales Cockpit – Steering sales activity
Workshops · UI design · Prototype



08
Credit Risk Control – Credit risk monitoring
Information hierarchy · UI design · Alerts



09
Voice Process – Trade entry on behalf of clients
Analysis · Form design · UI design

2014–2018 · Mobile, business apps and service design

10	Career co-production service	CNAV · 2018
11	Mobile ergonomic charter	GENDARMERIE · 2018
12	Quoting tool	KALHYGE · 2017
13	Testing a recommendation engine	PÔLE EMPLOI · 2017
14	Mobile search app	ALSTOM · 2017
15	Tablet point of sale	LA POSTE · 2016
16	Peugeot connected services	PSA · 2014–2016

CONTEXT: INDEPENDENT, SINCE JULY 2025

Since July 2025 I have worked independently for several clients, on engagements where I am the only designer, and often the only person involved. Framing, research, design system, interface, build, launch: the constraint isn't the discipline but the fact that nothing is delegated, so every decision has to hold all the way to production.

Risk OS – A design system for financial risk

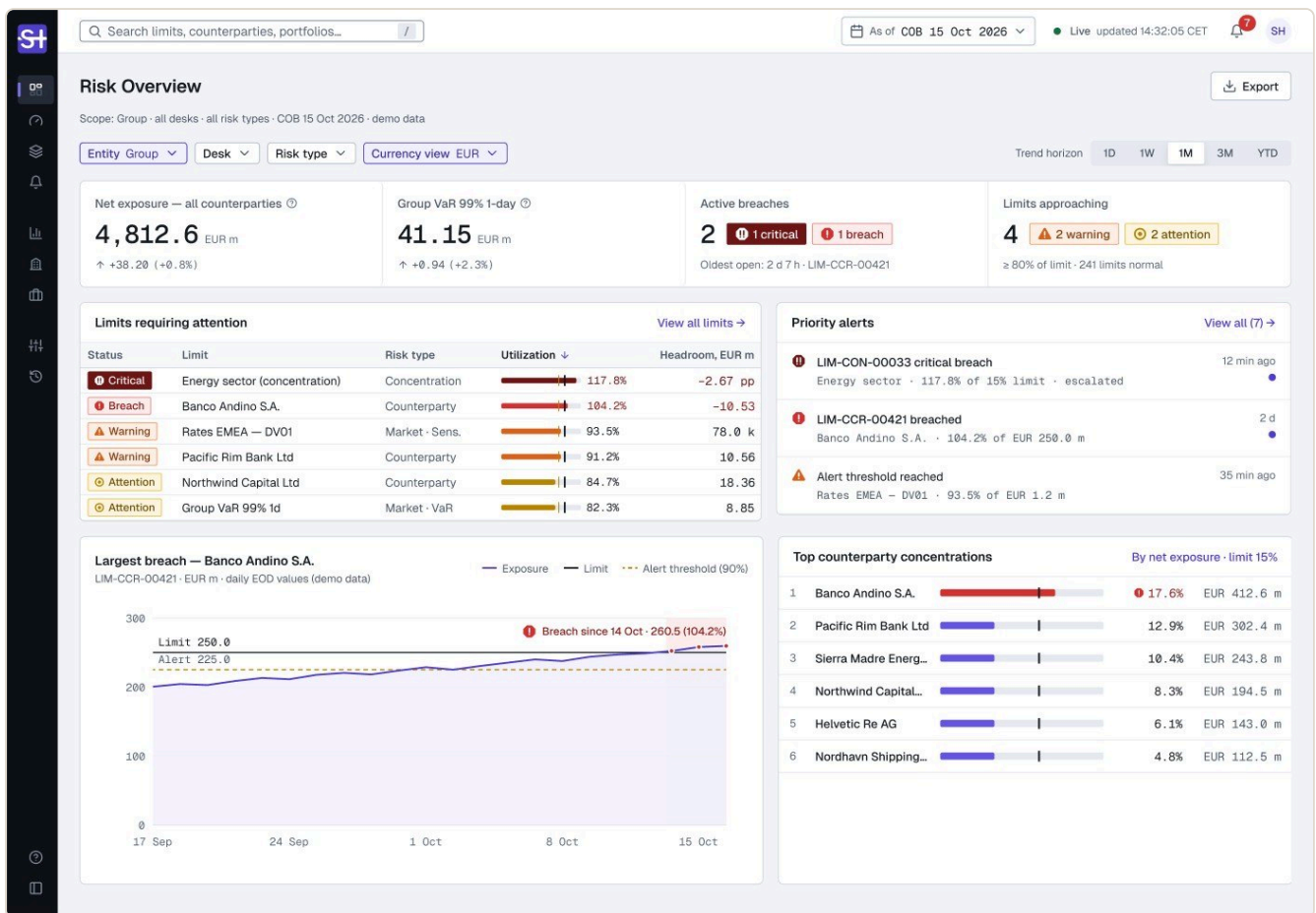
2026 · Financial risk management · Design system

THE REQUEST

A showcase in a field I know well after more than six years at Murex. The starting point is the daily work of a risk team: monitoring limits, spotting a breach, knowing how long it has lasted and understanding what moved the exposure, before taking action.

THE SOLUTION

A complete design system, built with Claude Cework connected to Figma through the MCP server: 251 variables, 34 components with variants, domain-specific components and eight patterns, then three working screens and a prototype. My part: the visual direction, the rule of three colour families that never mix (risk, feedback, dataviz) and the call on every business decision.



The Risk Overview screen: risk levels, active breaches and the most used limits, in compact density.

WHAT THIS PROJECT SHOWS

A design system built for a demanding field, where every colour, every figure and every state has a precise meaning. AI speeds up the build; domain knowledge decides what gets built.

CRM – SLDS 2 design system

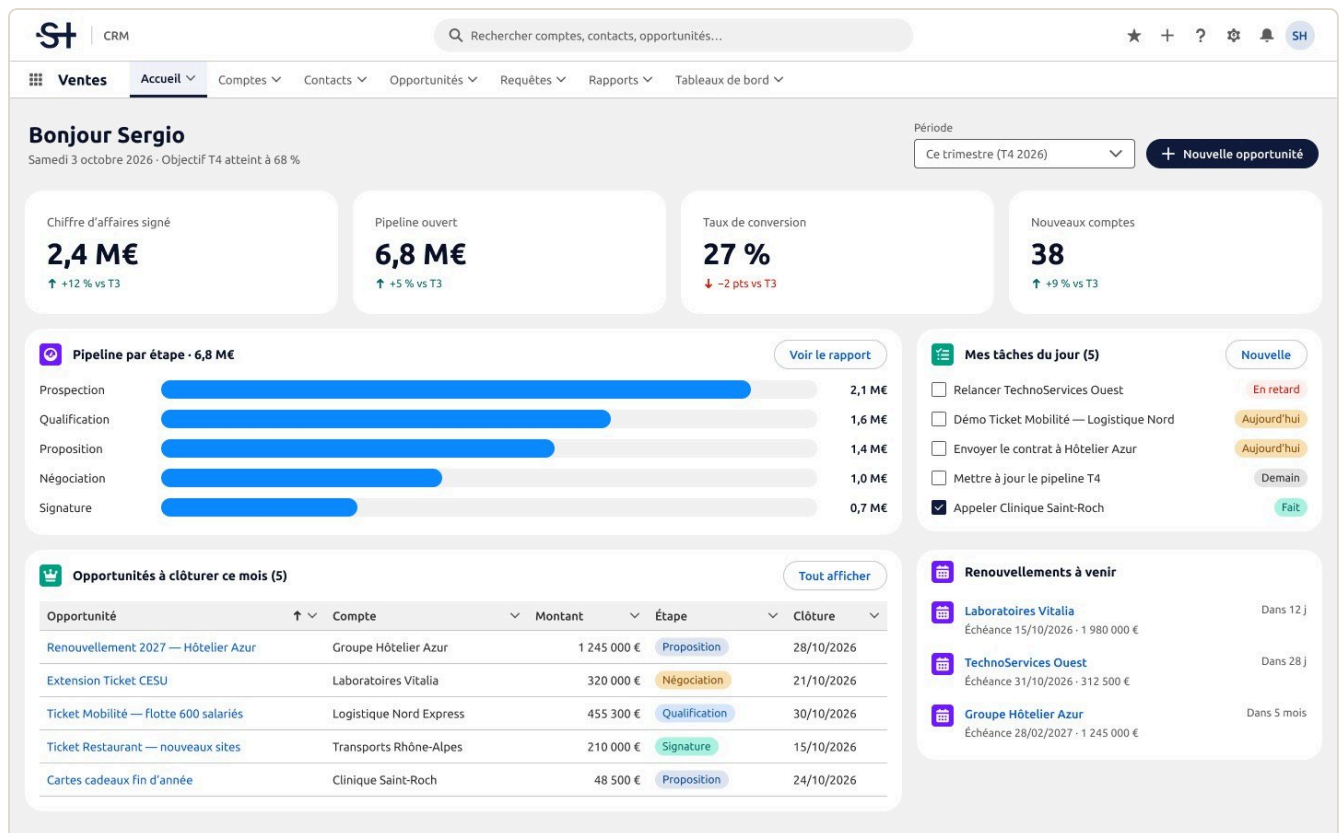
2026 · B2B CRM · Salesforce Lightning Design System 2

THE REQUEST

A showcase built on a realistic case: a sales team tracking its accounts, opportunities, tasks and contract renewals. The project also had to show how I work today, with AI for the setup and Figma for the experience.

THE SOLUTION

I started from the Salesforce Lightning Design System 2 and kept its token names, so that a screen designed in Figma can be coded directly. Claude Cowork, connected to Figma, generated the three variable collections and a first version of the components, contrast checks included. I then set the project's identity and finished by hand the accounts list, the account record, the sales home and the prototype.



The sales home. Indicators, pipeline by stage, today's tasks, opportunities to close and upcoming renewals, on a single screen.

WHAT THIS PROJECT SHOWS

A way of working where AI lays the foundations (variables, components, checks) and the designer keeps control of what makes a product good: hierarchy, journeys, interaction details.

Streaming – Subscription platform

2025 · Subscription streaming platform · Design system

THE REQUEST

A subscription streaming platform was redesigning its whole product, with no settled visual language and no library. The brief covered the high-fidelity mockups. A seven-month engagement as the only designer, under a non-disclosure agreement.

THE SOLUTION

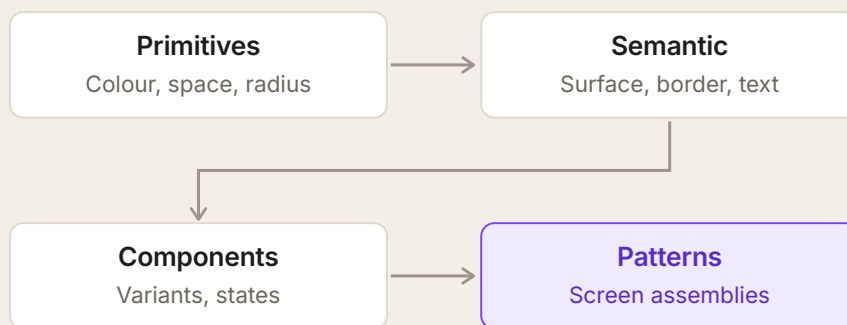
From the first screens, I suggested building a design system alongside the mockups: primitives, a semantic layer, components and patterns, with WCAG constraints carried by the tokens. I delivered a Figma kit, PDF guidelines and a Claude skill that reviews the developed interfaces and flags gaps with the guidelines, so the system holds after handoff.

CONFIDENTIALITY

This engagement is covered by a non-disclosure agreement. No screens, no mock-ups and no names appear here: the diagrams describe the method and the architecture of the system, not the product.

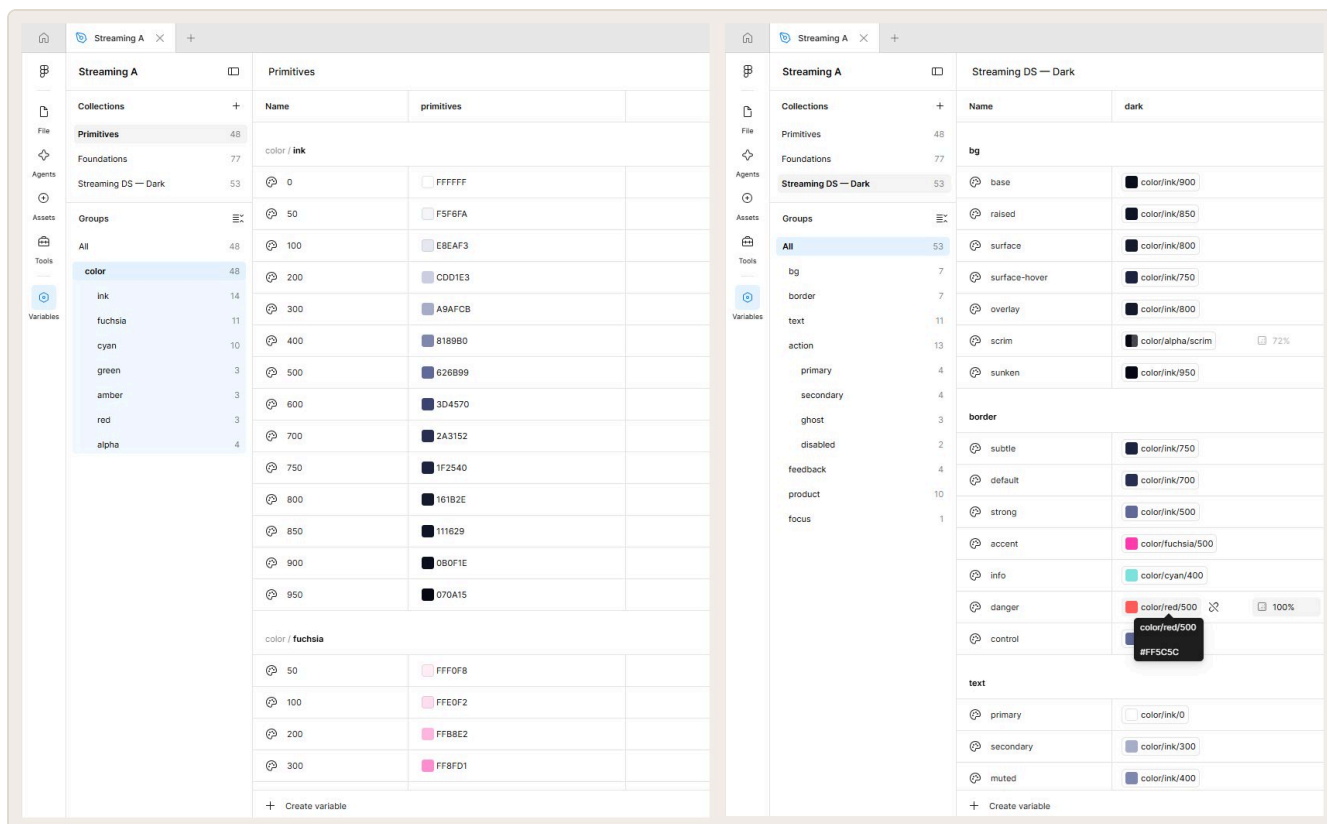
Two token layers, not one

Raw values live in a primitives collection. A second, semantic collection names intentions: surface, border, text, state. Components only ever read that second layer. Hence the ability to change a brand colour without opening a component, and to discuss decisions in terms of roles rather than hex codes.

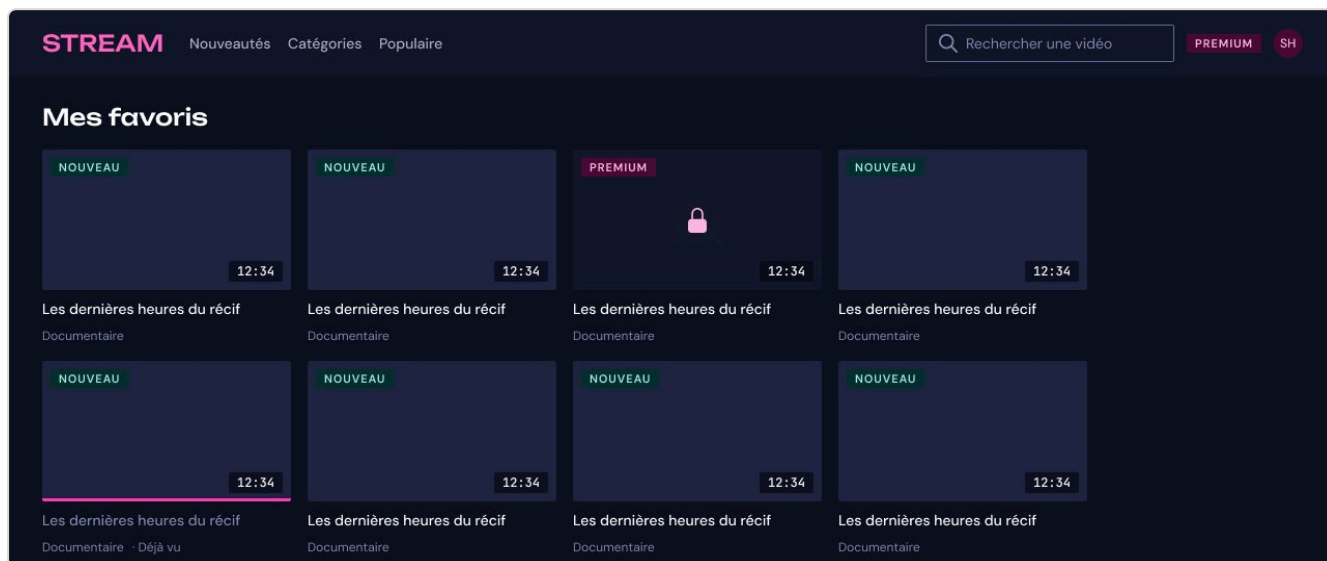


Components never point at a primitive: they go through the semantic layer.

Primitives, semantic tokens, components, patterns: each level only knows the one before it.



Left, the primitives: raw values named by step. Right, the semantic layer: `bg/base` points at `color/ink/900`, `border/accent` at `color/fuchsia/500`. Changing the product background means moving that link, not opening the screens.



A screen assembled from the patterns. Content and artwork replaced with stand-ins for this publication.

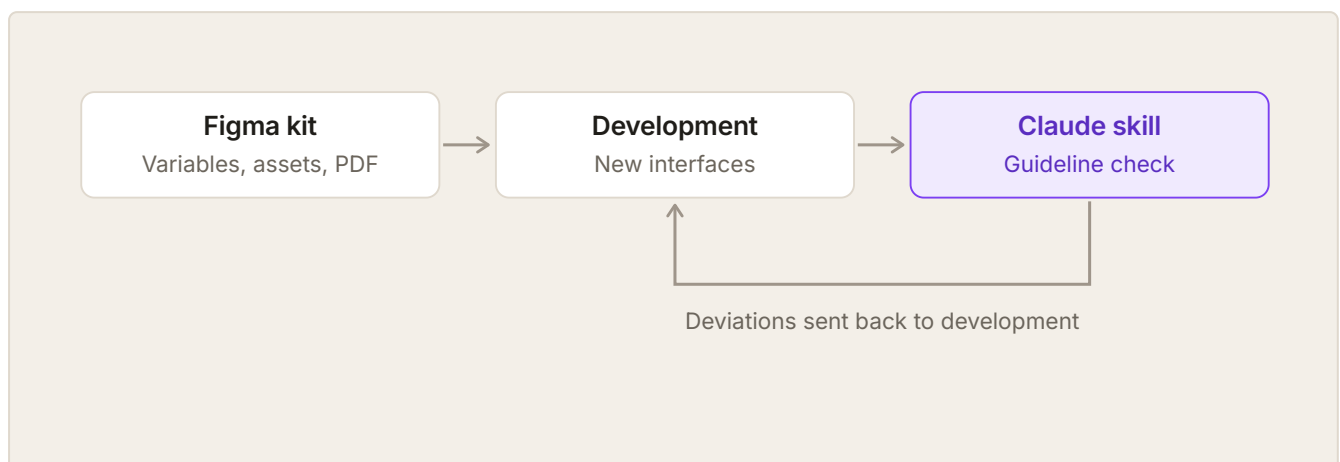
"A semantic token puts a name on an intention. It is that name, not the colour, that the developer finds in the code."

What was delivered

- a **Figma kit**: tokens as variables, components and patterns as an asset library;
- **guidelines as a PDF**: anatomy, states, usage rules, accessibility;
- a **Claude review skill**: it reads the interfaces as built and flags deviations.

Quality control is part of the delivery

A design system degrades the moment it leaves Figma: the developer interprets, undocumented cases get invented. The third deliverable answers that. The check becomes a step in development, instead of a design review that keeps getting postponed. WCAG constraints are carried by the semantic tokens: a text/surface pair validated once, at system level.



The kit feeds development; the skill closes the loop by sending the deviations back.

HANDOVER

The web developer received the kit, the guidelines and the review skill. The engagement ended there: the system is built to hold without its author, which is the only proof that counts.

Chelo – E-commerce brand site

2026 · E-commerce · Brand site · Five languages · Freelance engagement

THE REQUEST

Chelo sells four everyday products on a marketplace, in four European countries, and wanted to rebuild its site on the same address. One question came up straight away: what is a website for when the sale happens somewhere else?

THE SOLUTION

The messages the brand received pointed to two needs: knowing who is behind the product, and finding an order. So I proposed a site with no checkout, in five languages, with a link to the marketplace on every product. I ran the project from analysis to launch: wireframes in Figma, then brand guidelines, design system, interface and front-end build in Claude Cowork.

ANALYSIS

Before buying, knowing who you're dealing with. On a marketplace the seller is one line of text. An unknown brand has to prove there is a real company behind it, or the doubt resolves in favour of the incumbent.

After buying, finding an order. The most frequent request by far, and precisely the one the site cannot handle: the order doesn't live there.

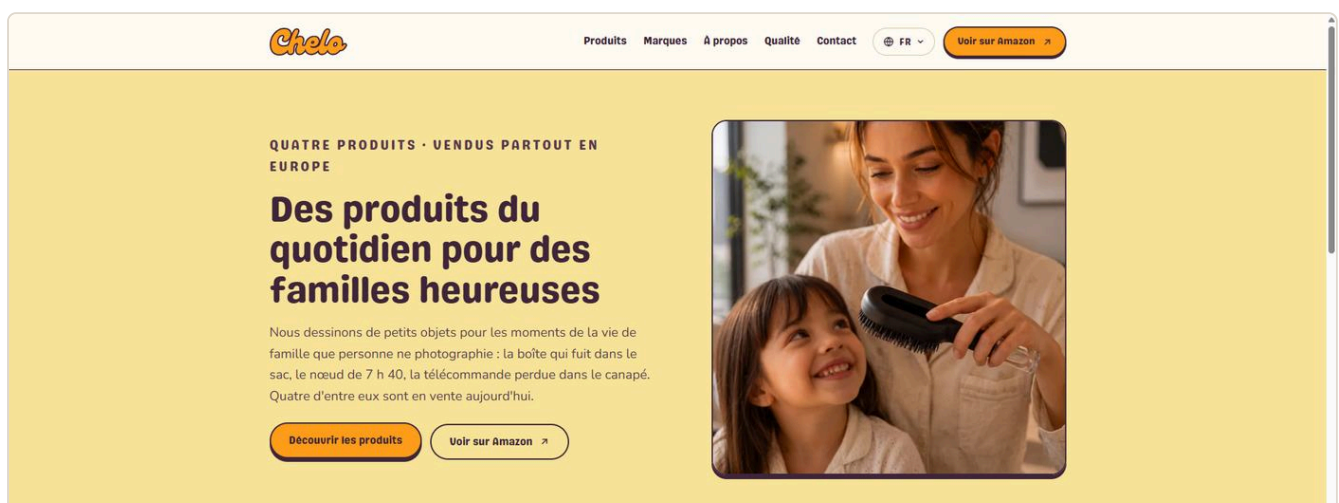
THE ARCHITECTURAL DECISION

The site carries no checkout at all. Every product ends in an outbound link to the marketplace. That single choice removes payment, logistics, after-sales and e-commerce compliance from the scope. And it makes the site sustainable, long term, for one person.

DESIGN

Three worlds (Food, Home, Fun) act as the navigational spine. The third hasn't launched: it is announced as being drawn rather than hidden. The visitor reads a brand trajectory, not a catalogue of four references.

Five languages, one URL per language, a persistent selector in the header. They follow the countries where the brand actually sells, not a traffic ambition. One language more than markets would be a promise after-sales cannot keep.



Home: the promise first, the worlds second. The outbound link to the marketplace is available from the header, not buried at the foot of the page.

Redirect before you reply

DESIGN

The contact page receives three requests with nothing in common: a partnership, a question about the company, an order problem. The third is the most frequent and the only one the site can do nothing about. So it is handled **before** the form, not after.

- **A redirect box at the top of the column** sends the buyer back to their marketplace account, where the order actually exists. The user is served faster than by writing, and the inbox doesn't fill with requests that have no possible answer.
- **The company identity block** (registration number, registered office, VAT number) sits opposite the form rather than being relegated to the legal notice. It is what separates "dubious shop" from "identifiable company".
- **The form sends nothing to a server:** it opens the visitor's mail client. No database, no collection, no processing to declare. A static site stays static, and the page says so in plain words under the button.

Redirecting isn't a way of avoiding the customer. It's the recognition that a reply in three days is worth less than a link that resolves in thirty seconds.

EVALUATION & ITERATION

The production constraint was set in advance: static site, existing hosting, unchanged address. No dynamic component was negotiable, and honestly it framed the interface decisions far better than a specification document would have.

Contact: language selector open, the company block facing the form, and the box routing order questions back to the marketplace.

The design system had to hold five languages across three worlds. Every component was tested against German first: it is the language that breaks layouts before any other, and what survives German survives everywhere.

01

Wireframes in **Figma**: site map, templates, five languages from the start

02

Visual identity in **Claude Cowork**: typefaces, palette, image treatment

03

Design system in **Claude Cowork**: components tested against the longest language

04

UI and build in **Claude Cowork**: static pages, launch, unchanged domain

Most of the project was done in Claude Cowork, from the analysis right through to going live. Only the wireframes went through Figma, and deliberately so: that is the artefact two people annotate together, and the client needed to see the site map and the templates before we talked about colour.

A site that doesn't sell can still be a good site. It only has to do what the marketplace cannot: say who is behind the product.

Presente – Elderly care service

2026 · Elderly care service · Cali, Colombia · ES / FR / EN

THE REQUEST

Presente supports older people in Cali, at home or in a shared house, and opens in 2027. The site had to measure real interest before opening, without promising a place that does not exist yet, across three audiences: families in Cali, children living abroad, and cuidadoras looking for work.

THE SOLUTION

I refocused the site on a single indicator: the qualified expression of interest. One form whose first question, "Who are you?", shapes what follows, mobile first, with WhatsApp as a second channel and three languages. I delivered the scoping, the mockups in Claude Design, the design system artefact and the site built in PHP with Claude Code.

ANALYSIS

Three audiences, three motivations that don't overlap. Families in Cali looking for a solution now. Adult children living abroad, who decide at a distance and who pay. And *cuidadoras* looking for work. A conventional brochure site serves one and loses the other two.

Before opening, a visit measures nothing at all. The only indicator that really commits anyone is the qualified expression of interest: who you are, and what exactly you expect.

DESIGN

One site for both forms. Moving from home care to the shared house is a family decision, not a change of supplier. The architecture places them side by side, one page per form and one shared page of commitments, so the switch doesn't mean starting over.

Mobile first, WhatsApp as the second channel. That is the real ground in Colombia, not a stylistic preference: form and conversation must be equally reachable, from the same screen.



Mobile home, Spanish by default. The headline names both forms of the service in one sentence, before any explanation.

ILLUSTRATION RATHER THAN PHOTOGRAPHY

The place doesn't exist. A stock photograph would lie about what the family will come to visit, and one disappointed visit in 2027 would cost more than all the traffic gained until then. Illustration promises an atmosphere without faking an address, and it will still be true on opening day.

One form for three audiences

DESIGN

The first question asked, "Who are you?", isn't administrative: it branches the three or four questions that follow. A family in Cali, an adult child abroad and a job applicant never have to answer the same things, and none of them should have to read the other two's questions.

Expression of interest: what is *not* asked is written above the first field.

Applying: duration stated before the click, WhatsApp as the second option.

The shared house: scale given in places, not in promises.

- **No ID, no documents, no money.** The sentence sits above the first field. In this market a form asking for the *cédula* reads as a risk, and the sentence that says so is worth more than one field fewer.
- **"Two minutes, no documents"** under the apply button: the duration is announced before the click, not discovered on the next screen.
- **Commitments written to be claimed.** One page states the service's rules, identical in both forms, and says explicitly that they exist to be held to. In care, a verifiable commitment reassures, an adjective does not.
- **An opening "during 2027", with no date and no address.** Announcing less protects the launch: nothing to retract, and the wait stays honest.

EVALUATION & ITERATION

The site is trilingual by structure, not by bolted-on translation: Colombian Spanish by default, French and English for the diaspora, with visitor language detection. The typefaces, a display serif and a reading sans, were chosen to hold up at large sizes. A share of the readers is over seventy.

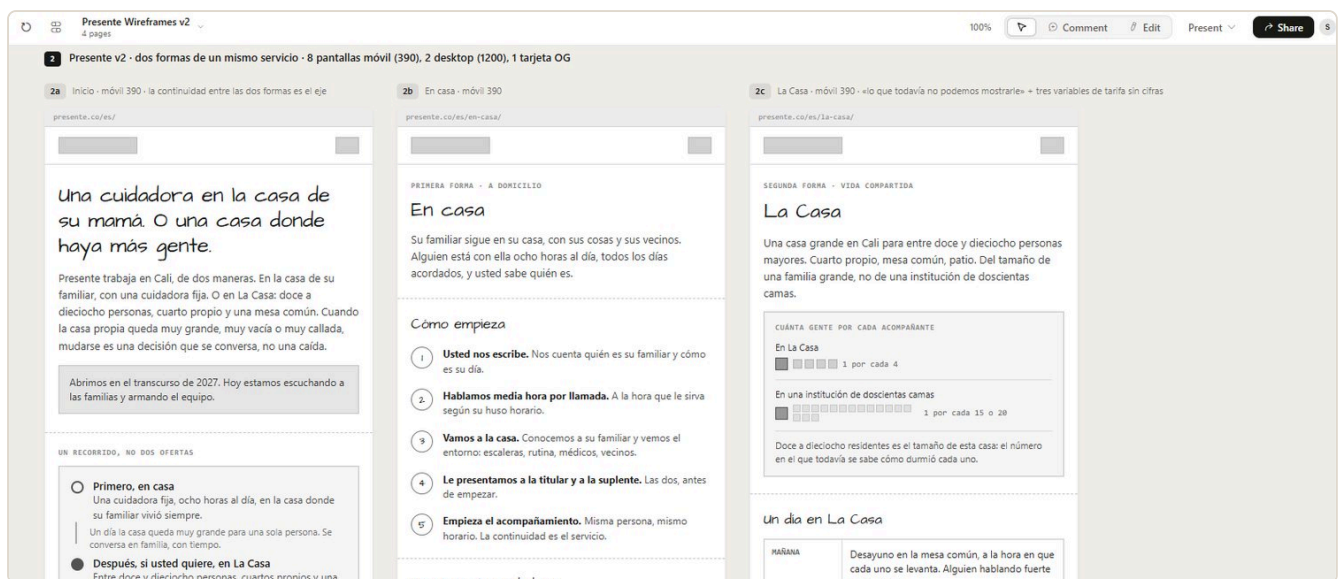
"Our way of working": the service's commitments, shared by both forms.

Before opening, the deliverable isn't a website: it's a list of people waiting, and the proof that you know which ones.

Everything ran through Claude, from analysis to delivered code

A trilingual site with its own design system, run by one person: the toolchain is what made that scope workable.

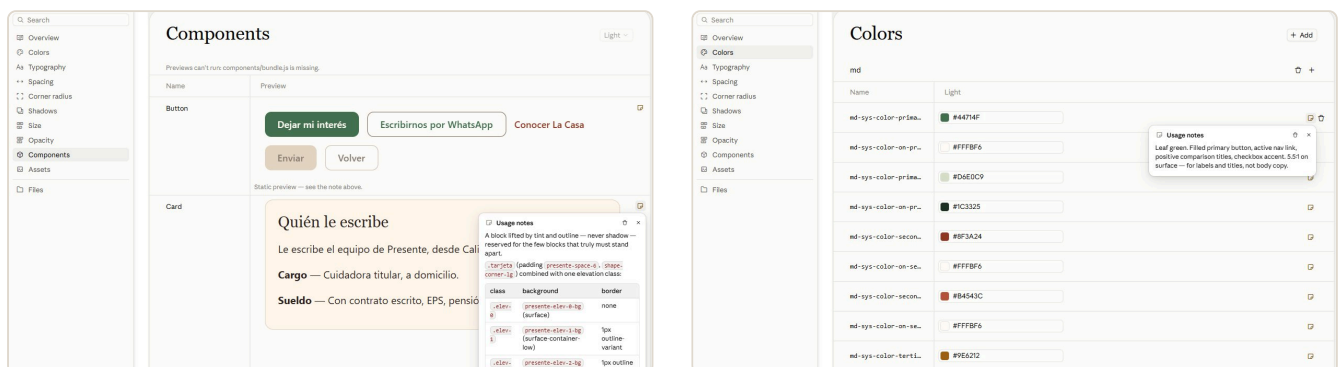
- **Claude Cowork** for the analysis. That is where I worked through the user profiles and their needs: the *cuidadora* looking for work, the adult child abroad deciding from a distance, the family in Cali looking for a solution now. The branching form comes straight out of it.
- **Claude Design** for the mockups. Wireframes of the mobile screens first, reworked until the architecture held, then the move to high fidelity and the iterations on colours, typefaces and spacing.
- **Claude** for the design system artefact handed to the client: colours, typography, spacing, corner radius, shadows, sizes, opacities, components and assets.
- **Claude Code** for the build, in PHP, following the design system, delivered to the client.



Wireframes in Claude Design. Everything gets settled there, before the first colour decision: what each screen has to say, and in what order.

THE DELIVERED ARTEFACT

It isn't a pretty component sheet. Every element comes with its usage notes: when you use it, when you don't, and which class matches what in the code. That is what lets the build keep moving without coming back with a question on every screen.



Components delivered with their usage rules: two tinted surfaces per view at most, and never one inside another.

Colours are named by role, not by hue, and each one carries a note saying what it is for and where it isn't.

Murex – A design system across two technologies

2019–2025 · Financial markets · Design system

THE REQUEST

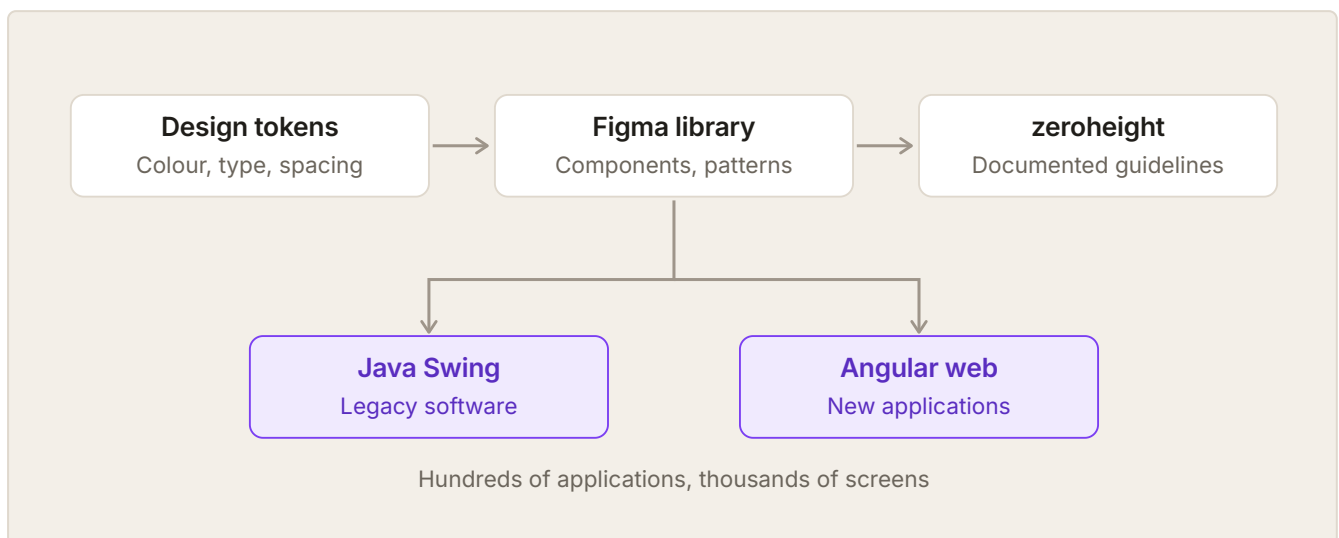
At Murex, hundreds of applications and thousands of screens lived on two technical stacks, Java Swing and Angular, with no shared source of truth. Every team rebuilt its own components, and the move from design to development had to be paid for on every project.

THE SOLUTION

I started with an interface audit and interviews with designers, developers and product managers. Then I built the design system from scratch, over four years: atomic design driven by technology-agnostic design tokens, a Figma library with variables and modes, WCAG accessibility in the foundations, documentation on zeroheight, a contribution process and versioning.

Analysis

A large-scale UI audit: an inventory of components, a survey of duplicated colours and text styles, then a map of what Swing and Angular can each do, and of what they do differently. Interviews with designers, developers and product managers completed the picture.



A decision taken in the tokens travels down to both technologies, through the Figma library and the documentation.

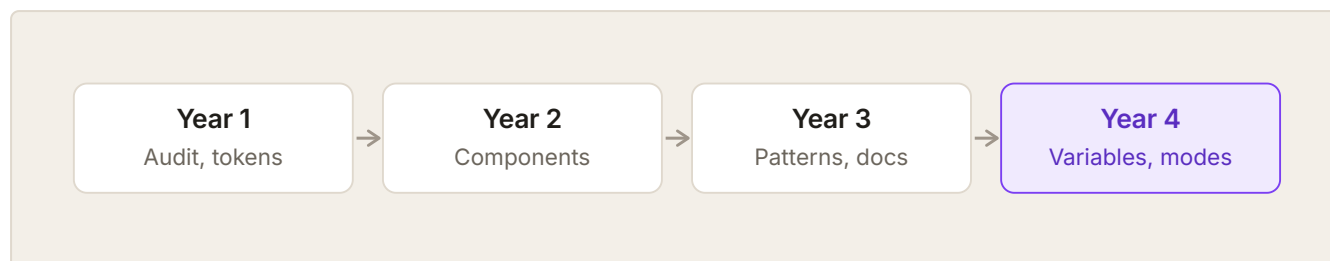
"The real problem was not drawing components, but making one decision hold in two technologies that behave nothing alike."

Design

Atomic design architecture, driven by technology-agnostic design tokens: a decision is made once and resolves in both Swing and Angular. In Figma, a shared library with auto layout, variants, component properties, then variables and modes. WCAG accessibility sits in the foundations.

Documentation and governance

Several dozen components and patterns documented on zeroheight: anatomy, states, usage guidelines, do and don't, handoff specs. Then a contribution process, library versioning and a changelog, because a design system nobody tends soon becomes a dead library.



Four years of construction: foundations first, documentation next, then variables and modes.

OUTCOME

One visual language across legacy software and web applications, over thousands of screens, and a base the gradual migration to web technologies can build on.

Sales Cockpit – Steering sales activity

2019–2025 · Financial markets · Desktop application

THE REQUEST

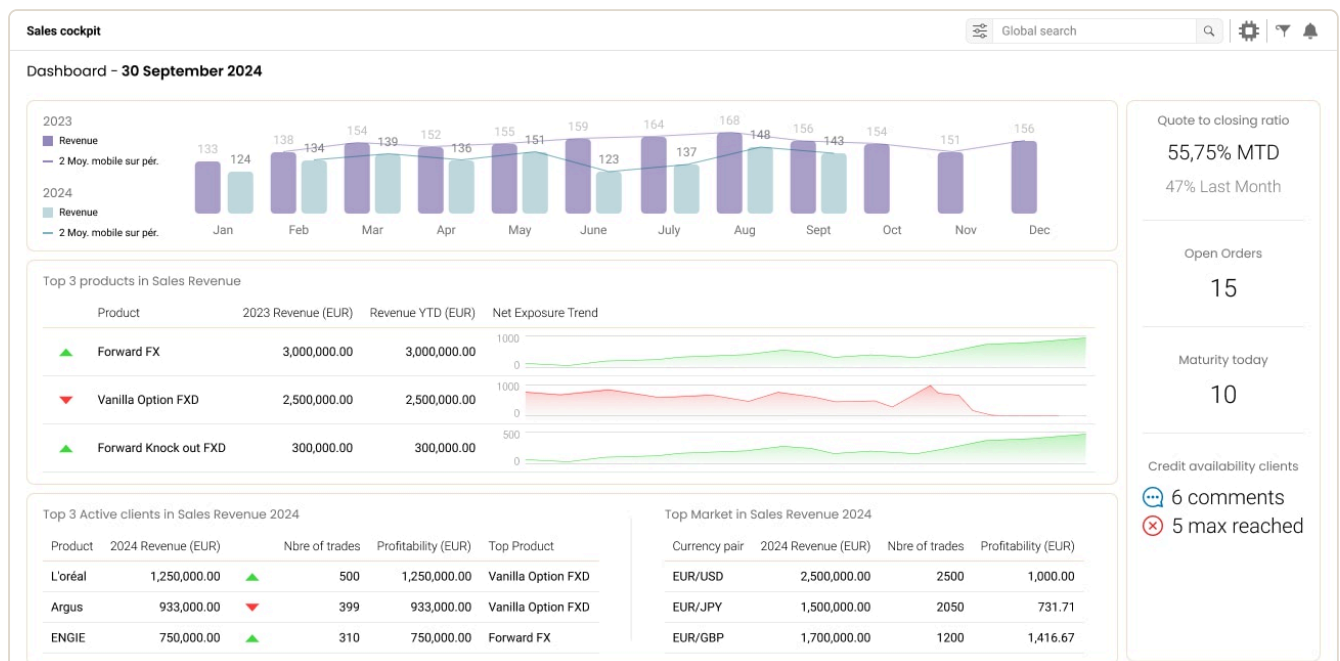
In a single day, a salesperson tracks their performance, works through their actions and focuses on one client. The request was for one solution covering that whole day in the Murex platform, with game mechanics to keep people engaged.

THE SOLUTION

I ran workshops with the business stakeholders to describe a typical day. Three scenarios came out of them: tracking your indicators, working through a condensed action list, focusing on one client. I organised the cockpit in that order, the order of a salesperson arriving in the morning, and built the gamification onto the indicators. Deliverables: mockups and a Figma prototype.

Information hierarchy

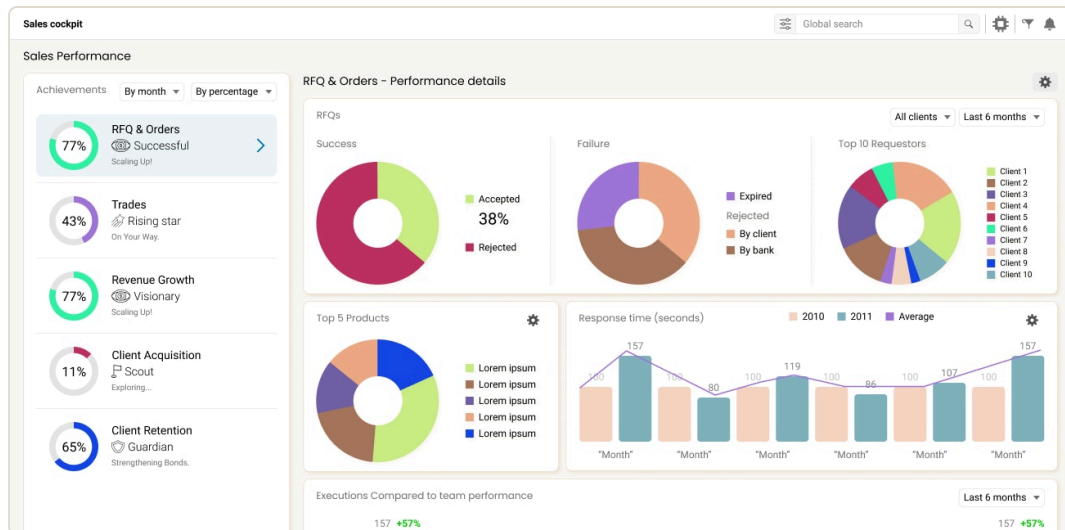
Fitting all of that into one solution was the hard part. I laid the page out in the order a salesperson needs it when they sit down in the morning: performance first, then the action list, then client-level detail. Gamification sits on top of the indicators, so that checking them becomes a habit.



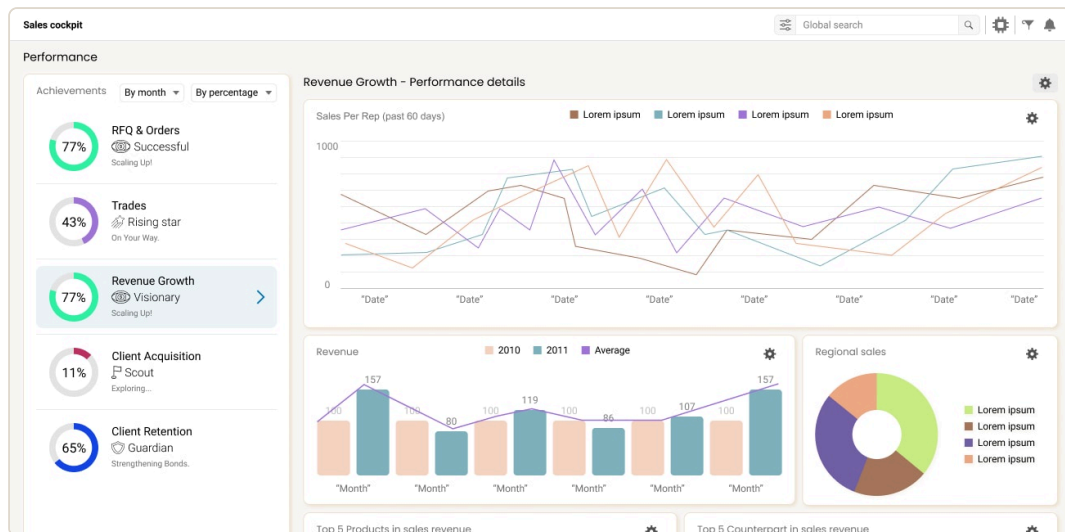
The dashboard, today's view: monthly revenue, target attainment, open clients and alerts.

"The hard part: fitting everything a sales desk needs into a single solution."

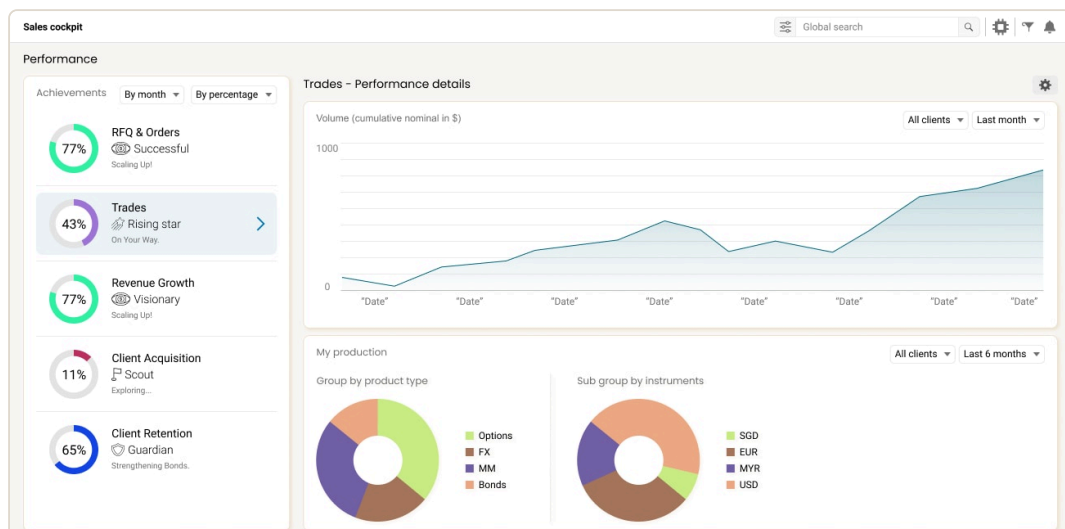
Performance in detail, scenario by scenario



RFQ & Orders. Hit and reject rates, top negotiations, response time per client.



Revenue growth. Trend against target, best products and best counterparties.



Trades. Cumulative volume over time, split by product type and by instrument.

Credit Risk Control – Credit risk monitoring

2019–2025 · Risk management · Desktop application

THE REQUEST

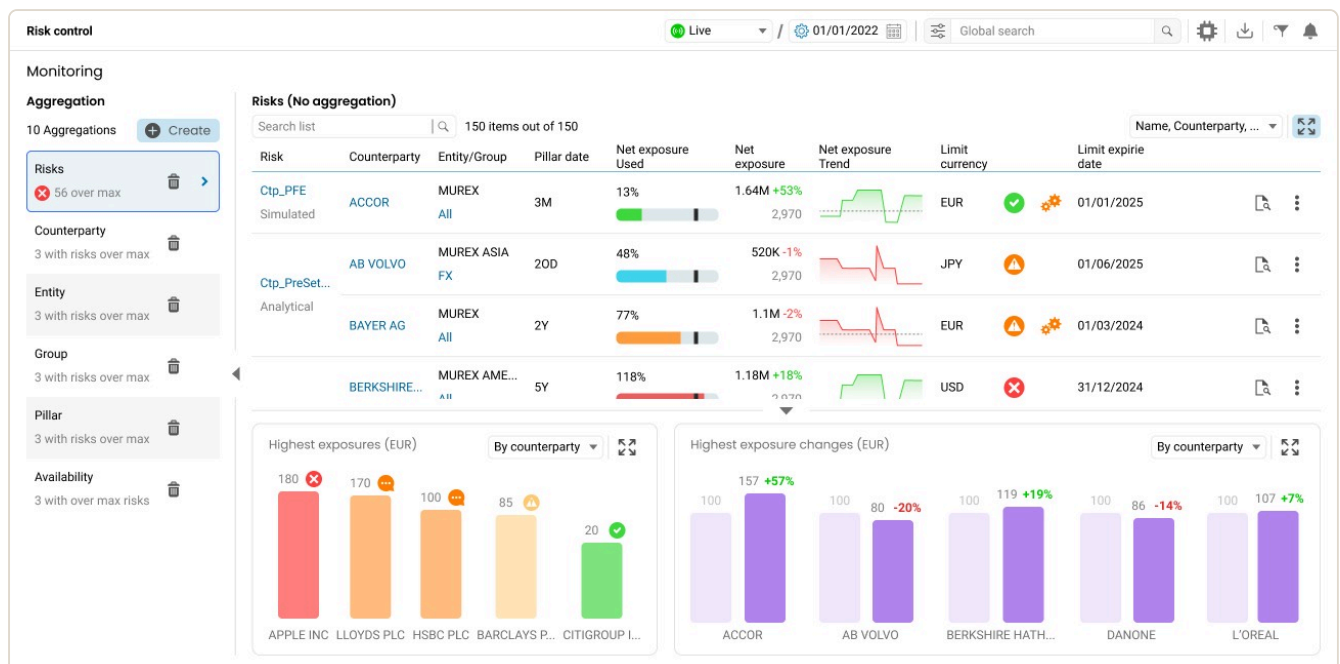
To find a piece of information, credit risk controllers had to go through four different modules, none of them designed for their actual work: monitoring, exploring, resolving. The stakeholders were asking for a dashboard.

THE SOLUTION

I put the monitoring of limit breaches at the centre of the layout, then brought monitoring, exploration and resolution together on one continuous surface, so the officer keeps the context of the alert. On top of the dashboard, I proposed notifications that warn them the moment a breach happens.

Information hierarchy

Monitoring the risks that breach their limits quickly turned out to be the priority, and it is what structures the whole layout.



Monitoring: risk aggregated by counterparty, group, pillar and availability, with the highest exposures visible at a glance.

DESIGN PRINCIPLE

Monitoring, exploration and resolution share one continuous surface: the officer never loses the context of the alert they started from.

From the alert down to the trade

Risk control Live 01/01/2022 Global search

Monitoring

Aggregation

10 Aggregations Create

Risks 56 over max

Counterparty 3 with risks over

Entity 3 with risks over

Group 3 with risks over

Pillar 3 with risks over

Availability 3 with over max

Risks (No aggregation)

Search list 150 items out of 150 Name, Counterparty, ...

Risk	Counterparty	Entity/Group	Pillar date	Net exposure Used	Net exposure	Net exposure Trend	Limit currency	Limit expiry date
Ctp_PFE Simulated	ACCOR	MUREX All	3M	13%	1.64M +53%		EUR	01/01/2025
Ctp_PreSet...	AB VOLVO	MUREX ASIA FX	20D	48%	520K -1%		JPY	01/06/2025
Analytical	BAYER AG	MUREX All	2Y	77%	1.1M -2%		EUR	01/03/2024

Ctp_PFE - Simulated: Trend Contribution

Search list Showing 12 trades out of 12 TmKey, Expiry date, ...

TmKey	Master agreement	Typology	Trade date	Expiry date	Notional (EUR)	Market value (EUR)	Net exposure
MX1012		Future COM	09/01/2024	07/01/2026	7,350,000	4,557 +2% 4,46586	4,557 +2% 4,46586
MX1011	BAYER AG ISDA 2002	Vanilla Option EQD	06/06/2024	07/01/2026	6,500,000	-3,224 -2% -3,28848	0 0
MX1010	BAYER AG ISDA 2002	Vanilla Option EQD	05/05/2024	07/06/2026	8,000,000	12,578 -2% 12,82956	12,578 -2% 12,82956

Exploration: each trade's contribution to the exposure, with market value and net exposure.

Risk control Live 01/01/2022 Global search

Tasks

150 items out of 150

Search list 4 Limit lines 4 Trades 4 Excesses 4 Static data 4 My tasks 4 Open 4 Closed Name, Counterparty, ... Accept

Type	Sub type	Name	Counterparty	Entity Group	Pillar date	Contract ID	Source Type	Operation type	Limit/Operation value	Status
Static data	Change request	"Risk name" Simulated	AB VOLVO	Lorem ipsum Lorem ipsum	3M					Open
Trade	Max	"Risk name" Analytical	AB VOLVO	Lorem ipsum Lorem ipsum	01/01/2019	MX0000 51673				Closed
Trade	Comment	"Risk name" Analytical	AB VOLVO	Lorem ipsum Lorem ipsum	01/01/2019	MX0000 51673				Open
Limit line	Analysis	"Risk name" Analytical	AB VOLVO	Lorem ipsum Lorem ipsum	3M			Temp change 51673		Closed
Excess	Max	"Risk name" Analytical	AB VOLVO	Lorem ipsum Lorem ipsum	01/01/2019		Lorem ipsum Lorem ipsum			Open

Operation	Stakeholders	Counterparty	Limit data	Trade information	Exposure	Limit authorization					
User	Sales	Name	Rating	Country	Co-ordinate	Contract ID	Typology	Before	After	Limit check	After
Firstname Lastname	Firstname Lastname	JPMorgan chase	AAA	France	Lorem ipsum	000253	SWAP	1,000,000	1,000,000	Yes	1,000,000
Timestamp	Trades	Sector	Netting agreements	Value	Nominal	Tenor	Incremental generated by trade	Breach	Author	Timestamp	
12:56 01/01/2019	Firstname Lastname	Bank	Lorem ipsum	1,000,000	1,000,000	1Y	1,000,000	Pre-authorized	Firstname Lastname	01/01/2025	

Resolution: a task list filtered by type (limit lines, trades, breaches, static data), with the full context (participants, counterparty, limit authorisation) expanded in place.

Voice Process – Trade entry on behalf of clients

2019–2025 · Trading · Negotiation journey

THE REQUEST

In the Murex platform, only clients could enter a trade request. Salespeople had no way to do it on their behalf, so clients were building their own solution for their sales teams. The request: an entry component built into the platform.

THE SOLUTION

The form chains fields that depend on each other: counterparty, eligible products, configuration, then price and margin calculation. I made that sequence readable at every step, and brought out the information that matters on the phone: is the price still valid? It stays on screen from start to finish, to keep pace with a call.

Information hierarchy

Digging into it, I realised the most decisive piece of information is a very simple one: is the price still valid? Current, about to expire, or already expired. It is restated the same way from the top of the form to the bottom.

EDEN
Blotter

Negotiation creation:
COMPANY A
Last refresh 2 min ago
Cancel
Get firm quote

Product type:
FX Vanilla Option

Product eligibility
Credit limits
Trader intervention

Last refresh:
2min

Indicative trader price:
USD 7,818.06

Sales margin:
By amount USD 531.94

Receive on 10/01/2024 (USD):
8,800.00

Client details

Legal entity identifier: 5493000CBP32UJAZ0KL24
Tier: PLATINUM
Type: Corporate
Classification: Intermediate
Region: UK
Credit rating: A
Account number: 01234567891011
Bank ctp id: 12345

Definition

Currency Pair:
EURUSD

Direction: Sell
Payout: Call
Notional: 1,000,000.00
USD
Other Notional: EUR 810,044.60
Expiry: 3M 01/01/2025
Strike (EUR-USD): By value 1.2345

Pricing breakdown

Contributor	Contribution (USD)	Cumulated (USD)
Trader price	7,818.06	–
Credit charge	150.00	7,968.06
Platform costs	300.00	8,268.06
Sales margin	531.94	8,800.00

Market data

Spot: 1.0953
Forward: 1.0967
Depo EUR: 3.9402
Swap points: 13.6525
Depo USD: 5.3472
Volatility: 8.4797

Greeks

Spot delta (%): 67.2
Fxd delta (%): 67.44
Gamma amt (EUR): -73,821.39
Spot delta amt (EUR): -336,003.09
Forward delta amt (EUR): -337,189.12
Vega amt (USD): -563.54

Product eligibility

Credit limits

Creating a negotiation. The price-freshness countdown stays at the top of the form and never leaves the screen.

Keeping up with the pace of a phone call

The negotiation form has to keep up with a live call: capture the request, price it and confirm it while the client is still on the line. Nobody should have to wonder, mid-call, whether the amount they are about to quote still holds.

EDEN
Blotter

ED-12345:
COMPANY A
Firm quote
Last trader price 10:30:59
Reject
Accept and execute

Product type:
FX Vanilla Option

Product eligibility
Credit limits
Trader intervention

Expires in:
2 min

Trader price:
USD 7,860.00

Sales margin:
By amount USD 490.00

Receive on 10/01/2024 (USD):
8,800.00

Client details

Legal entity identifier: 5493000CBP32UJAZ0KL24
Tier: PLATINUM
Type: Corporate
Classification: Intermediate
Region: UK
Credit rating: A
Account number: 01234567891011
Bank ctp id: 12345

Definition

Currency Pair:
EURUSD

Direction: Sell
Payout: Call
Notional: 1,000,000.00
USD
Other Notional: EUR 810,044.60
Expiry: 3M 01/01/2025
Strike (EUR-USD): By value 1.2345

Pricing breakdown

Contributor	Contribution (USD)	Cumulated (USD)
Trader price	7,860.00	-
Credit charge	150.00	8,010.00
Platform costs	300.00	8,310.00
Sales margin	490.00	8,800.00

Market data

Spot: 1.0953	Forward: 1.0967	Depo EUR: 3.9402	Swap points: 13.6525	Depo USD: 5.3472	Volatility: 8.4797
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Greeks

Spot delta (%): 67.2	Fxd delta (%): 67.44	Gamma amt (EUR): -73,821.39	Spot delta amt (EUR): -336,003.09	Forward delta amt (EUR): -337,189.12	Vega amt (USD): -563.54
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Product eligibility

Credit limits

Negotiation detail. Client information, definition, price breakdown, market data, greeks and product eligibility, all reachable without leaving the conversation.

CNAV – Career co-production service

2018 · 9 months · Service design

THE REQUEST

At CNAV, the French national pension fund, the officer handling a pension file was rebuilding alone the career of an insured person they did not know. The project was a new service to make that reconstruction easier.

THE SOLUTION

I designed a co-production service: the interface shows insured people their own career, year by year, and they are the ones who correct and complete it. A completion gauge turns the process into progress. The service was built in workshops with insured people and officers, prototyped in Axure and guerrilla-tested with real users.

Engagement

We added a completion gauge. It sounds like a detail, but it changes the nature of the task: instead of an administrative form, the claimant sees progress, and wants to finish it.

Method

- Co-production workshops with claimants and caseworkers.
- Coaching the project stakeholders through the process.
- Guerrilla testing with real users.
- Interactive prototypes in Axure.

"Browse my career": a year-by-year timeline, corrections requested directly inside the timeline, completion gauge on the right.

French Gendarmerie – Mobile ergonomic charter

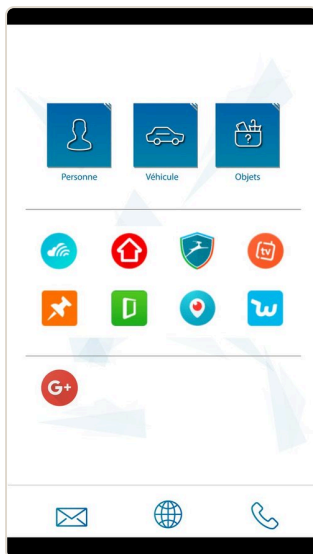
2018 · 2 months · Ergonomic and visual charter

THE REQUEST

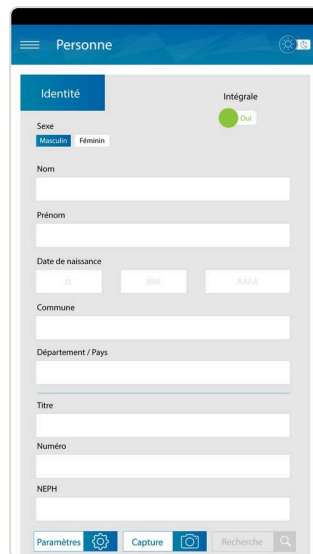
On their NEOGEND smartphones, gendarmes used several business apps designed separately: searching for people, vehicles and objects, messaging, mapping. Each had its own navigation and input rules. The request: a shared ergonomic and visual charter.

THE SOLUTION

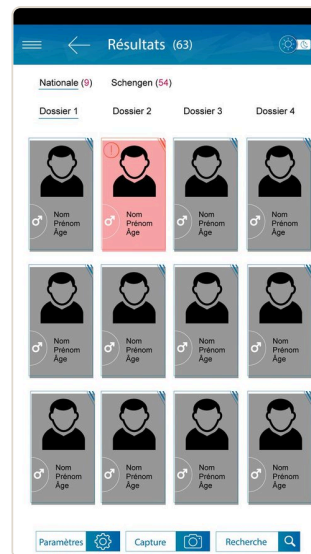
I combined an expert review, a survey of gendarmes in Lille and a benchmark, then tested the rules by redesigning a person-search app. The result: a 29-page charter built on atomic design, with the main commands within thumb's reach, day and night modes and measurable rules, reusable by every development team.



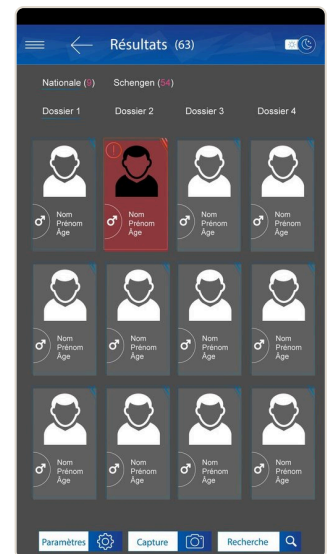
Home.



Person search.



Results.



Results, night mode.

Entries grouped by what you search for, action bar within thumb's reach, flagged record standing out in colour, and every template in day and night mode.

Kalhyge – Quoting tool

2017 · 1 month · App redesign

THE REQUEST

Kalhyge wanted to redesign the app its teams use to price, present and update their clients' contracts, across three areas: workwear, flat linen and hygiene. A one-month engagement.

THE SOLUTION

Before drawing anything, I placed the tool back in the sales cycle, from prospect to contract amendments. A quote is built in thirteen steps shown at the top of the screen, with one tab per client site and fields that fill themselves in. I delivered 45 annotated wireframe screens, so the development team had nothing to guess.

Items step: item code with autocomplete, then one table per product line.

My offers: status and actions on each row.

Creating an offer: from scratch or by copy, then the client's sector.

Pôle emploi – Testing a recommendation engine

2017 · 8 months · Usability evaluation

THE REQUEST

Pôle emploi, the French public employment service, was adding "On vous guide" to its Emploi Store: a recommendation engine that points users to the services that match their answers. Its usability had to be assessed with future users before launch.

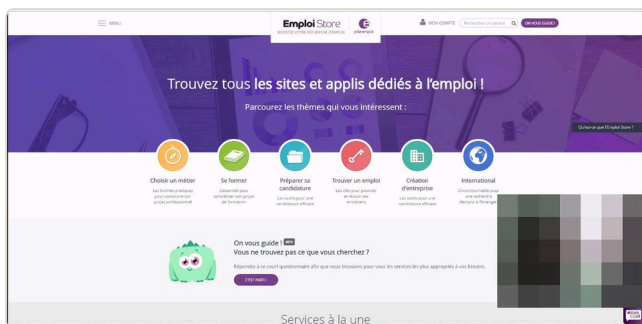
THE SOLUTION

I ran tests with thirteen participants, in a rural area in Seclin and an urban one in Montreuil: free exploration, scenarios, interview, SUS questionnaire and an A/B test of two versions of the questionnaire. I delivered an 83-page report with illustrated recommendations, such as keeping the access to the engine above the fold.

What the test showed

The engine's entry point fell below the fold on some screens; « Recommencer » made people fear losing everything; an average SUS score of 65, read participant by participant.

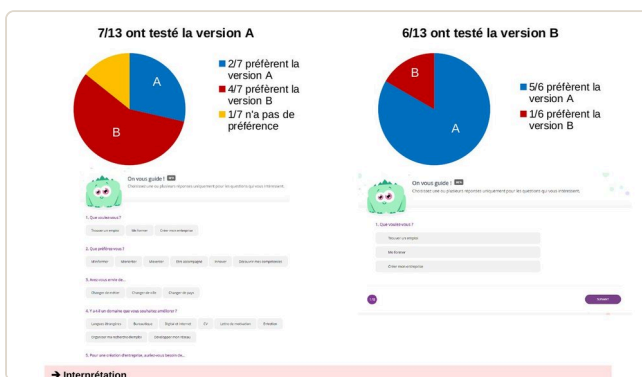
MONTREUIL



SECLIN



The same home page on two test computers: the « On vous guide » banner visible, then below the fold. Video insets blurred.



A/B test of the questionnaire, vertical and horizontal versions.



Recommendation: move the actions up and rename « Recommencer ».

Alstom – Mobile search app

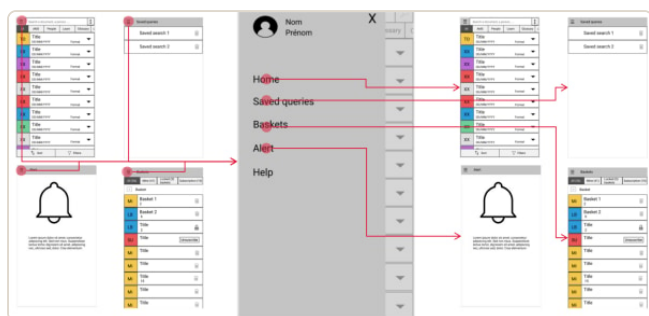
2017 · 4 months · Mobile

THE REQUEST

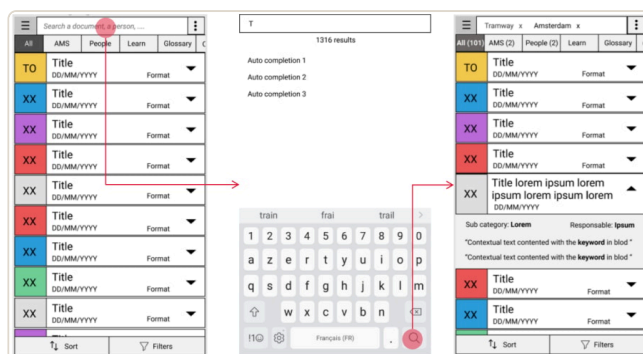
Alstom wanted a mobile search app for every employee in the group, giving each person access to the data that concerns them. Its users search on the move, often standing up and in a hurry.

THE SOLUTION

I proposed an app that is straightforward from the first visit and becomes personal for regular users, thanks to baskets and saved searches. A global menu and a global search, with autocomplete, filters and sorting by entity type, get people to a piece of data in a few taps.



The global menu: navigation between home, saved searches, baskets and alerts.



Global search: result lists, auto-completion, filters and sorting by entity type.

La Poste – Tablet point of sale

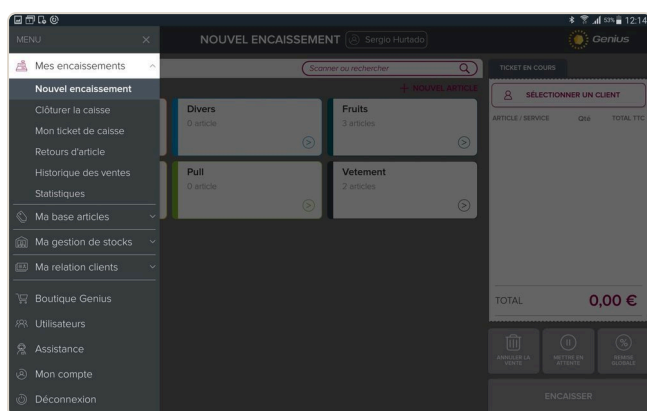
2016 · 6 months · Tablet app

THE REQUEST

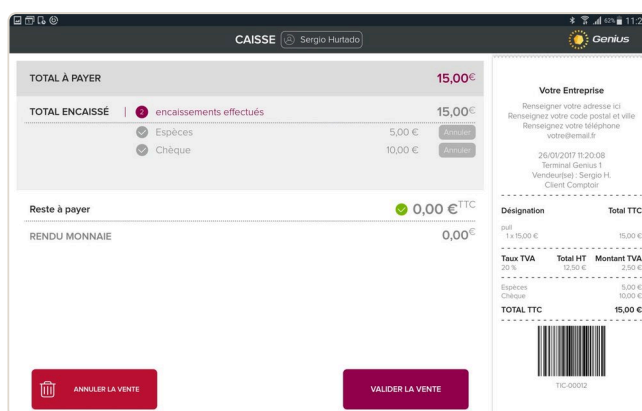
La Poste, the French postal group, offered shopkeepers Genius, a tablet point-of-sale app: taking payments, managing items and stock, tracking activity. A six-month engagement on the design of the app.

THE SOLUTION

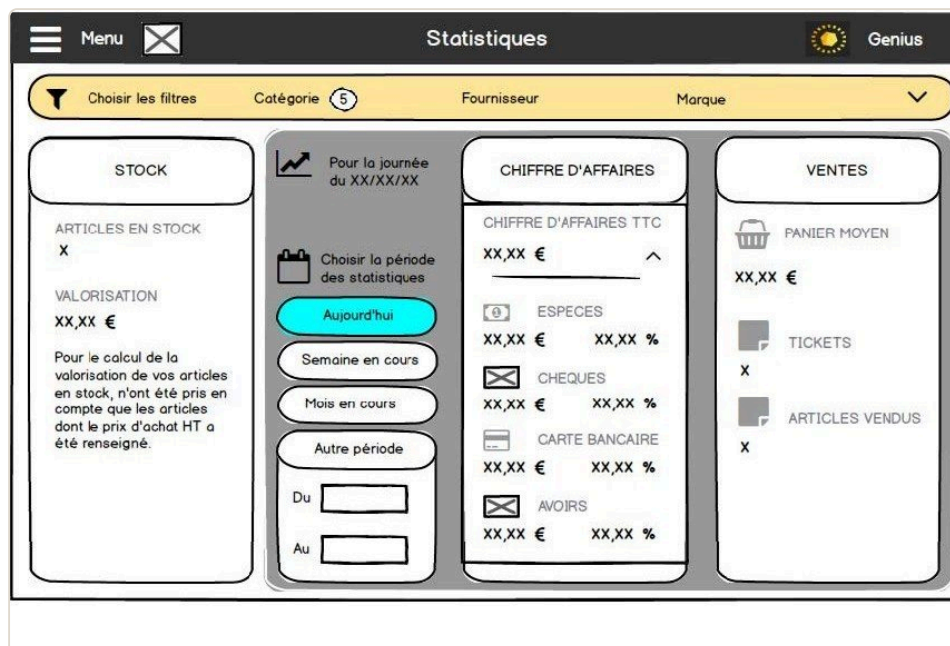
I designed checkout to be fast on a counter: large tiles by category, the receipt always in view, total and pay button at the bottom. I also reworked the statistics, organised in blocks and filterable by category, supplier and brand, with filters that only offer combinations that exist.



New sale.



The till, before confirming the sale.



The statistics summary: stock, period, revenue and sales, filterable by category, supplier and brand.

PSA Group – Peugeot connected services

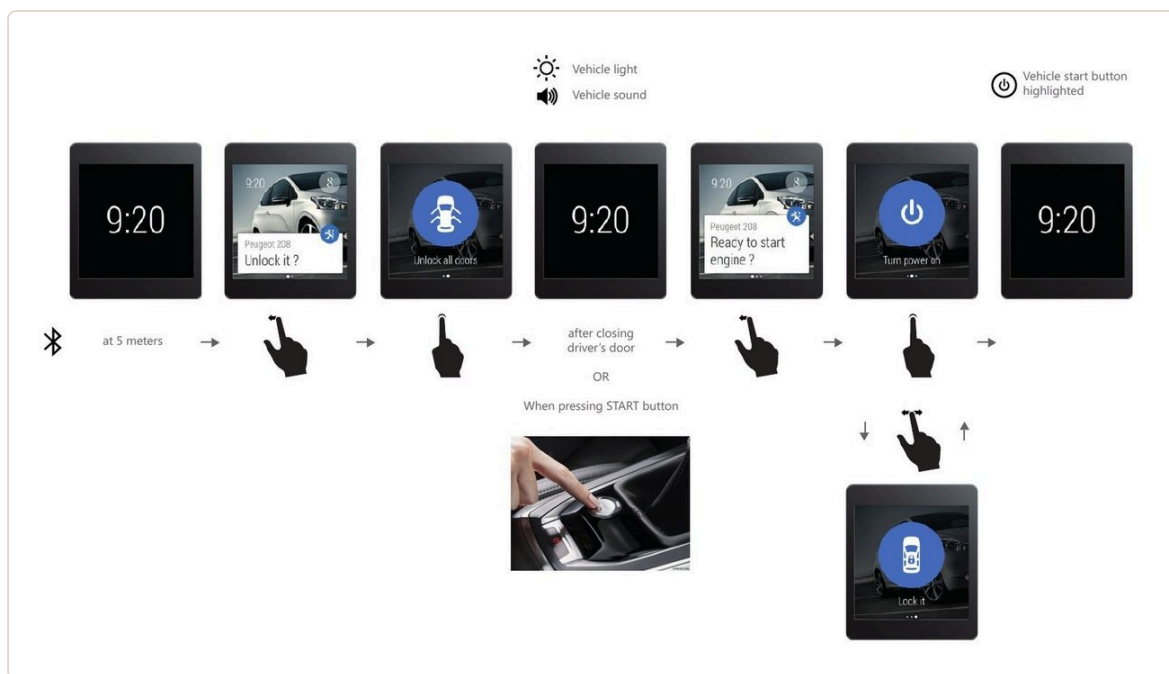
2014–2016 · 25 months · In-car and digital HMI

THE REQUEST

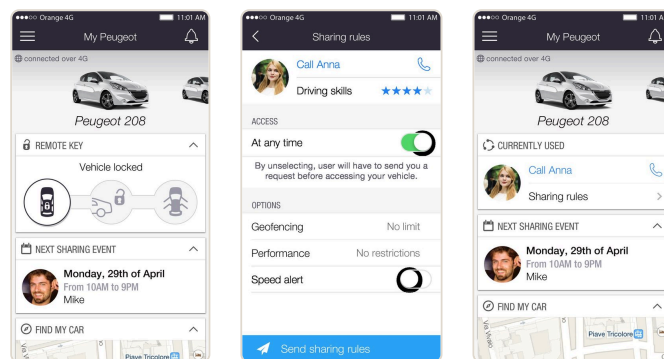
In PSA Group's UX Cockpit Team, I was in charge of the ergonomics of in-car and digital interfaces. Among these topics, Peugeot connected services: unlocking, starting and lending your vehicle from a smartphone or a watch.

THE SOLUTION

I designed the user flows and wireframes for both services. For access, every gesture on the watch or the phone gets a response from the vehicle: lights, sound, the start button lighting up. For lending, the owner sets sharing rules and the borrower receives a virtual key. Two personas were used to check every screen from both sides.



Access and start from a smartwatch.



The remote key.

The sharing rules.

The owner's view.

Professional background

2025 · PRESENT

Independent

Freelance Product Designer

End-to-end web service design for several clients.

- **Subscription streaming platform** (under NDA), a full redesign over seven months: high-fidelity screens and a design system built from scratch, with two-layer tokens, a Figma kit, PDF guidelines and a Claude QA skill.
- **Chelo** (e-commerce): five-language brand site, architecture with no checkout, multilingual design system, static build.
- **Presente** (elderly care, Cali): trilingual mobile-first site for a pre-opening service, branching form serving three audiences, commitments page.

On every engagement: framing, research, wireframes, design system, UI, build and launch.

2019 · 2025

Murex

Senior Product Designer

Designing solutions for financial and technical users: design system development, usage analysis, stakeholder workshops, mentoring junior designers, usability testing, information architecture analysis and prototyping in Figma.

2018 · 9 MONTHS

CNAV (CGI)

French national pension fund

Co-production service design: workshops, stakeholder coaching, guerrilla testing and Axure prototypes.

2018 · 2 MONTHS

Gendarmerie nationale GD (CGI)

Ergonomic guidelines standardisation

Standardising the ergonomic rules for mobile applications.

2017 · 1 MONTH

Kalhyge (CGI)

Application redesign

Redesign of a client-contract management application.

2017 · 8 MONTHS

Pôle emploi – IT (Bertin)

Recommendation engine evaluation

Usability-testing evaluation of a recommendation engine.

2017 · 4 MONTHS

Alstom (CGI)

Mobile search application

Designing a mobile search application for every employee of the group.

2016 · 6 MONTHS

La Poste (Bertin)

Tablet application for retail operations

Designing a tablet application supporting in-store retail operations.

2014 · 25 MONTHS

Groupe PSA · UX Cockpit Team (Bertin)

Embedded and digital HMI ergonomics

Lead for the ergonomics of embedded and digital interfaces.

2014 · 6 MONTHS

Orange · DSIF

Sales-operations interface redesign

Redesign of the interface supporting commercial activity.

Education

Master's in human-computer interaction ergonomics, Université Paris Descartes.

Languages

French: native · Spanish: native · English: fluent.

Let's talk.

I'm looking forward to your message, and to shaping what we could work on together.

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