

Education

LONDON SCHOOL OF ECONOMICS (LSE)

2012 - 2013

MSc Public Management, Policies and Organisation

SCIENCES PO LILLE

2007 - 2012

Master 2 International and European Affairs

Certifications

UX DESIGN

UX Republic (2021)

DESIGN THINKING

40/60 Design studio (2019)

DATA SCIENCE STUDIO

Dataiku (2017)

Language

French (native), English (fluent)
Spanish (fluent)

sawsan-design.com

SAWSAN HOMMAN

CX-UX RESEARCHER & DESIGNER

With 12 years of experience at the intersection of Customer Experience, Product, and Innovation, I help organizations define the "North Star" for next-generation, AI-driven customer experiences.

Employment history

CX RESEARCHER (DIGITAL R&D) — SANOFI

Freelance I June 2025 - today

Defined customer experience strategies for AI/GenAI-powered Digital R&D products, combining user research, stakeholder engagement and journey mapping to accelerate drug discovery and improve time-to-market for new treatments.

STRATEGIC UX DESIGNER — CARREFOUR

Freelance I Nov 2025 - May 2026

Rationalization and rebranding of the Carrefour Links offer: user research, journey mapping, benchmark, 4 rebranding proposals and decision workshops with the teams.

LEAD CX DESIGNER — DECATHLON

Freelance I July 2024 - today

Coaching teams to map omnicanal experiences and redefine their roadmap & strategy ; Training and sensibilisation ; Presentations to the Board and raising awareness on Product & CX issues etc.

LEAD UX DESIGNER — CHATEAUFORM'

Freelance I Nov 2024 - April 2025

Redesign of the omnichannel sales journey ; discovery process and delivery / quick wins implementations ;

STRATEGIC PRODUCT DESIGNER — DEEPKI

Freelance I February 2024 - May 2024

Animation of product strategy workshops to extend product & services to a new target group ; UX-UI redesigns with squads (discovery / delivery) ; Design system maintenance and prioritization

Tools

Miro ; Jira ; Canvas ; Notion ;
Confluence ; Product Board ;
Figma / FigJam ; Webflow ;
Protopie ; Storybook ; Maze ;
Google Analytics ; Mixpanel ;
Suite Google ; suite Office ;
Data Science Studio (Dataiku) ;
ChatGPT ; Claude ; Midjourney

Skills

Product Management
Product Discovery & Delivery
UX Design & User Research
Strategy & Organization
Market Research
Data Analysis
Project & Program Management
Team Management
Entrepreneurship

FOUNDER PRODUCT DESIGNER — TABESTO

CDI I February 2022 - September 2023

Improving user experiences (discovery/delivery) and implementing core methods with head of product (Discovery, User Research, Product Management) ; Product benchmarking, strategy, roadmap.

LEAD UX — UX REPUBLIC

CDI I March 2021 - February 2022

Elaboration of Product and UX strategies (Decathlon, Metron, France Identité Numérique etc.) ; Product audits and UX-UI redesign of user experiences (ESC Cardio, Petit Bateau, etc.) ; Trainings for corporations (Measuring UX ; Product Strategy)

DESIGN & PRODUCT TEACHER — SUP' INTERNET

Freelance I September 2019 - January 2021

For MBA students : teaching Product and Design methodologies

SENIOR PRODUCT & UX — 40/60 DESIGN STUDIO

CDI I January 2019 - February 2021

Product audit, redesign and/or creation of digital experiences and services (Sergic, Botmind IA chatbot, Eiffage, SNCF etc.) ; Coaching startups and organizations (LVMH Digital) ; Trainings & Hackathons (EDHEC) etc.

Internally : strategy, financial planning, team management, business development, performance monitoring etc.

COACH PRODUCT & INNOVATION — SCHOOLAB

Freelance I November 2017 - January 2019

Definition of an Innovation Strategy 2018 - 2022 (Société Générale) ; Product audit and redesign of omnicanal user experiences (BNP Paribas) ; Census and mapping of data usage (BDDF Retail) ; Startup coaching ; Trainings etc.

INNOVATION CONSULTANT — ALENIUM CONSULTANTS

CDI I January 2014 - November 2017

Creation of an innovation strategy and department for and insurance group (MNH) ; Organization and animation of Innovation Trophies (CDC) ; Reorganization of a banking services division (CDC) ; intrapreneurs coaching (Thales) ; Data POCs with Dataiku (UMC/Klesia etc.)