ANTOINE PEZÉ

Thirteen years growing products and the teams that build them.



Twice CPO and co-founder, Product Owner at OCTO, UX and agile coach at Adeo. A cognitive engineer by training, I teach user research at Gobelins and Sorbonne Nouvelle in Paris. And I keep designing and shipping my own products.

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€350k	€1.3M	500,000	100+
in signed contracts at Synopsis	raised at Stackeo	customer feedbacks analyzed by Synopsis	workshops facilitated at Adeo

Experience

2022 · 2025
Synopsis
CPO and co-founder

Turning customer feedback into product decisions

€350k in signed contracts **500,000** feedbacks analyzed **2** large international accounts

- User research
- Product strategy and roadmap prioritization
- Software design

On the AI side. < 2% wrong classifications, 15% "average" results: right, but could be more precise.

2020 · 2022
Stackeo
CPO and co-founder

Building a product team in the middle of a pandemic

€1.3M raised **218** market conversations in two years **10** people on the team at its peak

- Product organization: feature team, two-week iterations, roadmap and backlog, delivery dashboards
- Rituals: stand-up, weekly refinement, demo and retrospective, separate team and product retrospectives, monthly health check
- Discovery: interview guide, 50 interviews in 2020, experience maps, design sprints, private beta tracked in Amplitude

Two products, one team. 50 user interviews in 2020, 17 active testers in the private beta, 43 items shipped in four months on the second release.

2017 · 2020
Atecna · Adeo
Consulting manager, UX and agile coach

Growing a product team at the heart of an international group

24 people in the tribe **9** products built **100+** workshops facilitated

- Co-founded and co-led Atecna's Consulting team (10 people)
- Onboarded and upskilled 3 Product Owners and 5 UX/UI designers
- Product organization of the tribe: feature teams, roles, rituals, shared vision

myHome: adoption without a mandate. 85% of AKI Portugal employees are active users, 61% across all of Portugal, 79% in French brands outside Leroy Merlin.

myHome: from one pilot country to fourteen brands. 106 ambassadors driving the rollout, brand by brand, × 3.6 purchases by Zôdio employees at Leroy Merlin after activating myHome, 4.8 ★ App Store rating (4.7 on Google Play).

2014 · 2017
OCTO Technology
Product Owner and UX consultant

From UX to product

- Product Owner at Société Générale, Total and Leroy Merlin: backlog, prioritization, user stories
- Public sector: French government startups (beta.gouv), Ministry of the Interior, ANAH
- Keolis: an app for bus drivers, designed and built in the field

Keolis: coding in the bus, right behind the driver. 18 drivers, supervisors and inspectors shadowed for a full day, 30 drivers in co-design workshops, 3 months from first sketch to prototype in service, in one-week iterations.

2013 · 2014

Miratech

UX project manager

Watching users, literally

200+ user tests

- More than 200 eye-tracking user tests
- Testing LVMH's future corporate website: 15 participants in the lab, two versions compared on five components
- Full design of the Fondation pour la Recherche Médicale website with the client: framing workshops, personas, journeys, information architecture, wireframes

How I lead a product team

Small, stable teams. A feature team is at least one PO, three developers and one designer, who stay together and own their product end to end.

A written vision, measured objectives. A one-sentence mission, a three-year vision, objectives with their indicators. Otherwise every team pulls in its own direction.

The field as a ritual. User tests every month, interviews before every major initiative, and a living experience map rather than gut feelings.

Users in the loop. A network of volunteer ambassadors who test, report pain points and drive adoption around them, with no top-down mandate.

Rituals that make us learn. Demo and retrospective every two weeks, roadmap review every month, strategy committee every quarter.

Time to grow. 80% of the time on products, 20% to improve our practices and share them. And regular feedback, both ways.

My lab

RiftManager · iOS and Android app · Live · 4,000 downloads

Lorecat · iOS app · Coming soon · 127 cards on Middle-earth

Prodiz · Learning app · In progress · 10 domains, 500+ cards

UX Manager · UX research tool · Live · Used in class

Teaching and coaching

Teaching. Since 2017, I have taught user research, UX and Design Thinking at Gobelins and Sorbonne Nouvelle, and in companies (Ubisoft, Accor, Meetic). About 400 people trained.

Coaching. I support professionals taking on new responsibilities. At Zodio, a brand of the Adeo group, I helped a manager set up a UX approach in her team. Individually, I coached two people who wanted to develop their leadership.

Mentoring. At Gobelins, I mentor students on their master's thesis and projects, and sit on juries. Over several months, I help them frame a question, keep a rigorous approach and defend their choices.

Education and community

Cognitive engineer, ENSC Bordeaux, 2013: understanding how humans work to design systems that fit them

FLUPA board, the French association of UX professionals: 2013 · 2014, and again for the 2025 · 2026 season

Speaker at FLUPA UX Days 2026: "The choices we didn't make: when a designer takes back power over the code"

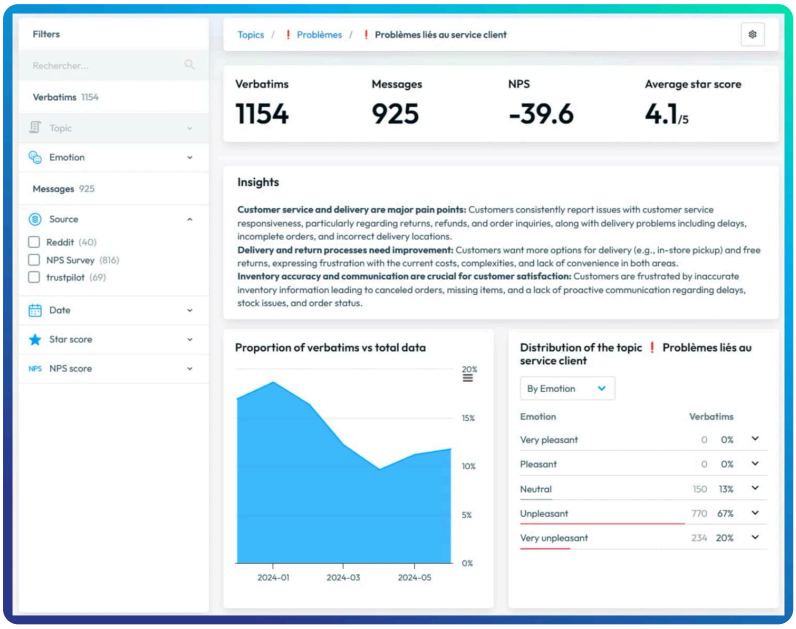
HumanTalks Paris staff, a monthly developer meetup, 2015 · 2018

YouTube channel about active listening

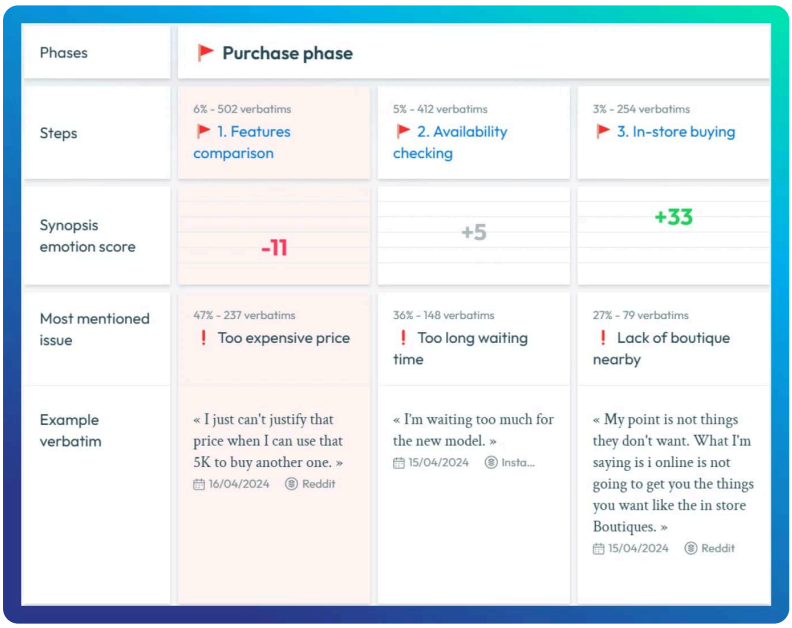
CASE IN POINT · SYNOPSIS · 2022 · 2025

The Synopsis product

The screens I designed: a topic page, the emotional customer journey, issue prioritization and the split by team.



A topic: volume, NPS, generated summary and emotion breakdown



The customer journey, with an emotion score and a top pain point per step

CASE IN POINT · STACKEO · 2020 · 2022

Two products, one team

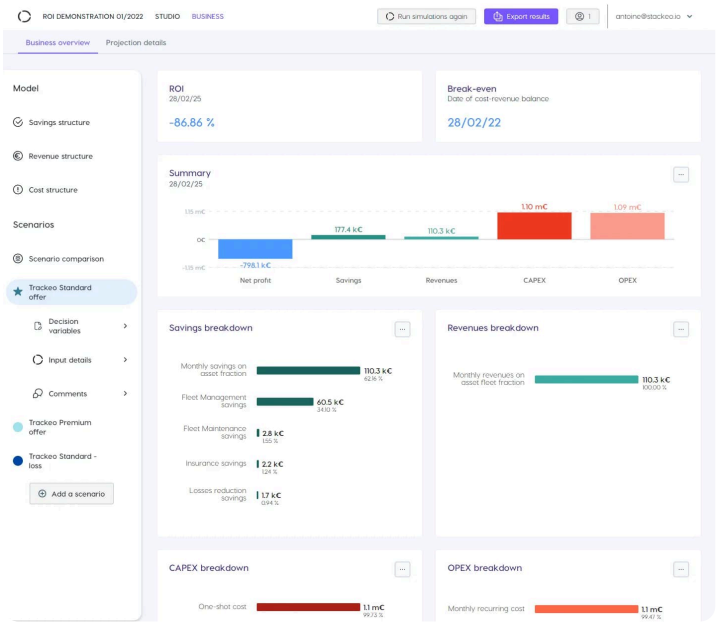
A first story mapping workshop in February 2020, two design sprints in the spring, a private beta in the fall, then releases every two weeks. Every beta tester insight was tagged, linked to an experience map and discussed in roadmap reviews, with an indicator tracking features started without prior discovery.

50
user interviews in 2020

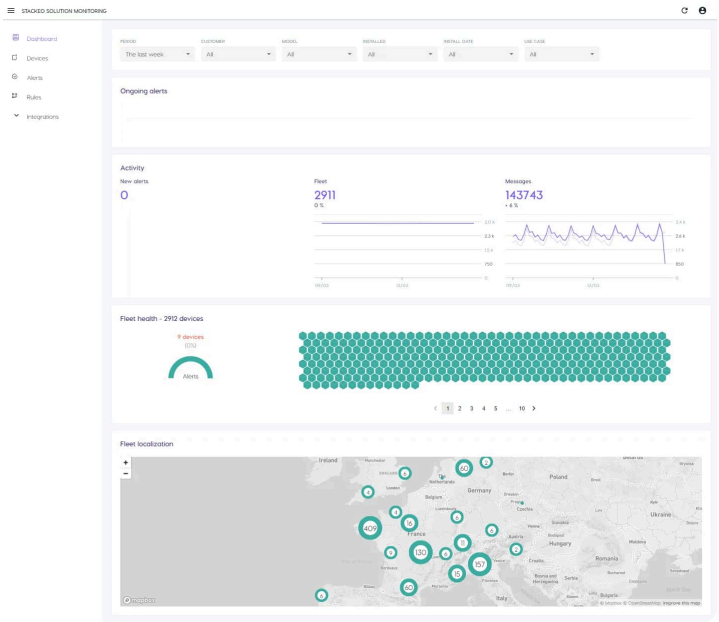
17
active testers in the private beta

43
items shipped in four months on the second release

4.5 to 4.8
out of 5: team satisfaction in retrospectives (2020)



Biz Assistant: simulated profitability of an IoT project (demo data)



Ops Assistant: monitoring a fleet of nearly 3,000 devices

CASE IN POINT · ATECNA · ADEO · 2016 · 2019

myHome: from one pilot country to fourteen brands

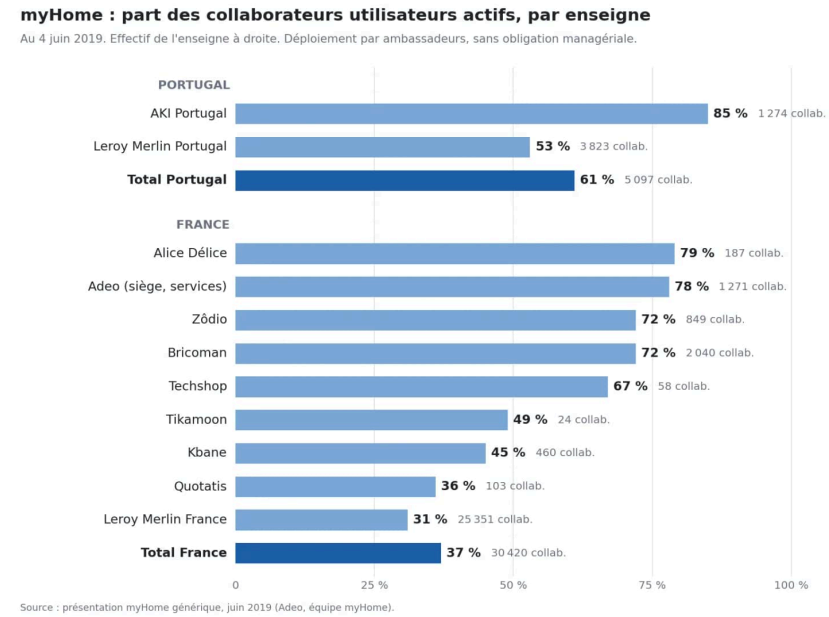
The app that lets group employees be recognized as customers in every brand: perks, receipts, product reviews, surveys. I joined in 2016 as UX and methods coach, at OCTO, and followed it with the Digital Tribe. A three-day hackathon in Lisbon with a production release on site, launch in Portugal, a French pilot in 2017, then brand-by-brand integration, carried by 106 ambassadors. Every feature was tested as a mockup with users before being built.

106
ambassadors driving the rollout, brand by brand

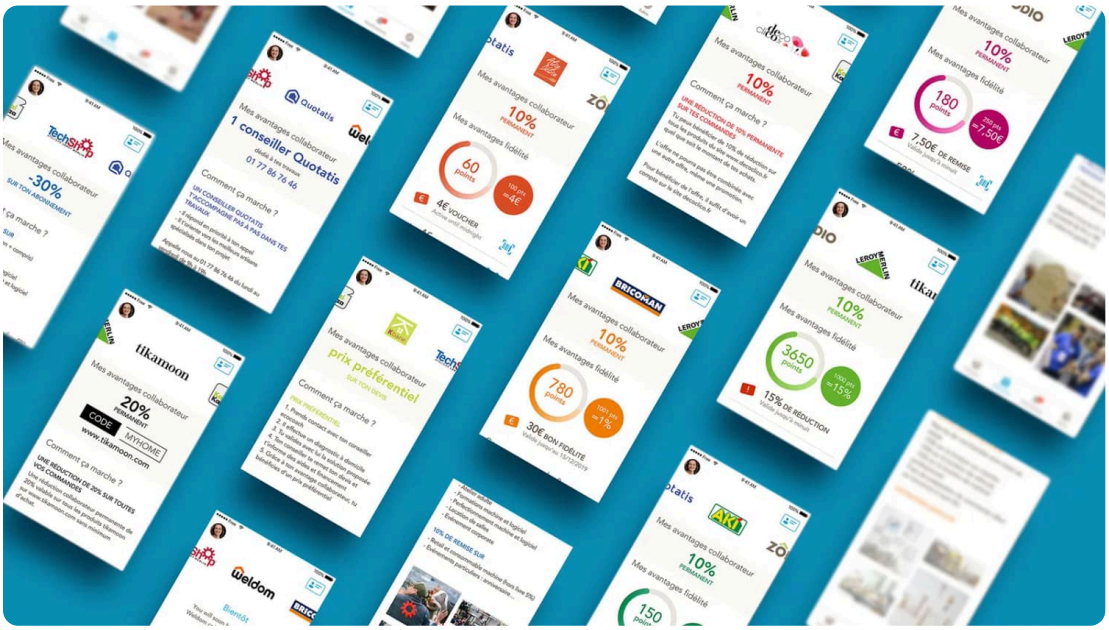
× 3.6
purchases by Zôdio employees at Leroy Merlin after activating myHome

4.8 ★
App Store rating (4.7 on Google Play)

7,193
product reviews posted by employees



Share of employees who are active users, by brand (June 2019)



Every brand's perks, in a single app

CASE IN POINT · OCTO TECHNOLOGY · 2015

Keolis: coding in the bus, right behind the driver

Keolis wanted to make its bus drivers' daily work easier. We started with "walk in my shoes" days in three networks, then gathered about thirty drivers in Paris so they could sketch their own screens. For three months, the whole product team (developers, PO, product manager and me) set up shop at the depot and inside the bus, right behind the driver, to watch their interactions with passengers and fix the app the same day. We convinced someone close to the IT director, reluctant at first, to come to the field with us: he came back enthusiastic.

18
drivers, supervisors and inspectors shadowed for a full day

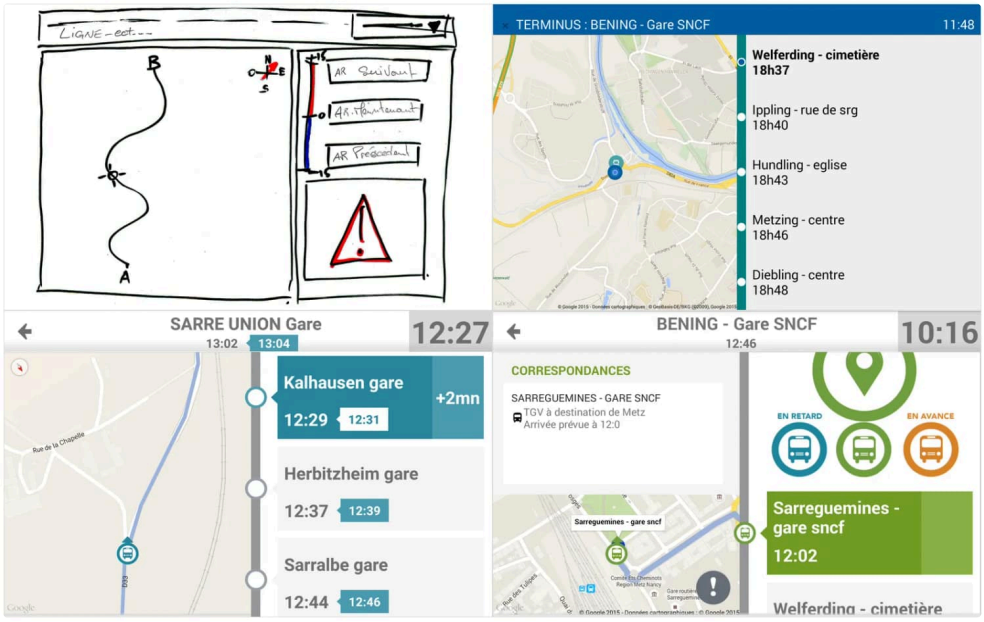
30
drivers in co-design workshops

3 months
from first sketch to prototype in service, in one-week iterations

0
crashes during the test period



The tablet in service: next stops, early and late shown in color



From the drivers' paper sketch to the final screen

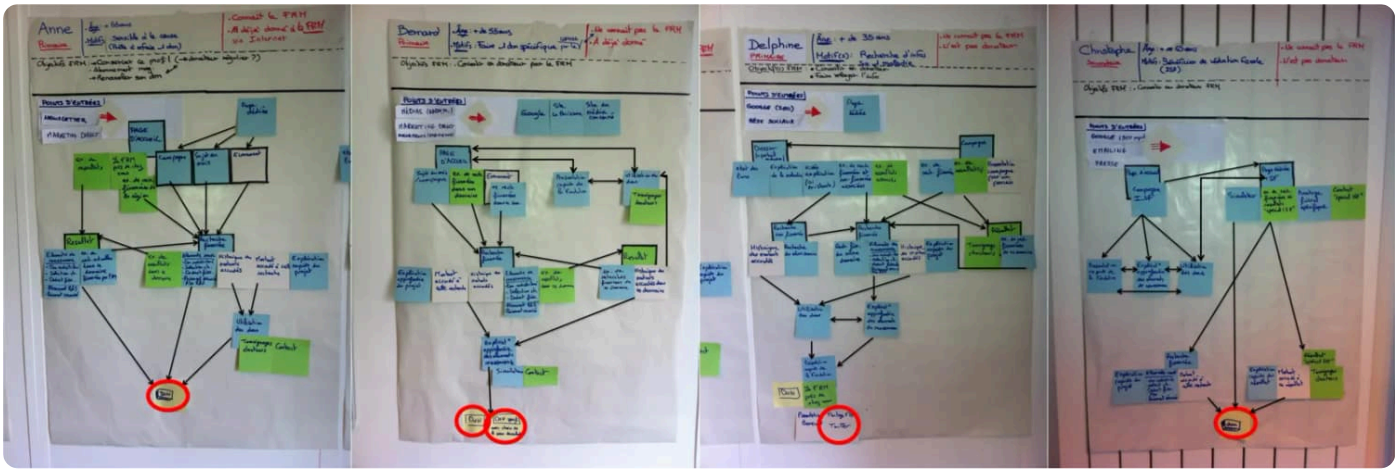
"I use everything, do not change a thing."

A driver, during the in-service test

CASE IN POINT · MIRATECH · 2013

Fondation pour la Recherche Médicale: designing a website with its client

I designed the whole new website with the Foundation's teams: framing workshops, analysis of the existing site and its audience, benchmark, four personas and their journeys up to the donation, a new information architecture, then wireframes delivered in batches.



Fondation pour la Recherche Médicale: the journeys of the four personas, on the wall

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