

Product design and UX leader with 8+ years leading cross-functional digital product initiatives across scientific research, infrastructure, and luxury sectors. Experienced in product strategy, roadmap alignment, UX research, design systems, and frontend implementation, with a strong focus on translating complex user and business requirements into scalable product ecosystems.

Led product direction and delivery for research-facing platforms at Open Brain Institute and EPFL's Blue Brain Project, driving stakeholder alignment, prioritization, workflow optimization, and end-to-end product execution across multidisciplinary teams.

Portfolio

www.loris-olivier.design

lo-ol Studio

www.lo-ol.design

Recommendations

www.lo-ol.design

Skills

PRODUCT DESIGN

- Product strategy
- Product vision & roadmap alignment
- User-centered design
- Interaction design
- Product architecture
- User flows & journey mapping
- Wireframing & prototyping
- Design systems
- UI pattern libraries
- Accessibility-aware design
- Brand & product alignment
- Cross-functional collaboration

UX RESEARCH

- User interviews
- Usability testing
- Jobs To Be Done
- Insight synthesis
- Stakeholder workshops
- Persona & proto-persona creation
- Survey design & analysis
- Research-driven prioritization
- Value proposition design
- Run JS
- Card sorting

DESIGN SYSTEMS & BRAND

- Design system governance
- Component documentation
- Visual systems
- Typography systems
- Editorial design
- Brand identity systems
- Art direction
- Motion design
- Creative direction

FRONT-END DEVELOPMENT

- React
- Vue
- Typescript
- Tailwind CSS, CSS / SCSS
- Headless CMS architecture
- Frontend system architecture
- Rapid prototyping & creative development
- Git / Github / Gitlab

PRODUCT LEADERSHIP

- Product ownership
- Agile & Scrum collaboration
- Product prioritization
- Stakeholder management
- Cross-functional team leadership
- Workshop facilitation
- Strategic planning
- Product discovery
- Business model design

TOOLS

- Figma, Figjam, Figma Make
- Adobe Creative Suite
- Blender
- Notion, Jira, Confluence
- Cursor
- ChatGPT, Claude, Gemini
- Midjourney, Weave, Runway, Anima, Spline
- Glyphs App, Robofont

Experience

2024 - PRESENT

Head of Product Design, Product Owner, Frontend Engineer

Open Brain Institute, Lausanne, Switzerland
Led product design and frontend delivery for research-facing digital tools, aligning user needs, technical constraints, and product priorities across stakeholders.

2021 - PRESENT

Founder / Product, Brand, Motion & Type Designer, Creative Full-Stack Developer

Lo-oL Studio, South Korea & Switzerland
Built and delivered product, brand, and interactive design work for external clients while maintaining hands-on execution across design and front-end implementation.

2022 - 2024

Product Design Lead, Frontend Engineer

Blue Brain Project, EPFL, Switzerland,
Owned product design for complex scientific interfaces, from discovery and prototyping through handoff and implementation with engineering teams.

2018 - 2020

Brand Designer, Product Designer, Brand Strategist

Superhuit, Lausanne, Switzerland,
Worked across brand systems and product design, translating strategy into visual and digital experiences for client engagements.

2020 - 2022

Product Designer, Motion and Brand Designer, Creative Developer

Digital Luxury Group, Geneva, Switzerland,
Designed luxury digital experiences and brand-led interfaces, collaborating across design and development to deliver polished customer-facing work.

2017 - 2018

Product Designer, Researcher

GoodPatch, France & Japan
Supported product discovery and user research while designing interface concepts for cross-functional product teams in an international environment.

Education

2014 - 2015

Master of Science, Type & Media

Royal Academy of The Hague, the Netherlands

2013 - 2014

Master of Fine Art, Art Direction

ECAL, Lausanne Switzerland

2009 - 2013

Bachelor in Fine Arts, Graphic Design

Academy of Art University, San Francisco, USA

Continuous education

2023

Codesmith

Full CSX training (function, execution context, callback and higher order function, closure, scope, recursion,...)

2022 - 2023

UI.dev

React.gg training, Modern JavaScript

2026-2027 (TO COME)

NN/Group UX Master certification

Deepen the expertise and strengthen the UX leadership. Build recognition that elevates the practice.

2022

Wes Bos

Introduction to JavaScript, FullStack, Advanced React, learn Node, Flexbox, CSS grid

2021 - 2023

Awwwards Academy

Memorable UI Design For Interactive Experiences, Creative Coding: Making Visuals with JavaScript

2021 - 2023

Frontend Master

Product, brand, motion & type designer and creative fullstack developer.

2017

Strategyzer

Design thinking workshop, design strategy workshop, business model workshop, value proposition canvas

EXPERIENCE

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Head of Product Design, Product Owner, Frontend Engineer

Blue Brain Project, EPFL & Open Brain Institute, Lausanne, Switzerland

Design

- Led UX and product design initiatives across SBO, Fusion, and Nexus, supporting complex neuroscience research workflows and data exploration tools.
- Designed and validated low-, medium-, and high-fidelity prototypes to test navigation models, feature concepts, and critical user flows prior to implementation.
- Defined and evolved the visual identity, interaction principles, and motion language of the SBO ecosystem to ensure consistency across products.
- Established scalable static, motion, and component-based design systems in collaboration with frontend engineering teams, improving design consistency and implementation efficiency.
- Facilitated cross-functional workshops with research and technical units to identify user needs, align stakeholders, and prioritize product improvements.
- Redesigned navigation structures and interaction patterns across Fusion and Nexus, improving workflow clarity and reducing friction between interconnected sections.
- Designed the knowledge graph experience within Fusion, translating complex scientific relationships into accessible and navigable interfaces.
- Collaborated closely with scientific coordination leadership and engineering teams to refine UX strategy, validate concepts, and support product evolution through iterative delivery.
- Contributed directly to frontend implementation and design-to-development collaboration to ensure high-quality execution across platforms.

Strategy

- Led stakeholder workshops to define the value proposition, product positioning, and business model of the Swiss Brain Observatory platform.
- Structured the application architecture and service ecosystem to support scalable neuroscience research workflows and future platform expansion.
- Defined subscription and access models aligned with product adoption and long-term platform sustainability objectives.
- Conducted competitive analysis and user research initiatives to evaluate the desirability, positioning, and usability of neuroscience-focused digital platforms.
- Synthesized research findings into strategic reports and actionable recommendations for product leadership and stakeholders.
- Developed service blueprints, user journeys, and proto-persona frameworks to map end-to-end user interactions and identify product opportunities.
- Formulated and validated product hypotheses through interviews, workshops, and iterative testing with researchers and scientific communities.
- Facilitated alignment between scientific, technical, and organizational stakeholders to support product prioritization and roadmap definition.

REVIEW _01

[SAMUEL KERRIEN]

Loris Olivier made outstanding contributions to our neuroscience platform project, combining strong product design expertise with frontend implementation skills to bridge design and engineering effectively. He translated complex scientific requirements into intuitive user experiences, collaborated closely with researchers and developers, and consistently proposed innovative solutions to improve workflows and interaction quality. His professionalism, creativity, and collaborative mindset made him a highly valued member of the team, and I strongly recommend him for any product design or product leadership role.

REVIEW _02

[JEAN-DENIS COURCOL]

Loris is an exceptional UX and UI designer who consistently delivers great work. His attention to detail, creativity, and user-centric approach have significantly enhanced our product's overall user experience. His ability to translate complex ideas into intuitive designs is commendable. He collaborates seamlessly with cross-functional teams, actively seeking feedback and iterating on his designs to perfection. In addition to his technical skills, Loris brings a positive attitude, adaptability, and a strong work ethic to the table. His passion for creating delightful user experiences is evident in every mockup he provides. I wholeheartedly recommend Loris for any UX and UI design project; he is an asset to any team.

LEARNINGS

- Learned how to work with Next.js and React
- Learned how to use Tailwind CSS
- Learned about API interaction and fetching
- Improved micro-interaction design
- Improved accessibility in frontend development

REFERENCES

Samuel Kerrien, Manager

Jean-Denis Courcol, Product Owner

Sean Hill, co-Director

EXPERIENCE

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Founder / Product, Brand, Motion & Type Designer, Creative Full-Stack Developer

lo-ol Studio, South Korea - Switzerland

Design

- Conceived, designed, and expanded a catalog of original and custom typefaces as digital creative products for commercial and cultural use.
- Led the creative direction and product positioning of the studio's type design ecosystem, defining visual narratives, launch strategies, and brand differentiation.
- Designed and evolved multiple versions of the studio website to support portfolio presentation, product discovery, and client engagement.
- Developed visual communication systems across digital campaigns, social media, editorial content, print materials, and client-facing assets.
- Created comprehensive identity systems for each typeface release, including art direction, motion language, visual worlds, color systems, and launch communication.
- Designed dedicated microsites and digital launch experiences to support product storytelling and audience engagement around selected typeface releases.
- Collaborated with international partners and cultural organizations, including projects and publication design work in South Korea.

Web development

- Architected and developed the studio's content infrastructure using Sanity as a headless CMS to support scalable content management and publishing workflows.
- Designed and implemented the first generation of the platform frontend using Nuxt, followed by a full migration and evolution to a Next.js architecture.
- Developed custom Python workflows to dynamically generate OpenType, WOFF, and WOFF2 font files for digital distribution and product delivery.
- Implemented advanced motion and interaction systems using GSAP to support immersive brand and product experiences.
- Integrated Stripe payment infrastructure to support digital commerce and transactional workflows.
- Implemented secure authentication and user management systems using Clerk.
- Integrated Firebase services to support backend functionalities, real-time features, and platform scalability.

Strategy

- Co-defined the studio's value proposition, positioning strategy, and brand differentiation across creative, cultural, and digital markets.
- Developed market and communication strategies for European, North American, and South Korean audiences, adapting positioning and messaging to regional contexts.
- Led client communication and project governance through roadmap planning, stakeholder presentations, delivery follow-ups, documentation, and onboarding processes.
- Defined the product vision, feature scope, and user experience strategy for the studio website and digital commerce ecosystem.
- Structured the information architecture and content hierarchy of the platform to improve navigation, discoverability, and product accessibility.
- Conducted market research and competitive analysis across typography and type design industries through interviews, surveys, behavioral observations, and industry benchmarking.
- Developed SEO and visibility strategies informed by analytics, search behavior, performance tracking, and audience research.

Motion design

- Developed 3D visual systems and motion assets to support the launch and promotion of the studio's typeface catalog across digital campaigns and brand experiences.
- Produced cinematic product visuals and animated launch content using Blender, including modeling, procedural systems, lighting, simulation, animation, and post-production workflows.
- Designed seasonal motion campaigns and short-form promotional videos to strengthen product storytelling and audience engagement.
- Experimented with procedural and simulation-based workflows using Cinema 4D and Houdini to expand the studio's visual and motion language.
- Integrated AI-assisted creative workflows with tools such as Runway to extend visual production pipelines and develop hybrid motion and brand content.