



CONTACT

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 LinkedIn
synarchist.com/work
aepx.io · case studies

NUMBERS

10+ yrs

IN PRODUCT

x4.9

MONTHLY PURCHASES, 6 MONTHS

8.2%

FORM-TO-PAID, LAUNCH WEEK

+30%

DESIGN-TO-DEV VELOCITY

15

BRANDS, ONE DESIGN SYSTEM

EDUCATION

Product School

Product Manager Certification
 2024

Le Wagon

Web development bootcamp
 2021

IESA Multimédia

Master's, UX design
 2017 → 2019

École Multimédia

Graphic & web design
 2013 → 2014

LANGUAGES

French native
 English fluent

ANTOINE PÊCHEUX

Product Designer & Head of Product

Payments & conversion · design systems · AI systems in production

Ten years in product design, the last three leading design and dev. My ground is the place where money changes hands: checkout, subscription, PSD2 compliance. I design those journeys, measure them against real paid traffic, and industrialise them in a design system fifteen brands consume. Since 2019 the payment step has been the thread running through everything I do.

EXPERIENCE

DESIGN LEAD, THEN HEAD OF PRODUCT

2023 → NOW

Horizon Web · Malta web group · 15 consumer subscription brands, 7 entities · design and dev team of 4 to 8

- **Payments and conversion.** Checkout A/B tests and payment optimisation across every market in the group, funnels read in Mixpanel against roughly €18k of monthly paid spend, where one lost point of conversion costs about €4k. A redesigned form hit **8.2% form-to-paid** in launch week; the flagship product went from 1,600 to 7,800 monthly purchases in six months.
- **The Core, design system.** Tokens and component library in atomic design, shipped as an npm package that carries the front-end components and their back-end logic together. Live on 15 brands, each with its own look on shared foundations. I set the governance: what enters, what stays local, who decides. **+30% design-to-dev velocity.**
- **Internal AI tool.** A knowledge base wired to agents, designed and deployed by me: conversational search, assisted PRD drafting. The design problem was trust, not chat — where an answer comes from, what the agent read, where a human signs off.
- **Leading.** Hiring and interviews, weekly design reviews, QA sign-off before every release, and a direct line to the founders.

PRODUCT DESIGNER · RETAIL BANKING

2022

Idean, the design arm of Capgemini · UX for LCL

- Core banking features: mortgage tracking, transfers, budgeting. Client workshops, user flows, wireframes, prototypes, user testing. High-risk UX, where clarity and microcopy are the security layer.

PRODUCT DESIGNER · ACCOR LIVE LIMITLESS

2020 → 2021

Accor · freelance · cross-brand design system, 5,000+ hotels

- Redesigned booking and payment, web and app, with **PSD2-compliant 3DS** journeys across international markets: conversion held while the rules could not be bent. Basket rebuilt for multi-room and multi-currency stays. Rebuilt funnel: **3.7% conversion, +34% traffic** on 3M ad views.

PRODUCT DESIGNER, FREELANCE

2019 → NOW

Café Joyeux, Côtes du Rhône, Valbiotis, Gerlinéa · e-commerce and payments · alongside my roles

- Information architecture, e-commerce journey redesigns and conversion work, specialising in the last step of the funnel — the one where the money changes hands.

UX DESIGNER · CASTOR & POLLUX

2017 → 2019

Paris · UX agency · research, workshops, wireframes and testing on client projects

AGENT SYSTEMS AND PERSONAL WORK

- **An agent system designed and built alone**, in production 24/7: a daily intelligence watch, a weekly operational brief, a content pipeline publishing three times a week, unattended for months. synarchist.com runs on it, coded in Next.js and WebGL.
- **Fintech case studies, written for the craft.** [VaultLink](#), a cross-chain wallet dashboard where the problem was making connection and permissions feel safe. [Ascendia](#), B2B onboarding around KYC, AML and SCA. [Nestly](#), personal finance with an AI copilot. Screens at aepx.io.

SKILLS

PAYMENTS · PSD2 / 3DS

CHECKOUT UX

CRO & ACTIVATION

A/B TESTING · MIXPANEL

REGULATED MARKETS

DESIGN SYSTEMS · FIGMA

USER RESEARCH

PRDS & ROADMAPS

LEADING & HIRING

AI AGENTS · N8N