SR. UX DESIGNER / UX ENGINEER

Sofian Charbaux

✉ web-worx@live.com | hello@sofian.design

📍 Paris, France

🧭 sofian.design | linkedin.com/scharbaux

📞 [FR] +33 7 44 28 24 37 | [TH] +66 62 979 8898

Profile

Experienced Senior UX Designer and UX Engineer with 7+ years at Agoda, specializing in Design Systems, Design Tokens, white-labels, and Figma tools. Co-founded the Agoda Design System (ADS), ensuring design consistency across designs and React frameworks.

My professional journey is centered around transforming complex concepts into accessible and meaningful solutions. I thrive in team settings, where collaboration with like-minded individuals fuels innovation and growth. Passionate about leveraging data-driven methodologies to enhance user experiences and deliver robust, user-centric products.

Experience

2012 – present   **Sr. Product Designer @Web Worx (Freelance)**   AIPAC / EEA

- **Delivered tailored Product & UX Design solutions**, specializing in elevating digital experiences for SMEs, startups, and diverse projects.
- **Leveraged deep industry insights to consult on design strategy**, ensuring products not only meet user needs but also drive business growth.
- **Implemented innovative design approaches to solve complex problems**, from initial concept through to implementation, across multiple platforms.
- **Advocated for user-centered design principles**, conducting thorough research and testing to inform design decisions and enhance user satisfaction.

2020 – 2023   **Sr. UX Designer / UX Engineer @Agoda**   Bangkok, TH

- **Collaborated within Agoda's Design Systems team** on key initiatives like **Design Tokens**, **Figma Tooling**, and **React framework** implementations, enhancing the **Designer & Developer Experience** with the Agoda Design System.
- **Led the transition to Design Tokens**, defining data structures and their implementation across web and app components, contributing to a cohesive and scalable design language.
- **Developed and managed UI Kits in Figma**, aligning Design Tools with current needs and future expansions, including support for white-label product designs.
- **Acted as a pivotal liaison between Design and Engineering teams**, ensuring clear communication and alignment of requirements across the organization.

Experience

2019 – 2020   **Sr. UX Designer / Design Technologist** @Agoda   Bangkok, TH

- **Bridged the gap between Design and Engineering teams** as a founding member of the Design Engineers team, leveraging **UX design and front-end development skills** to address complex design challenges and implement solutions directly into production.
- **Enhanced design systems documentation** and improved visual consistency across platforms by implementing scalable and reusable design solutions, focusing on **accessibility** and **attention to detail**.
- **Led the redesign and implementation of various projects**, including the image gallery on hotel property pages and review feature component, resulting in **increased user engagement** and a significant **uplift in bookings and feature utilization**.
- **Recognized for outstanding contribution to team collaboration and innovation**, driving forward projects that merged technical complexity with design excellence.

2017 – 2019   **UX Designer** @Agoda   Bangkok, TH

- **Joined Agoda's Enterprise Tools team**, focusing on optimizing the **user experience** and achieving business objectives for the YCS Extranet, a key platform for Agoda's partners and properties.
- **Led UX design projects from start to finish**, employing a **data-driven approach with A/B testing** to refine and enhance platform functionalities.
- **Conducted comprehensive user research**, including face-to-face interviews with hotel management and staff across SEA, to gather insights and inform design decisions.
- **Utilized findings from international research** to develop solutions that significantly improved the usability and performance of the YCS Extranet.

2016 – 2017   **Marketing Designer / SEO Specialist** @Andaman Coral Divers   Phuket, TH

- **Managed the company's various websites**, designed and built pages and content, applied performance optimizations, and improved overall UX and information architecture.
- **Boosted website rankings to Google SSR 1st page** for most prominent keywords.
- **Managed PPC/Ad campaigns, TripAdvisor, and other platforms**.

2014 – 2016   **Web Designer / Frontend Developer** @LOREN-N Creation   Reims, FR

- **Conducted client discovery sessions and gathered requirements** ensuring project alignment.
- **Created wireframes and high-fidelity designs** to visualize client concepts.
- **Developed and implemented web solutions using popular frameworks** such as **WordPress, Webflow, and Shopify**.
- **Managed projects from start to finish**, ensuring timely delivery and client satisfaction.
- **Worked on a variety of agency projects**, adapting to different industries and client needs.

Experience

2013 – 2014   **Web Designer / Frontend Developer** @BNI   Perth, AU

- **Led web design and development projects** for BNI Australia and its affiliates, enhancing online presence and user engagement through innovative web solutions.
  Spearheaded the creation and maintenance of responsive websites, ensuring optimal performance across all devices and platforms.
  Implemented best practices in SEO to improve site visibility and search rankings, while also ensuring web accessibility standards were met.
  Collaborated closely with cross-functional teams to align web development projects with overall business objectives, ensuring timely and within-budget delivery.
  Produced a variety of print materials for global BNI events, from conceptualization to design execution, enhancing brand consistency and event engagement.

2009 – 2011   **Webmaster** @CDKey-Online (Self-Employed)   Reims, FR

- **Launched and managed an innovative online store** specializing in selling serial keys for software and video games, pioneering the industry before major competitors like G2A.
  Developed and maintained the e-commerce platform, using Dreamweaver to ensure a user-friendly experience.
  Oversaw business operations, including inventory management, order processing, and retailer communication, ensuring smooth workflow and customer satisfaction.
  Gained valuable insights into system management and e-commerce best practices through mentorship from an experienced system administrator in the banking industry.

Skills

UX Design   Product Design   Design System   Design Principles   Design Guidelines

White Labels   Agile Methodology   Wireframing   User Research   User Testing

Prototyping   Information Architecture   B2B   B2C   Communication & Collaboration

Education

2010 – 2013   **Pixem Institut**   Reims, FR

Bachelor's Degree in Digital Design & Multimedia

2009 – 2010   **Pixem Institut**   Reims, FR

Graphical Art & Design Diploma

2007 – 2009   **Lycée Léon Bourgeois**   Epernay, FR

H.S. Diploma, General Studies