CECILE JOUVE

UX & Product Executive
AI Transformation, Design Systems & Accessibility

UX executive with 15+ years leading complex products and UX transformation, with deep expertise in AI-enabled design, design systems and accessibility. Built and scaled multidisciplinary UX organizations, delivering measurable improvements in cost, speed and UX maturity.

CONTACT

+33623251469
cecjou@gmail.com
Nice, FRANCE
Portfolio

EDUCATION

2010 - 2011
HERIOT-WATT UNIVERSITY
MSc in Creative Software Systems

2008 - 2011
SUPELEC
Engineering degree

EXPERTISE

- AI-enabled UX transformation
- Design Systems & Design-to-Code
- Complex B2B & Data-rich Products
- Accessibility & Inclusive Design
- Product Discovery & Research
- UX Strategy & Leadership
- Brand & Product Experience

PATENTS

6 patents | View on LinkedIn

LANGUAGES

- English: Full Professional
- French: Native
- Spanish: Limited Working

WORK EXPERIENCE

VP of UX - SMG 2022 - PRESENT
Executive consulting engagement through UXpert

Led a multidisciplinary UX organization for a complex, data-rich platform, reporting directly to the CEO in a US-led, cross-time-zone environment.

- **Transformed the Design System** for AI-enabled design and development, embedding WCAG 2.2 AA accessibility and white-labeling through semantic foundations and reusable patterns, while cutting design cycle time by **38%.**
- **Embedded AI across the UX lifecycle,** from synthetic research and rapid prototyping to design-to-code automation and quality checks, reducing delivery time by **25%.**
- Scaled continuous discovery and research, driving a **30x increase in client interactions and feedback.**
- Raised UX maturity by **2 levels** and Accessibility maturity by **3 levels** based on NNg maturity framework.

Head of UX - Amadeus 2020 - 2023

Built and scaled a **35+ person** UX organization in a global environment, leading UX across complex product ecosystems.

Head of UXR, Presales & Innovation - Amadeus 2017 - 2020

INDUSTRY LEADERSHIP

Founder & CEO - UXpert 2022 - PRESENT

Advise organizations on AI-enabled UX transformation, optimizing design systems, processes and tooling while embedding accessibility and design quality.

Speaker, Trainer & UX Mentor 2017 - PRESENT

Selected organizations: Le Laptop, Hexagon UX, Wikihero, Greenbull Campus, ESDAC, Universite de Nice

Selected talks: **Growing AX Maturity** (Amadeus & PushUX)**, AI: The Dark Side of the Force** (Skema & Polytech), **Elevating Product Success with Continuous Discovery** (Product Tank Nice), **Exploring the potential of ChatGPT in UX** (Workshop - UXDX EMEA & FLUPA)