



# Jacques Giraudel

## Senior Product Manager



Driving License

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📍 Paris downtown

Mobile Apps & AI in High-Stakes Industries (Gambling, Ads, Social Media)

## EXPERIENCES

### First Product Manager (solopreneur)

UpReality - Since July 2023



- › *mobile website for social networks (restaurants)*
- › strategy (positioning, product iterations, business plan)
- › discovery (personas, user interviews, wireframing/mockups, user tests)
- › development (web / android), growth, data (analytics)
- › Cursor / Builder.io prototyping
- › AI feature to reformat PDF menus to mobile format

### Innovation Project Manager / Product Owner

Française des Jeux - January 2024 to February 2024



- › *Gambling*
- › GenAI Prototyping (Cursor) of 5 games
- › Proposal of portfolio mgmt including a first version of a discovery repertory

### Head of mobile (substitute)

Louis Vuitton - March 2022 to April 2022 - Freelancer



### Product Manager

Startup Partoo - July 2021 to October 2021 - Freelancer



- › *Partoo (presence & review management)*
- › launching of the mobile MVP, Scrum Product Owner and Scrum Master
- › english-speaker (3 dev., 1 QA), iOS & Android (react native)

### Product Manager

ZEurf - July 2019 to January 2021 - Freelancer



- › *ZEbet and ZEurf (gambling on sports and horse racing), native mobile apps*
- › *difficult context: App Store deadline for native UX, internalization of ZEbet*
- › relaunch (incl. UX) of ZEbet and ZEurf websites for native apps, ~4☆
- › proactive on product and UX framing, product ownership
- › topics : legals, mult. countries, mobile payment, mktg tools, perf
- › competition analysis, financial impact of a store removal
- › team (1 SM, 1 UX, 5 dev., 2 archi.), Scrum, iOS & Android (React native)

### Product Manager

PSA (dig. factory) - February 2019 to May 2019 - Freelancer



- › *Car apps: ConnectedCAM, ScanMyCar and a technical perfs tracking project*
- › project coordination, workshop and maintenance management
- › usage analysis with Google Analytics, decodeapps
- › accompanying of developer teams (incl. in english), SAFE training

## SKILLS

### Product Management

- › Define the vision and product strategy
- › Establish the roadmap
- › Conduct customer discovery
- › Manage delivery
- › Validate by metric
- › UX & Marketing knowledge

### Soft skills

- › Capacity to embrace the change
- › solution oriented
- › Structured

### Tools

- › Gen AI : prototyping, etc.
- › JIRA, Trello, Confluence
- › Figma, Miro, Office 365
- › Google Analytics, Firebase, SQL, postman
- › Store Google et Apple

### Languages

- › English (pro)
- › French

## EDUCATION

### Product Manager

OPENCLASSROOMS - (B+5 EQ.)

incl. digital mktg, lean innovation, UX

### Scrum PSPO I et PSM I

### Product watch

50+ book  
1000+ articles  
Synthesized in a knowledge base

### Google Analytics certification

### Master MIAGE

## Retransferable Product Manager for 2y of xp

Carrefour, Digiposte, LCL, etc. - 2011 to 2018

- *Android developer 7 years, mult. mobile products including Digiposte (1y), Carrefour loyalty app (1y) and Ingenico cash register (1y)*  
Knowledge of UX and functional possibilities of mobile platforms  
Knowledge of dependencies, costs and associated risks  
Scrum at different maturity levels, Android/iOS eq. (up to 11 dev.)
- *North American experience - innovation culture*  
R&D tax credit advisor for various tech companies