



ROMARIC DELAHAIE - PRODUCT MANAGER

Ex-Dyson PM, I identify strategic business opportunities & key user needs to deliver high-value products.

NO VISA REQUIRED (PRE-SETTLED)

LONDON

BOOK

LINKEDIN

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MY PRODUCT MANAGER 3Y EXP.

Dyson - Health&Fitness app + IoT wearable - Launch 2024

UK - 2022 - 1y

Set New Product Category Vision - 2mths

- Gather & study data-science/commercial consumer&competitor insights to build user personas, 'day in life', hypothesis
- Understand the industry-leading embedded OS & cloud data requirements
- Prioritize backlog of embedded & mobile app features (MoSCoW,Risk/opportunity) - Multi-party MVP & vision approval

Drive Product until POC - 10mths

- Lead & collaborate with 7 designers (UX,UI, Motion) + Product Owner (3 dev teams) to deliver 6 new embedded micro-apps (50 screens) and the associated iOS/Android mobile app (50 screens to view, set up and edit health&workout data)
- Design of wireframes, UX patterns/interactions, oversee of embedded OS GUI kit design and dev implementation
- Bi-weekly quantitative & qualitative user validation cycles (45m validation interview, usability test, card-sorting, survey)
- Negotiations with stakeholders (CEO, hard/Soft VPs, Commercial, Legal,) to keep the product focused on solving clear user needs despite daily project shifts at multiple company-level (150+ people project)

Measure of success

- Successful delivery & metric-validation of the POC mobile app & IoT EVT rig with its embedded running micro-apps
- Average end-cycle user testing success score of 9.2/10 + positive qualitative user feedbacks

SaaS Startup - b-eve social safety app + IoT wearable - Founder

FR - 2020 - 1y

Set Product Vision - 6mths

- Study competitor apps & hard. solutions, extensive exploratory interviews (policemen, firemen, victims of aggression)
- Build Business plan, product feature roadmap, financial forecast, detailed user need & present back to investors/incubator

Drive MVP Product Delivery - 6mths

- MVP & Hypothesis experiment: wireframe 'Concierge-style' interview, fake landing page, email MVP, shadow button
- Discrepancy between interview data and actual user activation rate (user interested but wouldn't actually use the service)

Prod. Manager Training IIBA Certification

1st Prize J.Dyson Innov. Award

SQL Queries

MY PRODUCT DESIGNER 5Y EXP.

Dyson - MyDyson smart-home app - 15M users

UK - 2021 - 1y

- Next-gen Dyson smart-home/health/wearable app design-vision exploration & feature roadmap building
- Close collaboration with group commercial, finance, cloud/data & devs to support & present back achievable business case
- Feature ideation/workshop, UX wireframes, UI exploration, extensive user testings (running in-person interviews, online click/tree testing, 4mo. diary study with 7 competitors apps and 10 participants)

Freelance Consulting

FR - 2020 - 1y

- Launched designed products: 4 websites, 2 web apps, 1 online-coaching platform (8-13K daily traffic)
- Company branding strategy audit, brand image guidelines design - 10K€ turnover in S4 2020

Accenture Design

NL - 2019 - 1y

Adobe Suite

Figma

Sketch

Userzoom Research

MY PROJECT MANAGER 2Y EXP.

Glue Design & Strategy Consultancy

UK - 2023 - 1y

- Daily plan/manage the design team & project delivery, improve design/research processes to drive business efficiency
- Set-up & report of team efficiency OKRs/KPRs + Automated resource forecast planning tool (Jira, Tempo)
- Delivery of 7 projects: E-commerce CRO Exper. & B2B web apps for leading indus. players (Staysure, Hastings) - £300K

Dyson NPI

UK - 2022 - 1y

- Lead & implement new internal AGILE WOW & delivery pipeline for embedded & mobile app features (set up Atlassian suite)

PRINCE2 Training

AGILE 4y Exp.

Jira ACP-620 Certification + 3y Exp.

MY TECHNICAL BACKGROUND.








Master Engineering Degree

FR - 2019 - 5y

- 5y Major in Engineering at UTC - University of Technology of Compiègne - Top5 French Engineering School
- 2y Minor in Product Design - Major of Promotion

Soft. Dev Qualification - 31h - LinkedIn Training

DYSON FEEDBACK 2021/2022

19/11/2021	 Global Design Director Jon Marsh	Which skills have I demonstrated that have been valuable to a project and/or to you?	Rom is very intelligent and proactive in all that he does. He's able to quickly see solutions and has the capability to demonstrate and communicate those solutions to others. Rom has managed to quickly establish himself in the team as someone who makes things happen, brings people together and moves projects forwards at pace. I've really appreciated Romaric's proactive approach to [redacted] and his ability to bring multiple disciplines together and make progress as a united team.
19/11/2021	 Jon Marsh	How can I better support you in your work?	Romaric has done a great job in a very challenging role this year, I've been really impressed with his positive attitude and collaboration across teams.
20/07/2021	 Project Director James Terry-Collins		Romaric has done a fantastic job since joining the [redacted] project team. He's grabbed hold of a complex problem and within a short timeframe has generated plausible proposals to push the project towards BA. He actively engages with the rest of the project team, and manages his worklist using project tools to give visibility to the project PM. Fantastic stuff!
08/08/2022	 Senior UI Designer Momin Sajid	What are your thoughts about collaborating with me for the past 6 months?	Romaric has been one of the easiest persons to collaborate with - his management style of [redacted] has been one of neutrality, seeing all sides of the story and trying to convey the correct message across to make sure the work is delivered on time with the correct quality.
25/11/2021	 Lead Motion Designer Harry Hextall	Which skills have I demonstrated that have been valuable to a project and/or to you?	Project management. I have been nothing but inspired at how well Romaric has picked up the unnatural challenge of managing a behemoth project like [redacted]. There have been so many aspects to the design of this project that he has had to get to grips with and understand. I have been impressed with his organisation skills and his planning skills. He has also been very good at managing relationships between different disciplines within this project as well.
01/12/2021	 Head of Connected Experience Design Chris Howard	Which skills have I demonstrated that have been valuable to a project and/or to you?	You've gone way above and beyond your job description on [redacted] Rom, essentially project manager the digital element! Your approach is thorough and I can tell you have all the right intentions to do things right, and to address the issues that we've discussed around inter-product dependencies, UI consistency etc. I also know there's plenty of frustrations to deal with and you do a good job of not letting them get on top of you.
22/11/2021	 Senior Product Experience Designer Mike Ralls	Which skills have I demonstrated that have been valuable to a project and/or to you?	<p>The obvious one for me is your leadership. You have been the acting as the Lead Designer for [redacted] since I began and it has been brilliant.</p> <p>Since joining the project I have found your organisation skills priceless. You have really added structure to [redacted] not just within Product Experience but also with the wider teams. This has really helped with us plan our sprints and know what work we need to do and for when.</p> <p>You're proactive nature to talk to people, find out answer and remove blockers where possible has been brilliant. That mind set is so important to have as a designer and it really helps us as a team.</p> <p>The other key area for me is your teamwork. You have taken your role as Lead and excelled in it. It is exactly what [redacted] needed even if it has had a negative on the amount of time you have had to design. You are constantly putting the needs of the team above your own, but are also collaborating and communicating with us regularly which is what is needed.</p>