



ROMARIC DELAHAIE - OPEN TO PM POSITION

EXPERIENCE: 3Y PROD. MANAGER + 5Y PROD. DESIGNER

Ex-Dyson PM, I have delivered complex B2B platforms, B2C marketplace & apps for industry-leaders



PORTFOLIO

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LONDON

NO VISA REQUIRED (PRE-SETTLED)

Glue Design & Strat. Consultancy

PRODUCT MANAGER

DELIVERY MANAGER

NOW UK 1y 2023

4 Products: £300K B2B web apps + E-commerce CRO for leading indus. players: Blinds2Go, Hastings, Eque2 - delivered

- Collaborate with 3 client PMs to build & review epic backlog, sprint status & roadmap planning
- Manage daily project sprint, plan hour-based effort, lead AGILE rituals & enhance delivery efficiency

Product: Internal Agile Performance software - in use

- Build an internal KPR/cost/task/time Agile platform to forecast workload and track client project efficiency
- 6mth project delivery performance increased by +15% and employee/client delivery satisfaction by +22%

Dyson

PRODUCT MANAGER

UK 1y 2022

Product: Health&Fitness app + IoT wearable - launch 2024

Set New Product Category Vision - 2mths

- Build 5xPersonas using China/USA consumer & competitor insights (10+ 'day in life' videos, 20+ exploratory interviews)
- Get stakeholder's approval on prioritized backlog of 50+ embedded & mobile app features (MoSCoW, Risk/opportunity)

Drive Product until POC - 10mths

- Lead & collaborate with 7 designers (UX/UI, Motion), Product Owner (3 dev teams) to deliver 6 embedded micro-apps (50 screens) and the companion iOS/Android app (50 screens to view, set up and edit health & workout data)
- Design of wireframes, oversee of UX patterns & embedded OS GUI kit design, writing of user stories & epic spec.
- 15+ bi-weekly quant. & qual. user validation cycles (45m validation interviews, usability testing, card-sorting)
- 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 (120+ people project)

Measure of success

- Delivery of the POC mobile app & IoT EVT rig with its embedded running micro-apps
- MCS metric-validation with avg. end usability testing score of 9.2/10 + positive qualitative user feedback

Dyson

PRODUCT DESIGNER

UK 1y 2021

Product 1: MyDyson smart-home & air quality app (15M downloads) - 6mth - launch 10.2022

Product 2: Headphone Air pollution & Sound-health app - 6mth - launch 02.2023

- Design next-gen Dyson smart-home & health app & build 5+ years feature roadmap (7+ concepts)
- Collaboration with commercial, finance, cloud/data & devs to find new in-app income & business model opportunities
- Feature ideation, workshop, UX wireframes, UI exploration, product strategy (key benefit, user needs)
- 40+ in-person interviews, online click/tree testing, 4mo. diary study (5 competitor products for 7 participants)

SaaS Startup

PRODUCT MANAGER

FOUNDER

1ST PRICE DYSON AWARD

FR 1y 2020

Product: b-eve social safety app + IoT wearable - aborted

- 20+ interviews (policemen, firemen, victims of aggression), 5 SaaS tested concepts, 30% expec. Gross M. on hardware
- Build Business plan, feature roadmap, financial forecast, MCS, AARRR, present back to investors/incubator
- MVP/hypothesis 'Concierge-style', fake landing page, shadow button validation: 3.5/10 end usability score

Freelance Consulting

PRODUCT DESIGNER

FR 1y 2020

4 Products: 3 websites, 1 web app, 1 leading coaching platform (8-13K daily traffic) - launch 2020/21

- Market fit audit, 20+ user testing, design to drive business growth via client retention & conv. rate increase - 10K€ in S4

Accenture Design

PRODUCT DESIGNER

NL 1y 2019

Master Engineering Degree

FR 5y 2019

- 5y Major in Engineering at UTC - University of Technology of Compiègne - Top5 French Engineering School
- 2y Minor in Product Design - Major of Promotion (2018-2019)

Skills & Certifications

Prod. Manager Training IIBA Certification

SQL Queries

Soft. Dev Qualification - 31h

Figma

Adobe Suite

Sketch

Userzoom Research

PRINCE2 Training

AGILE 4y Exp.

Jira ACP-620 Certification + 3y Exp.

GLUE CONSULTANCY 2023 FEEDBACK.



Billy Clarke · 1st

Delivery Director @ Glue | Commercial Validation for Digital Experiences

December 13, 2023, Billy managed Romaric directly

There are things about Rom that you won't find anywhere else.




As much as people believe themselves to be or say it about others, it's not every day you meet a truly considered thinker. Rom has this uncanny ability to take the vast and seemingly unwieldy problem back to his desk and return with a clear and obvious solution. His justifications and ability to articulate it capture his audience. And wait for it—he then orchestrates change effortlessly.

When it comes to Rom, he has made uncertainty and unpredictability and change his friend. And it's evident: Rom has bountiful commercial awareness and operational maturity. These are his superpowers, allowing him to operate at a high capacity with bucketloads of enthusiasm and perseverance.





I've talked about Rom's adaptability, but where it comes from is from how brave he is. He's vulnerable, inquisitive, and hungry. He knows how to have fun and laughs at himself. Everyone enjoys being around him. But, just as a word of warning... never play a game of table tennis against Rom—don't even try. You. Won't. Win.

Work with Rom, you won't regret it.

DYSON UK NPI 2021/22 FEEDBACK. (1/2)

19/11/2021	 Global Design Director Jon Marsh	Which skills have I demonstrated that have been valuable to a project and/or to you?	Romaric is very intelligent and pro active in all that he does. He's able to quickly see solutions and has the capability to demonstrate and communicate those solutions to others. Romaric 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 <input type="text"/> 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 <input type="text"/> 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!

DYSON UK NPI 2021/22 **FEEDBACK. (2/2)**

08/08/2022	 <p>Senior UI Designer Momin Sajid</p>	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 [] 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	 <p>Lead Motion Designer Harry Hextall</p>	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 [] There have been so many aspect 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	 <p>Head of Connected Experience Design Chris Howard</p>	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 [] 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 dependancies, 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	 <p>Senior Product Experience Designer Mike Ralls</p>	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 [] 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 [] 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 [] 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>