

# RUBEN TOUITOU

PRODUCT AND DESIGN EXPERT **10+ YEARS**

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In 2018, I founded **Red Paragon LLC** through which I have gained invaluable hands-on experience in **startup advisory** and in leading the creation of applications in **artificial intelligence, Web3** and **communications**. This experience has equipped me with a versatile skillset, allowing me to excel in a dynamic professional landscape and I am now looking to bring my diverse startup knowledge to a great team to grow both personally and professionally.

## Experience

### Freelance Product/Design Expert - Red Paragon

New York City, July 2018 to Present

Freelance **Chief Product Officer** for Trident3 (August 2022 to Present)

- Entered the **Outlier Ventures - Polygon Labs Accelerator**
- Responsible for the **design and development process** for all company products from ideation through production
- **Scoped and implemented** features for the white-label platform. Designed the UI/UX with Figma, HTML, CSS, VueJS

Freelance **Head of Design** for OneShift (October 2019 to November 2020)

- Defined and evangelized OneShift's **design system**; ensured quality and consistency across platforms.
- Made data-driven decisions by monitoring **KPIs** resulting in a **30% increased usage** of the targeted chat feature.

Freelance **Chief Product Officer** for Aiko Mail (July 2018 to Present)

- Awards: *Best AI company of the year, Best Startup founded in NYC, Email platform of the year*
- Responsible for **product management, design, innovation** and **vision**.
- Improved the website which **increased daily waitlist signups by 500%**, used HTML and CSS, UX design in Figma.
- Designed the desktop app using **Sketch, CSS** and **VueJS**. Implemented **Beta users' feedback** into UX iterations.

### Head of Product - Epic AI

New York City, May 2017 to July 2018

- Collaborated with the CTO, **managed the engineering and design teams** to build multiple **AI** and **Web3** applications.
- **Led client meetings** with global influencers, **organized and spoke at panels** of industry experts in New York City.
- **Managed** user interface (**UI**) and user experience (**UX**) **teams** for all applications. Used **Sketch, HTML, CSS, JS**.
- ① Epic AI is the umbrella company for AI and Web3 companies such as Crane AI, Coindealer, Trane AI, Flowmetrics...

### Head of Product - Arret sur Image

Paris, October 2013 to May 2017

- **In charge of the company's digital products**. Designed and built company website using Figma and **HTML, CSS, JS**.
- **Trained and led the digital teams (Design/Engineering)** for internal technology products and client projects.
- ① Arrêt Sur Image is a leading communications consulting company. Clients include Deloitte, AXA, Nestle Waters, Suzuki, Total, Saint-Gobain, L'Oreal and more.

## Skills and more



- Judge for **A'Design Awards, Stevie Awards, Intl. Business Awards**
- **English:** Native **French:** Native **Spanish:** Intermediate
- **Product management, Innovation management, leadership, startup advisory, Jira, Asana, Agile, Fundraising, UI/UX, Figma, Sketch, Adobe, HTML, CSS, Git, VueJS, AWS, Cloudflare**

## Education

**MBA (Partial).** **GMAT: 730**  
**INSEAD** **2022**  
**Bachelor's, Computer Science**  
**University of Miami** **2017**