Flora Michalon

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Ex-founder and Product Designer, I turn complex product problems into clear end-to-end user experiences. With nine years from global brands to startups, I bring a versatile approach focused on impact, from user research to design systems.

Education

Internet Engineering - RNCP
Level 7, Master's degree equivalent
Hetic, 2015-2018 | Paris, France
Development, design and digital marketing

Two-year technology degree (DUT MMI)
UPEM University, 2013-2015 | Paris, France
Technical diploma in digital media, strategy & design

Skills

Community & Leadership
Hosting executive events with Switech
Co-founded Switech, a network of 100+ tech leaders and executives from companies like Philip Morris, Nestlé, Swissquote, the European Commission...

Design System, Wireframes & Prototyping
Figma, Adobe CS, Sketch

AI-assisted Design & Web development
MCP, Claude Code, Framer, Webflow

User Research & Tracking
Linear, Notion, Google Analytics, Hotjar

Pitch, Fundraising
Deck design & content, Storytelling

Experience

Product, Design & Advisory
Freelance, 2017-Present | Hybrid
Product and design partner for founders and small teams, with 20+ collaborations since 2017: product logic, branding, wireframes and prototypes, interfaces, websites and launch support.

Partner & Head of Product Design
PropertyGRID, 2024-2025 | Miami, United States
Joined the founding team of a US blockchain real estate platform. I repositioned the brand for institutional investors and designed the marketplace from 0 to 1, leading two designer contractors. My strategy and pitch decks contributed to a $6M fundraise and 80+ accredited investors on the waiting list.

Co-founder, Product & Design Lead
Iteration X, 2020-2024 | Paris, France
Co-founded a contextual feedback tool pairing a novel issue tracker with a browser extension. As founding designer, I owned the end-to-end user experience from zero to 200+ clients, collaborated with a team of 9 developers and designers, and helped raise €4.7M at a $22M valuation through to my exit.

Product & UX Designer
Air France-KLM (Startup Studio), 2018-2020 | Paris, France
Worked directly with the founding teams of Lizee and Explora Project, designing their end-to-end user experience, developing their platforms and contributing to product and go-to-market strategy. Lizee raised €1M; Explora Project welcomed 500 travelers, then raised €1.7M.

Languages

English
Fluent

French
Native

Italian
Intermediate (B1)