David Prati

Lead Product Designer

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Summary

Product designer (UX, UI, service design) with 15 years of experience on complex B2B and B2C products, most recently a real-estate marketplace and AI (artificial intelligence) products. Hired or helped hire 15+ PMs and product designers across 5 companies, with mentoring and OKRs. A generalist with product thinking and systems thinking, technical enough to prototype and ship in code.

Experience

Founding Product Designer, then Product Lead — Zefir — September 2021 – August 2026

First product hire at Zefir, a startup connecting home sellers with real-estate agents.

- Designed the agent app, the seller dashboard, the back-office and their design system from scratch (8 engineers, 2 PMs, 2 ops, 2024 – 2026): **homes grew from 300 to 3,200** with the same 8 account managers.
- Mapped the end-to-end customer journeys and designed the marketplace's CRM (customer relationship management) sequences: seller satisfaction (CSAT) up from 5 to 6 out of 10.
- Framed the “Test the market” initiative and its success metrics, then aligned ops and sales teams: **share of homes listed at the right price up from 25% to 50%**, share of homes sold up 5 pts.
- Prototyped in code the numbers summary sellers receive after 15 days on the market, and designed in-app training to help agents prepare their calls: CSAT at day 30 up from 7 to 8 out of 10.
- As sole designer, designed the natural-language AI search of a home-buyer platform, from prompt to results (July – December 2025): platform grew **from 0 to 50,000 monthly visitors**.
- Iterated in code after searches launched fell 15 pts below the classic version, until they matched it.
- Coded an AI assistant to replace the seller lead form (June 2026): **15 pts higher conversion** than the form.

Product Designer — Alan — March 2021 – August 2021

- Designed the automation of reimbursements to reduce support contacts (service design).

Product Designer — Back Market — January 2019 – March 2021

- Owned the whole post-purchase experience, for customers and refurbishers, as the 2nd product designer, and created the design system; the experience rolled out in 10+ countries while the design team grew from 3 to 10.

Freelance Product Designer — cowork.io — February 2018 – January 2019

- Built a meeting-room booking app from scratch.

Product Designer — Deezer — May 2017 – December 2017

- Redesigned the profile and album pages, and worked on music recommendations on the home page.

Art Director and Front-end Developer — Spintank, Rezo Zero, Enyware — September 2011 – May 2017

- Led the redesign of the Château de Versailles website (2016) and of the City of Paris website (2015).

Skills

- **Product design**: UX design, UI, design system, service design, marketplace, B2B SaaS, AI products, web, mobile
- **Research and framing**: user research, product discovery, user interviews, usability testing, quantitative data, problem framing, user journeys, cross-functional collaboration with founders, ops, sales, engineering
- **Methods and teams**: Agile, Scrum, product specifications, OKRs, roadmap, prioritization, hiring, mentoring
- **Tools**: Figma, FigJam, Claude Code, HTML/CSS, JavaScript, React, prototyping in code

Education

DUT, Services and Communication Networks — Université de Technologie de Belfort-Montbéliard, 2009 – 2011

Languages

French · English (fluent)