

Maxence Mauduit

Product & Experience Executive · Interaction
Systems & Scale



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EXECUTIVE PROFILE

Product & Experience Executive with 13+ years operating at the intersection of monetization, platform products, and interaction systems. Track record of leading high-stakes pivots, shaping early product decisions, and scaling execution for IPO readiness. Comfortable operating as an executive or as a hands-on contributor where clarity and speed matter most.

PROFESSIONAL EXPERIENCE

BUZZVIL | SEOUL, SOUTH KOREA (11+ YEARS)

Chief Design Officer (CDO) — IPO & Platform Readiness

Sept 2022 – Present

- Led design and experience strategy for IPO readiness, aligning execution standards with business and engineering priorities.
- Improved product delivery efficiency by reducing UI fragmentation and clarifying ownership across teams.
- Shaped new monetization experiences using multi-mission rewarded interaction models to support long-term engagement and retention.
- Operated on high-impact initiatives and systemic decisions, remaining hands-on where early product decisions required speed and depth.

Product Manager & Head of Design | The Strategic Pivot

Jan 2019 – Sept 2022

- Led a company-critical pivot following major platform policy changes, successfully transitioning the business to Offerwall and SDK-based monetization.
- Owned end-to-end product strategy for publisher-facing products, with KPIs centered on monetization performance.
- Designed and shipped server-driven UI capabilities that reduced engineering overhead and accelerated partner integrations.

Head of Design (Member #24) | Growth & Scalability

Nov 2014 – Dec 2018

- Built and scaled the design function from early stage through hyper-growth as one of the company's first employees.
- Led the transition from B2C consumer products to B2B SDK offerings, enabling new revenue channels.
- Established shared interaction standards and execution practices to support rapid growth without experience fragmentation.
- Automated creative review workflows, shifting the team from production-heavy work to product innovation.

CMS GROUP (3S INFORMATIQUE) | PARIS, FRANCE (3+YEARS)

Service & UX Design Lead

Mar 2011 – Apr 2014

- Translated academic research into a commercial SaaS EdTech platform while embedded in a research lab at Arts et Métiers ParisTech.
- Built a systemic UI foundation aligned with production code to improve consistency and delivery speed.
- Co-authored and presented research on co-design validation at IASDR Tokyo.

EDUCATION

- Research Master's in Virtual Engineering & Innovation, Arts et Métiers ParisTech (ENSAM), France
- Master's in Interaction Design (Hypermedia), L'École de Design Nantes Atlantique (EDNA), France

SKILLS & TECHNOLOGIES

- **Core Capabilities**
 - Product Strategy & Execution
 - Interaction Systems & UX Architecture
 - Early Product Discovery & De-risking
 - Monetization & Platform Products
 - Scale Readiness
- **Leadership**
 - Cross-functional Leadership
 - Senior IC & Team Enablement
 - Product & Design Hiring
- **Tools (minimal)**
 - Figma, Prototyping, Data-informed experimentation