

PORTFOLIO





OSLO - PARIS

GUILLAUME LASSIAT
LEAD SENIOR DESIGNER

+47 94450952
g.lassiat@gmail.com
www.guillaumelassiat.com

FROM **ABSTRACT THEORY** TO **FUNCTIONAL REALITY**

THE WHO

With over 17 years of experience as Lead UI/UX design and product development for SaaS and desktop solutions, I've spent the past three years contributing to Autodesk's creative initiatives, working closely with platforms like Autodesk Forma and Revit.

My focus is on leading design teams and crafting user-centered experiences that elevate both functionality and engagement, while aligning design decisions with real project needs.

My mission is to help organizations communicate more effectively and bring clarity to complex digital workflows.

I combine strong technical project-management skills with AGILE/SCRUM methodologies to foster smooth collaboration across teams.

More recently, I've been expanding this mission by leveraging AI-driven solutions, integrating them through APIs, and exploring the Model Context Protocol (MCP) to create more intelligent, scalable, and adaptive design ecosystems.

Ultimately, I aim to bridge creativity, technology, and human-centered thinking to deliver meaningful and innovative digital experiences.

“ If everyone is **moving forward together**, then **success takes care of itself.** ”

————— •• Henry Ford



SUMMARY

FROM STRUCTURAL PROCESS TO FINAL ARTIFACT



THE HOW



METHODOLOGY & OPERATING MODEL

04

Orchestrated a dual generative framework with rigorous human-led validation.

THE WHAT



ARCHITECTING A GLOBAL GEOSPATIAL MARKETPLACE

08

Architected a global geospatial data marketplace with seamless web pre-visualization.



DEVELOPER ECOSYSTEM & APP STORE

14

Architected a global geospatial data marketplace with seamless web pre-visualization.



GLOBAL AUDIT & ADVISORY DESIGN

20

Streamlined a fragmented 89-country digital footprint into a unified corporate portal.



BIOMERIEUX IMMERSIVE TRAINING PLATFORM

26

Engineered a gamified 3D lab to modernize global customer training.



METHODOLOGY & OPERATING MODEL

STRATEGY TO TANGIBLE ARTIFACTS

PORTFOLIO 2026 - GUILLAUME LASSIAT



START WITH CLARITY

“Know what you’re trying to say. Whether it’s launching a product or building emotional connections, the vision needs to be clear.”

RESEARCH AND ANALYSIS

This involves researching and analyzing the target audience, industry trends, and competitor products. This step helps designers gain a deep understanding of user needs and preferences and identify potential challenges and opportunities for the product.



EXPERIMENT & ITERATE

Some of the best ideas came from simply trying things out, seeing what worked, and refined from there.

DESIGN AND DEVELOPMENT

Once the wireframes and prototypes are finalized, the design phase begins. This involves creating visual designs and refining the user experience based on feedback gathered from the previous steps. During this stage, designers work closely with developers to ensure that the designs are technically feasible and can be implemented within the product.



LET’S THE STORY GUIDE THE DESIGN

Every visual, interaction and design should serve the narrative of the vision. If it doesn’t help understand the vision, it’s not needed.

WIREFRAMING AND PROTOTYPING

This step involves creating a basic layout or wireframe of the product’s interface to establish the structure, functionality, and flow of the product. Prototyping is a critical step in the design process that allows designers to test the usability of their designs and identify areas for improvement.



MAKE IT PERSONAL

The best visions create emotional connections to the brand. Whether through AI personalization or custom design, find ways to make the experience unique for each user.

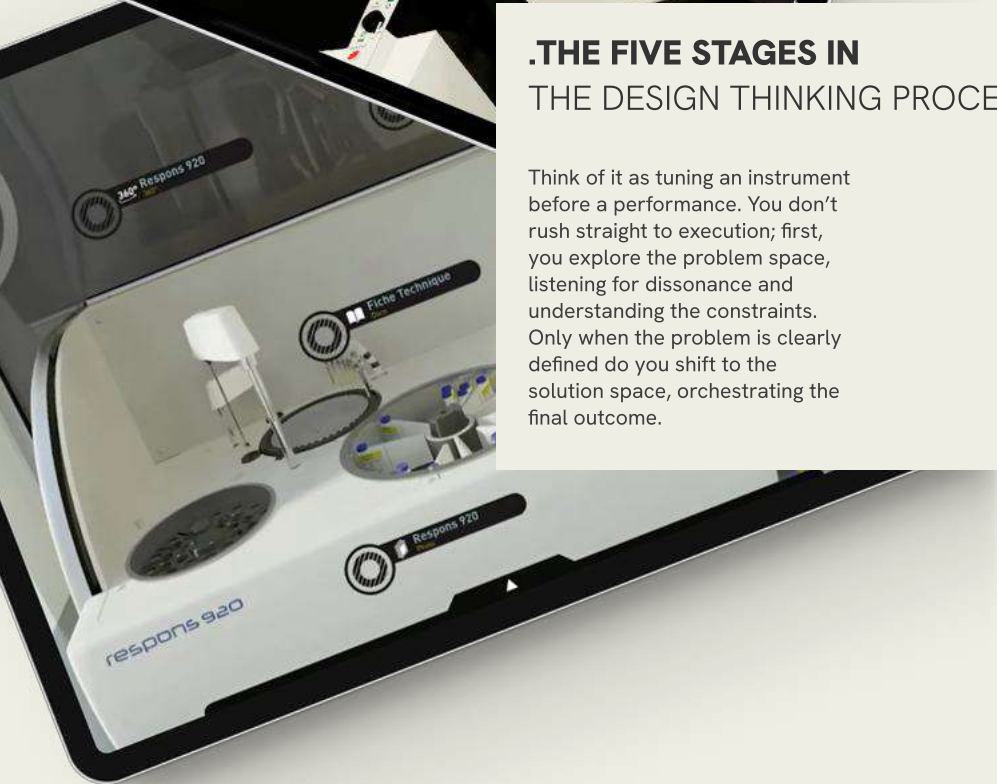
TESTING AND LAUNCH

The final stage of the UI/UX design process involves testing the product and launching it to the market. Testing can include usability testing, A/B testing, and user acceptance testing to ensure that the product meets user needs and expectations. Once the product is launched, designers continue to monitor user feedback and iterate on the design to improve the user experience over time.



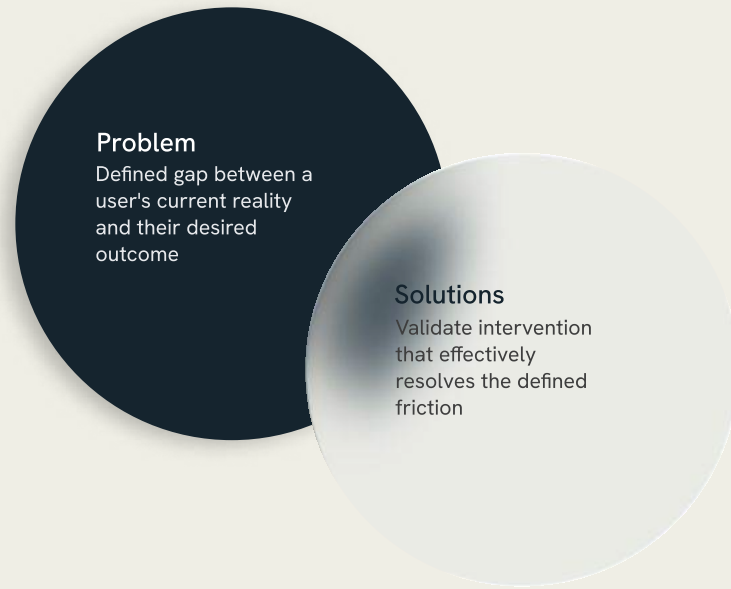


.REAL PROBLEMS MET WITH PRACTICAL SOLUTIONS

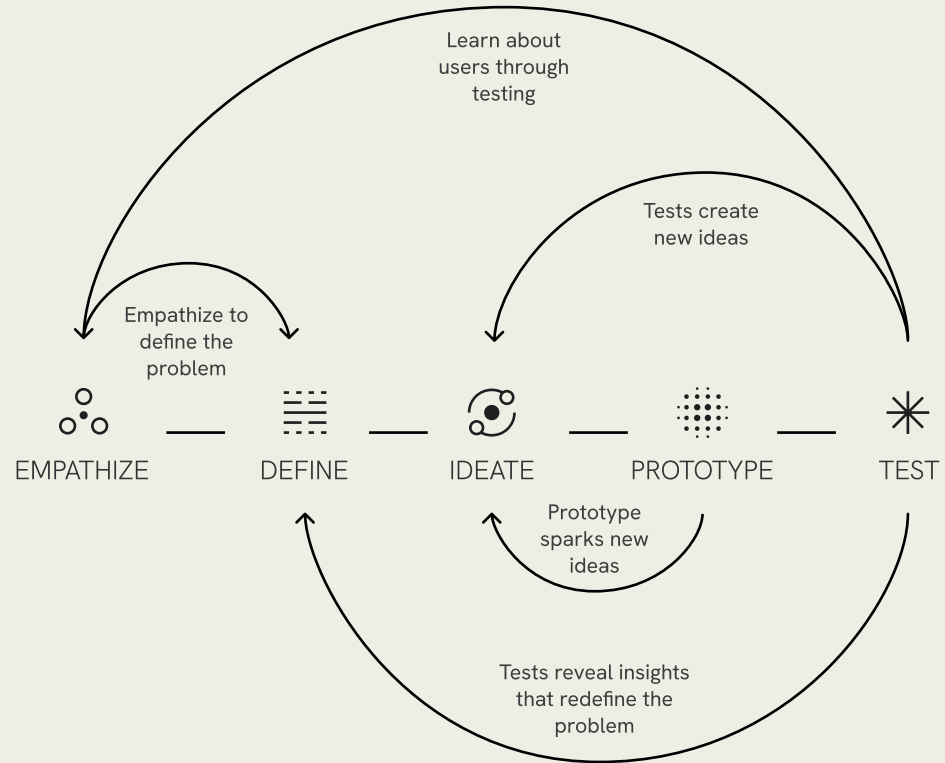


.THE FIVE STAGES IN THE DESIGN THINKING PROCESS

Think of it as tuning an instrument before a performance. You don't rush straight to execution; first, you explore the problem space, listening for dissonance and understanding the constraints. Only when the problem is clearly defined do you shift to the solution space, orchestrating the final outcome.



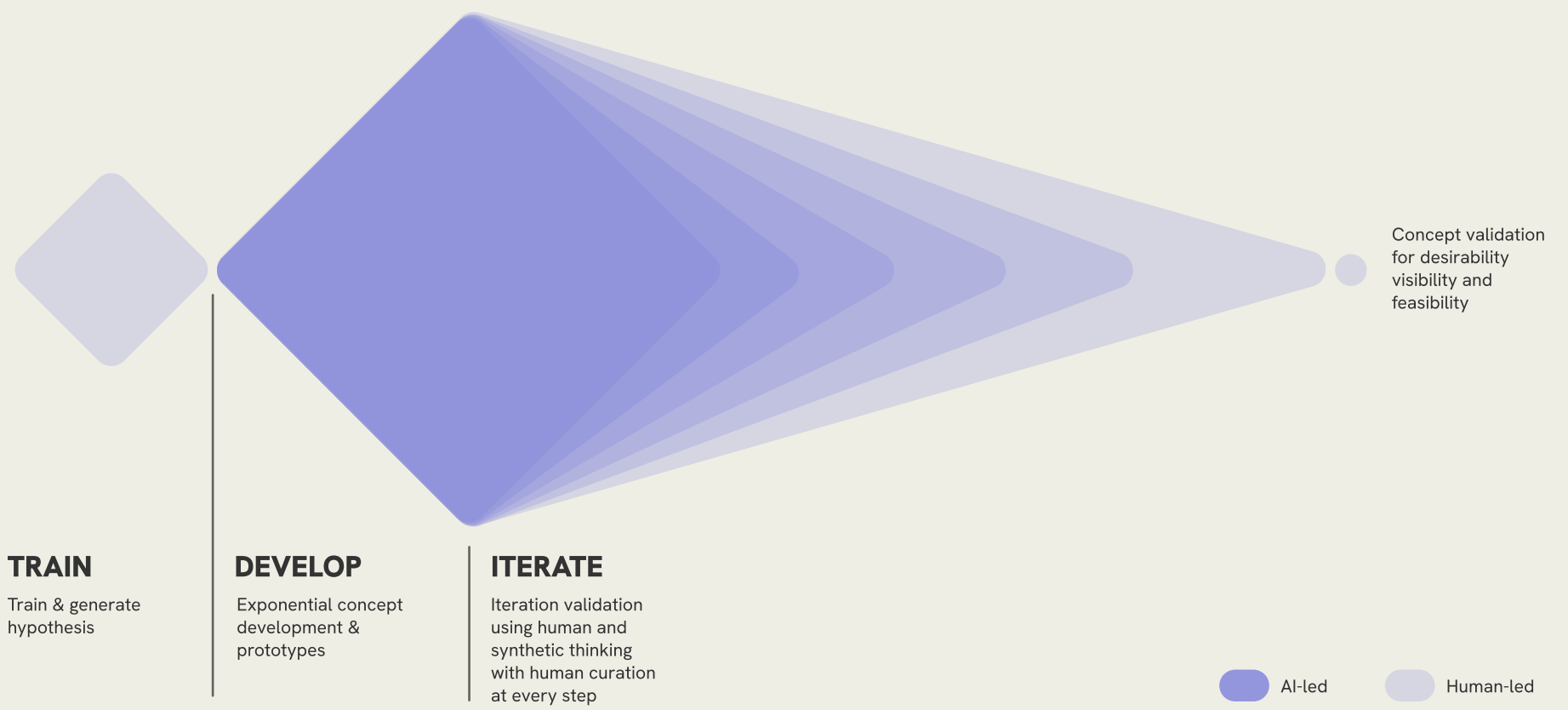
01
|
00





.OPERATIONAL FRAMEWORK FOR EXPONENTIAL CONCEPT DEVELOPMENT

ORCHESTRATING HUMAN & AI



PORTFOLIO 2026 - GUILLAUME LASSIAT

.CONNECTING THE DOTS BETWEEN NEUROERGONOMIC FOUNDATIONS AND HYBRID AI TOOLCHAINS COGNITIVE ARCHITECTURE

Neuroergonomics adapts digital architecture to human cognitive limits, integrating seamlessly into hybrid UI and UX workflows.

While AI rapidly generates broad interface concepts, applying these biological principles demands deliberate human curation. Automating generation with tools like Cursor or Figma MCP shifts focus to strategic validation. This dual workflow lowers interaction friction, ensuring the final experience perfectly matches human cerebral capabilities.

SYNTHETIC GENERATION

Advanced toolchains rapidly map behavioral data to explore exponential interface concepts. This automated phase establishes a vast spectrum of structural possibilities without human bottlenecks.

NEUROERGONOMIC CURATION

Human curation filters generated concepts through cognitive constraints. Neuroergonomic principles dictate structural choices to align with cerebral capabilities and eliminate friction.

VALIDATION AND EXECUTION

Artifacts undergo strict testing for feasibility and desirability. This connects the initial hypothesis to the final interface, ensuring an efficient system tailored to the operator.

|| AS THE PROBLEM COMES INTO
FOCUS, THE DESIGN SHIFTS FROM
EXPLORATION TO PRECISION. ||

00
01



ARCHITECTING A GLOBAL GEOSPATIAL MARKETPLACE

SaaS & Desktop Software

Building a worldwide contextual data marketplace for Autodesk Forma required balancing aggressive revenue goals with a frictionless user journey. This initiative established a secure monetization pipeline for high-fidelity geographic datasets, transforming global data acquisition and driving scalable platform growth.

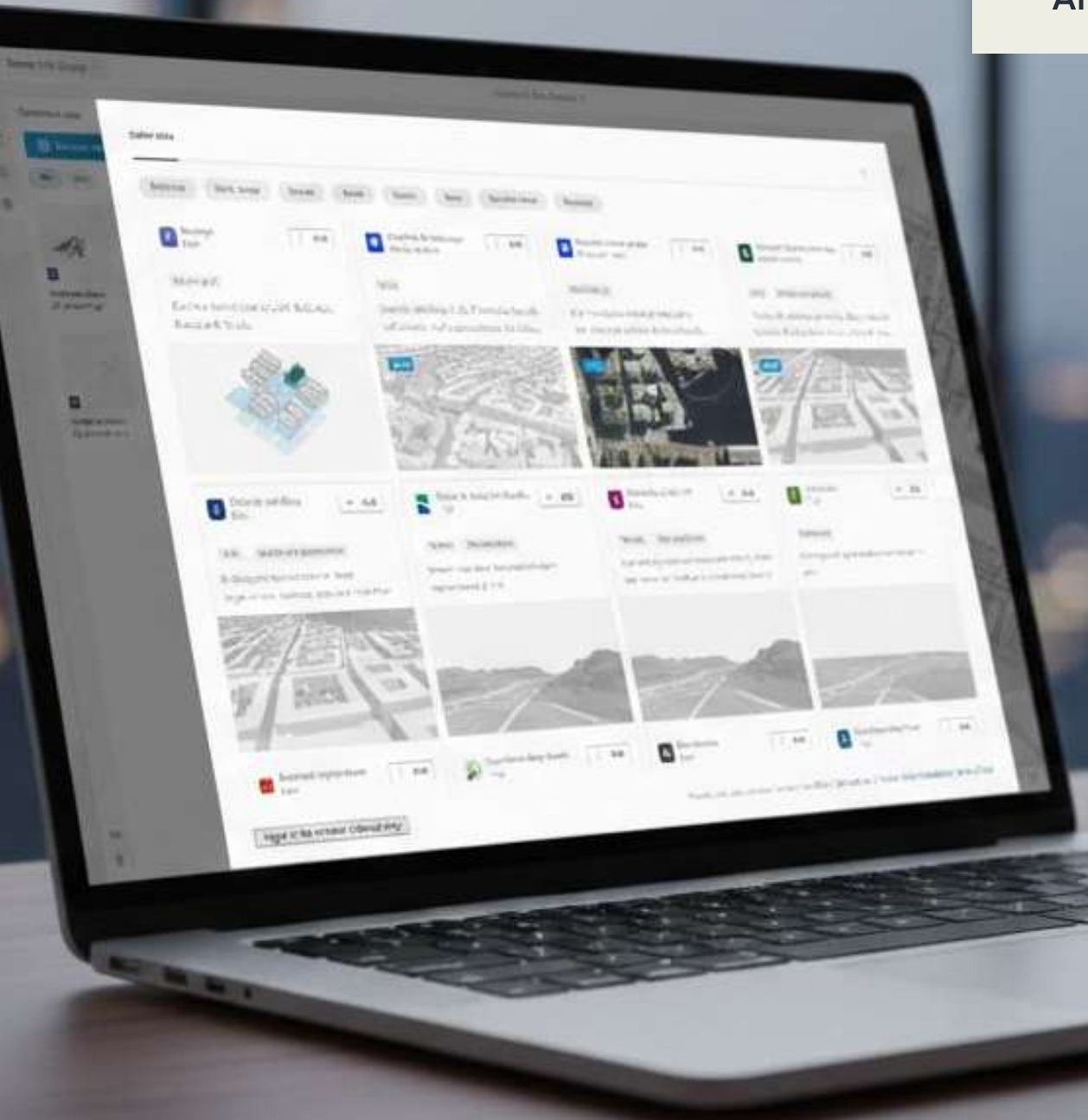
.SCALING GLOBAL DATA ACQUISITION AND DISTRIBUTION

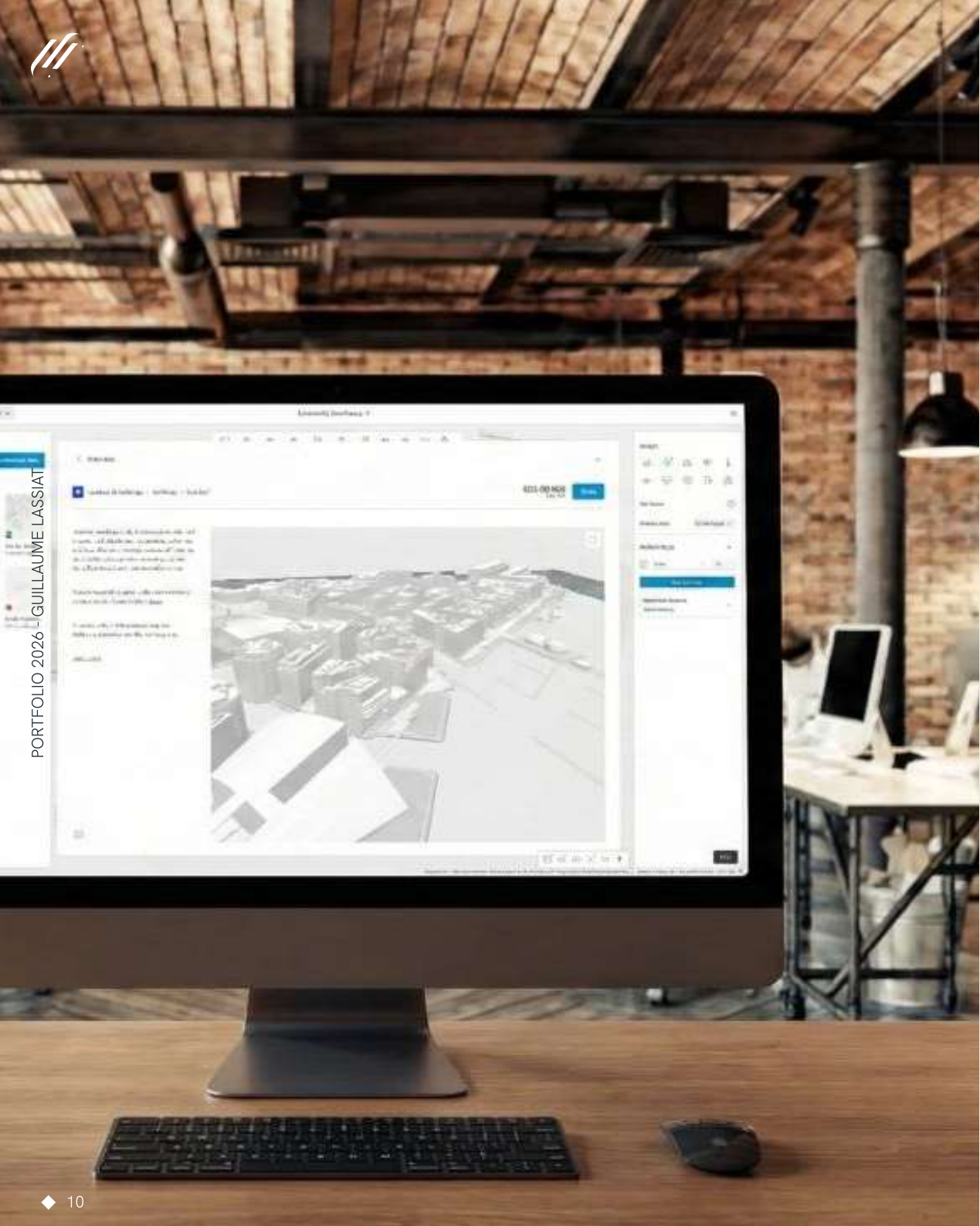
VISION & EXECUTIVE SUMMARY

Transforming a platform into a centralized data hub requires a flawless pipeline for acquiring and distributing complex geographic context.

At Autodesk Forma, I took ownership of the UX (User Experience) strategy to architect our contextual data marketplace. By treating data pre-visualization and acquisition as a core product flow, we empowered strategic partners to distribute premium data seamlessly.

This culminated in integrating high-fidelity local providers, like Geodata in Norway, and establishing a headline partnership with ESRI for ArcGIS integration in Autodesk Forma Platform.





.BALANCING DATA SCALE WITH USER TRUST AND MONETIZATION

CORE CHALLENGE & DATA COMPLEXITY

Integrating LOD2 (Level of Detail) building data and other kind of typology of contextual data presented significant challenges in both data scale and user trust.

Users needed to confidently assess the quality of massive GIS datasets before committing to a financial transaction via our Stripe integration. My mandate was to resolve these friction points by addressing several UX features and solutions.

. THE CORE CHALLENGE & DATA COMPLEXITY

PRE-VISUALIZATION FRICTION

Designed tools to preview complex 3D (Three-Dimensional) data in-browser before purchase.

MONETIZATION PIPELINE

Integrated secure Stripe payment flows for seamless data transactions.

CROSS-PLATFORM PORTABILITY

Ensured contextual data can be ordered and synced effortlessly between cloud-native Forma and Revit Desktop Software.

.ORCHESTRATING CROSS-FUNCTIONAL DATA & MONETIZATION PODS

STRATEGIC ALIGNMENT & GLOBAL GOVERNANCE

Driving an initiative of this magnitude required navigating a multi-tiered organizational matrix. Operating as the Lead Principal UX Designer, I managed the core Contextual Data pod while concurrently guiding a cross-divisional Monetization task force.



.WORLDWIDE OPERATIONAL TEAMS

CONTEXTUAL DATA TEAM

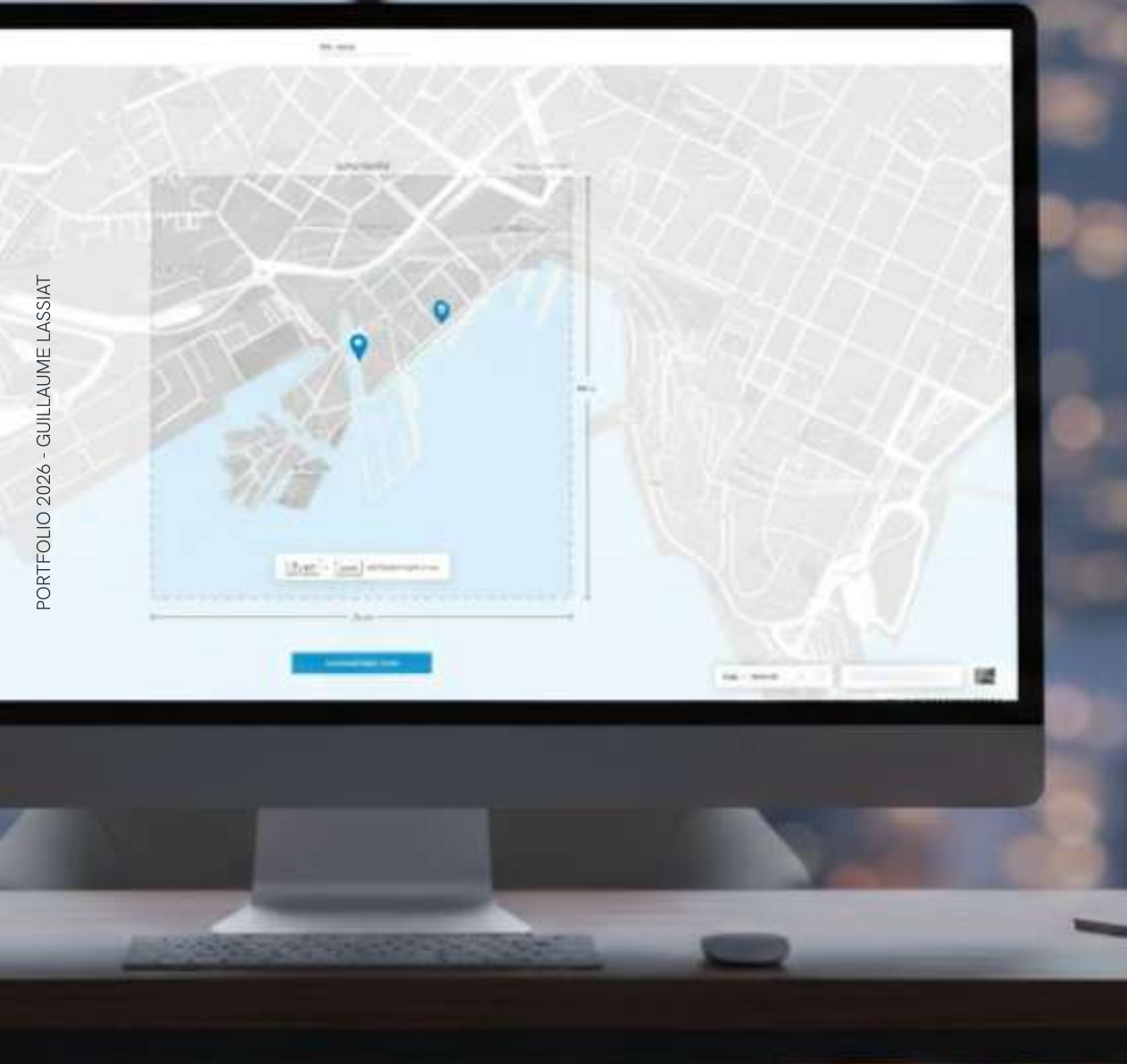
Product Manager	Do Do
Lead Principal UX Designer (Me)	Do Do
6 Engineers	Do Do

MONETIZATION TASK FORCE

Partnered with a San Francisco-based PO to architect the transactional Stripe flows.

REVIT TASK FORCE

Guided a engineering team to bridge cloud and desktop data workflows.



.DELIVERING FRICTIONLESS TRANSACTIONS AND HIGH-FIDELITY PREVIEWS

CORE CHALLENGE & DATA COMPLEXITY

To untangle the user journey, we delivered an end-to-end global geodata pipeline. I mapped out the entire ecosystem, from selecting geographic boundaries to executing payments, utilizing low-fidelity wireframes to align business monetization goals with technical realities. By collaborating tightly with data engineers, we ensured the UI (User Interface) matched the technical realities of querying worldwide datasets, while establishing a secure, scalable Stripe infrastructure to support multiple data providers.

.UNLOCKING GLOBAL DATA PARTNERSHIPS AND ECOSYSTEM RETENTION

BUSINESS IMPACT & PLATFORM SCALE

The successful rollout of the contextual data marketplace transformed Autodesk Forma into a premier geospatial hub. By resolving critical pre-visualization and payment blockages, we established a repeatable framework for acquiring and monetizing global data at scale.

. IMPACTFUL & SCALABILITY

MARKETPLACE LAUNCH

Deployed the end-to-end geodata pipeline and secure payment flow.

MONETIZATION TASK FORCE

Successfully integrated purchasable high LOD2 (Level of Detail 2 for Architecture) building data, starting with the Norway market.

ESRI ARCGIS EXTENSION INTEGRATION

Launched the ArcGIS integration in Partnership with ESRI, setting a powerful new standard for geographic data acquisition in Autodesk Forma.

MARKET VALIDATION

The ecosystem vision and ESRI (Environmental Systems Research Institute) integration were presented by Amy Bunszel on the main stage at the Autodesk University event, receiving an overwhelmingly positive reception from the global user base.



Amy Bunszel, VP AEC during Autodesk University event on mainstage. Thousands of design and make professionals attending Autodesk University.



ARCHITECTING THE AUTODESK FORMA DEVELOPER ECOSYSTEM

SaaS & Extensions

Transforming a SaaS product into an extensible platform requires shifting the design focus directly to the developer.

At Autodesk Forma, I led the UX strategy to architect our global ecosystem, prioritizing a world-class DevEx. By authoring comprehensive design guidelines and embedding the Autodesk App Store directly into the product, we established a seamless pipeline that drastically accelerated both the publication and installation of third-party extensions.



.REVOLUTIONIZING DEVELOPER EXPERIENCE AND APP STORE INTEGRATION

VISION & EXECUTIVE SUMMARY

Transitioning Autodesk Forma into an open platform required removing every layer of friction for both the developers building tools and the users installing them.

I took ownership of the UX strategy to design the extension behaviors and the end-to-end publishing flow. By embedding the App Store directly into the product, we empowered strategic partners to deploy extensions natively while keeping end-users entirely within their core workflow.



.STREAMLINING EXTENSION PUBLICATION AND CANVAS BEHAVIOR

CORE CHALLENGE & SYSTEM COMPLEXITY

The core architectural challenge was balancing developer autonomy with a cohesive end-user experience without disrupting the primary workspace. We needed a UI (User Interface) paradigm that allowed third-party tools to operate smoothly alongside native features, while also eliminating the traditionally heavy friction associated with publishing and installing enterprise add-ons. My mandate was to resolve these friction points by addressing multiple features and solutions for both Personas.

. THE CORE CHALLENGE & SYSTEM COMPLEXITY

CANVAS INTEGRATION

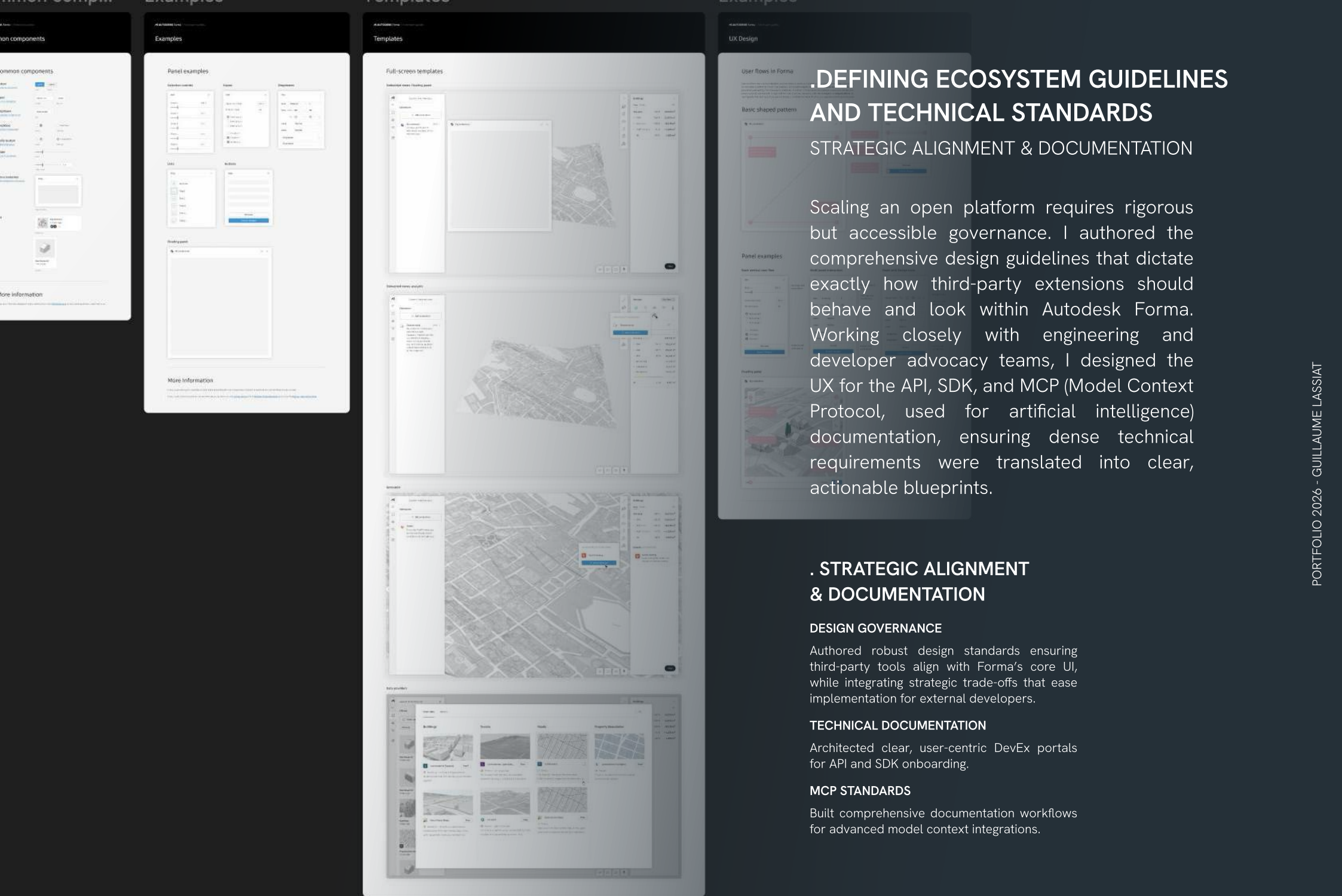
Pioneered a floating panel concept, allowing extensions to sit non-intrusively on top of the 3D workspace.

FRICTIONLESS PUBLISHING

Engineered a hyper-efficient, 3-click publication workflow for third-party developers.

IN-PRODUCT APP STORE

Embedded the Autodesk App Store directly into the Forma interface for immediate, seamless access.



.DEFINING ECOSYSTEM GUIDELINES AND TECHNICAL STANDARDS

STRATEGIC ALIGNMENT & DOCUMENTATION

Scaling an open platform requires rigorous but accessible governance. I authored the comprehensive design guidelines that dictate exactly how third-party extensions should behave and look within Autodesk Forma. Working closely with engineering and developer advocacy teams, I designed the UX for the API, SDK, and MCP (Model Context Protocol, used for artificial intelligence) documentation, ensuring dense technical requirements were translated into clear, actionable blueprints.

. STRATEGIC ALIGNMENT & DOCUMENTATION

DESIGN GOVERNANCE

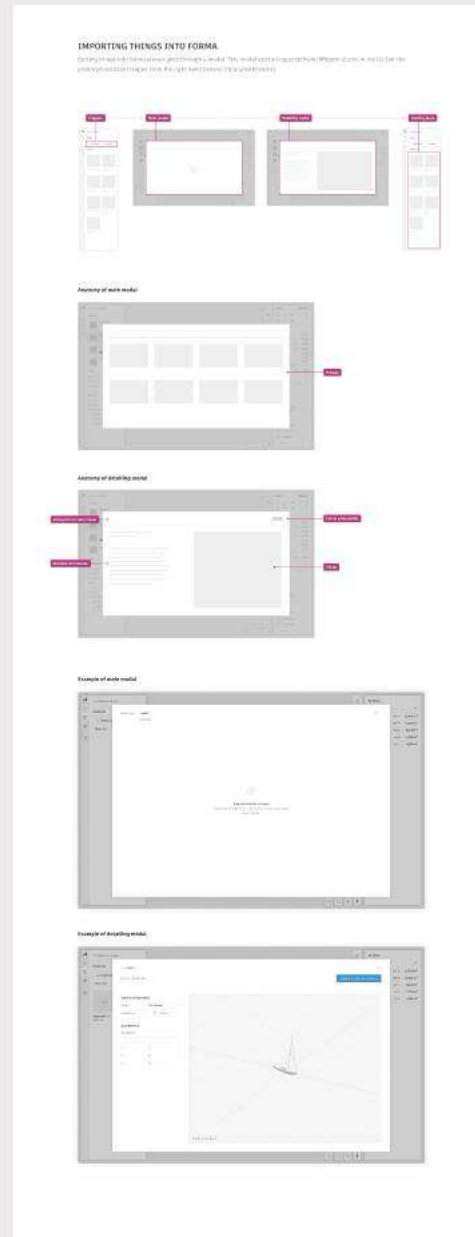
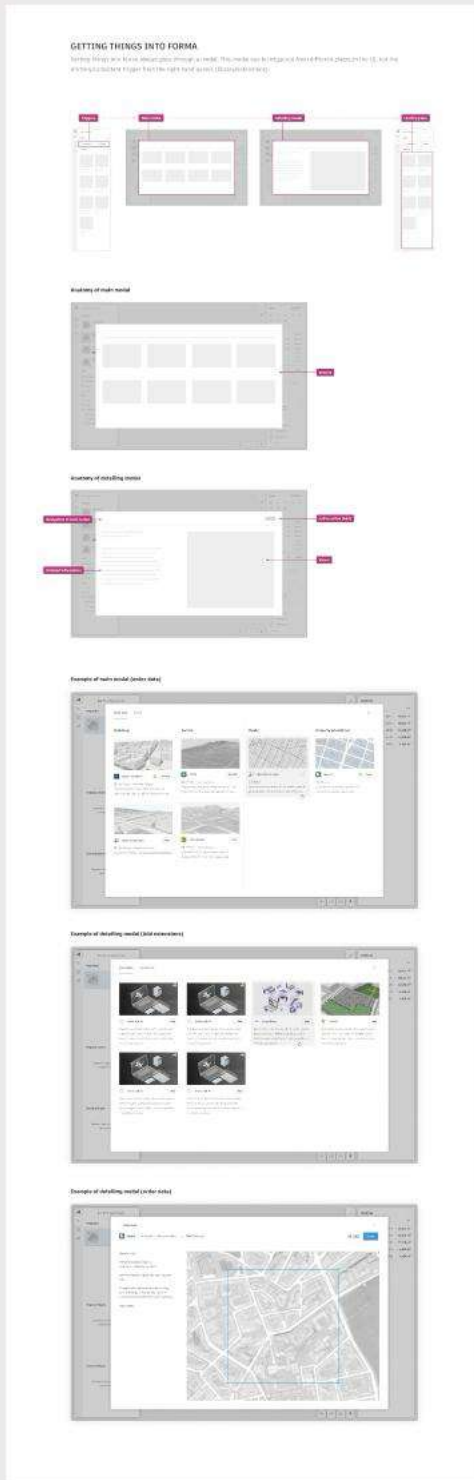
Authored robust design standards ensuring third-party tools align with Forma's core UI, while integrating strategic trade-offs that ease implementation for external developers.

TECHNICAL DOCUMENTATION

Architected clear, user-centric DevEx portals for API and SDK onboarding.

MCP STANDARDS

Built comprehensive documentation workflows for advanced model context integrations.



.DELIVERING A SUPERIOR INSTALLATION AND PUBLISHING FLOW

SOLUTION ARCHITECTURE & ECOSYSTEM DESIGN

To untangle the developer and user journeys, we delivered an ecosystem architecture that drastically reduced time-to-value. By embedding the App Store directly into the product, a first for Autodesk users could discover, install, and run tools without ever breaking their focus.

Simultaneously, the developer publication process was optimized to just three clicks, establishing a frictionless pipeline that outpaced competitors like Figma in pure speed and convenience.

. SOLUTION ARCHITECTURE & ECOSYSTEM DESIGN

EMBEDDED APP STORE

Delivered Autodesk's first fully in-product marketplace experience.

3-CLICK PUBLISHING

Reduced developer release friction to an industry-leading minimum.

FLOATING PANEL UI

Implemented the floating panel behavior to preserve core canvas interactions while extensions are active.

.ACCELERATING ECOSYSTEM GROWTH AND DEVELOPER ADOPTION

BUSINESS IMPACT & PLATFORM SCALE

The successful rollout of the developer ecosystem and in-product AppStore fundamentally accelerated Autodesk Forma's platform velocity. By resolving critical DevEx frictions and providing a superior installation pipeline, we established a highly attractive environment for third-party developers, driving rapid ecosystem expansion and significantly increasing the overall capabilities available to the end-user.

. IMPACTFUL & SCALABILITY

RAPID ECOSYSTEM GROWTH

Scaled the platform to over 28 published extensions within the very first year of launch.

INDUSTRY-LEADING PARTNERSHIPS

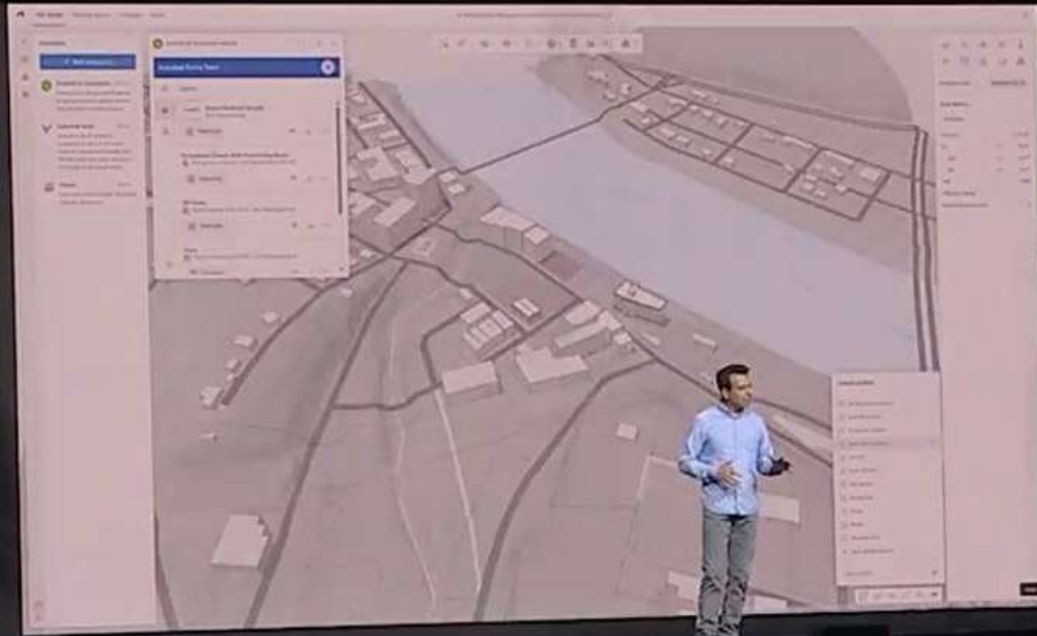
Secured and integrated major industry titans into the ecosystem, including Rhino, ESRI ArcGIS, and TestFit.

COMPETITIVE EDGE

Delivered a publishing and installation experience superior in convenience to industry standards like Figma.

SEAMLESS ADOPTION

Drastically increased user adoption of third-party add-ons through the frictionless, in-product App Store integration.

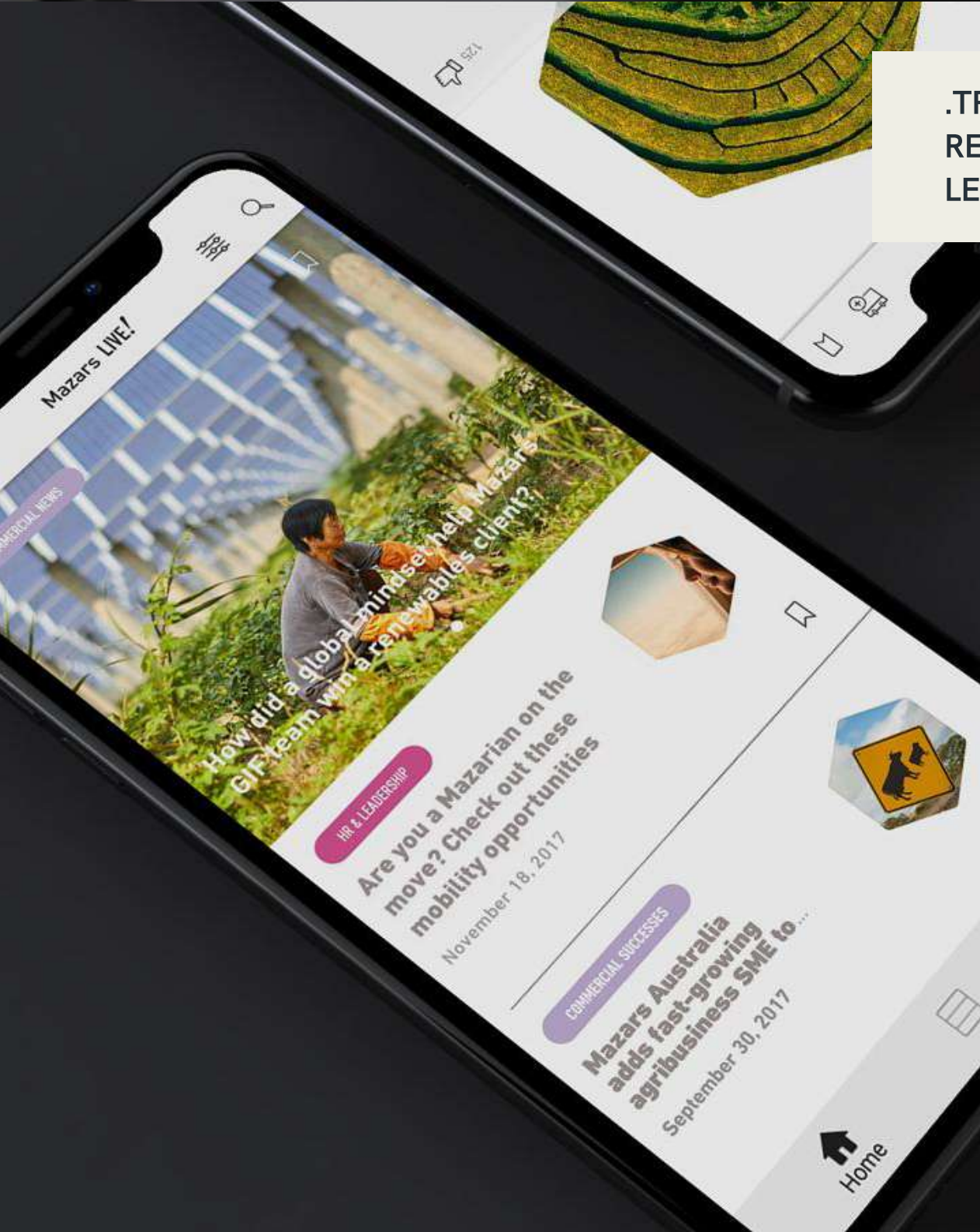




LEADING GLOBAL DESIGN IN THE AUDIT & ADVISORY SECTOR

Corporate Transparency & Stewardship

In the highly regulated audit and advisory sector, establishing a unified brand presence requires balancing strict compliance with engaging thought leadership. For Mazars, a direct competitor to the Big Four, I led the group communication design strategy across 89 countries. By transforming mandatory European Commission reporting into the interactive #CSV (Creating Shared Value) digital campaign and launching the MazarsLive! application, I established a cohesive, globally compliant brand architecture that elevated corporate transparency for internal partners and external stakeholders.



.TRANSFORMING REGULATED REPORTING INTO GLOBAL THOUGHT LEADERSHIP

VISION & EXECUTIVE SUMMARY

In the corporate advisory landscape, annual reporting is often treated as a pure compliance exercise. At Mazars, I took ownership of the group communication design to elevate the annual report regulated by the European Commission into a strategic digital asset. By defining a comprehensive cross-media framework, we successfully transitioned dense financial and ethical stewardship data into an accessible, award-winning digital ecosystem, aligning 89 global markets under a unified corporate narrative.



.NAVIGATING GLOBAL COMPLIANCE AND FRAGMENTED MARKET CONTENT

CORE CHALLENGE & SYSTEM COMPLEXITY

The central architectural challenge was standardizing the digital footprint of a massive corporate entity without violating regional financial regulations or disrupting local market autonomy. I was tasked with bridging the needs of C-suite executives, global partners, and corporate clients while orienting users effectively across different media platforms.

. THE CORE CHALLENGE & SYSTEM COMPLEXITY

DIGITAL BRAND ARCHITECTURE

Reorganized a massive volume of complex financial and advisory documentation into an intuitive, unified platform, ensuring consistent corporate messaging across all international branches.

REGULATORY DESIGN

Ensured that the presentation of financial and stewardship data complied with international reporting standards.

CROSS-MEDIA INTEGRATION

Guided stakeholders smoothly between the main corporate site, the ephemeral #CSV (Creating Shared Value) thought-leadership site, and mobile applications.



.ORCHESTRATING DESIGN COMPLIANCE ACROSS 89 COUNTRIES

STRATEGIC ALIGNMENT & GLOBAL GOVERNANCE

Driving adoption within a global partnership model required continuous dialogue, strict brand governance, and structured alignment with international leadership. As the Design Manager for Group Communication, I led the strategic framework to ensure the design system could be localized by regional audit and advisory teams while maintaining strict global corporate standards.

. STRATEGIC ALIGNMENT & GLOBAL GOVERNANCE

EXECUTIVE ALIGNMENT

Conducted ongoing dialogue with internal partners, external industry experts, and corporate CEOs (Chief Executive Officers) to align the design strategy.

GLOBAL BRAND GOVERNANCE

Directed the design strategy, successfully securing adoption by 89 international branches.

DESIGN STANDARDIZATION

Established the #CSV (Creating Shared Value) campaign as the definitive, compliant graphic reference for all worldwide platforms in 2019.



PORTFOLIO 2026 - CAMMIE LASSIAT

.DELIVERING THE MAZARSLIVE! CORPORATE APPLICATION

SOLUTION ARCHITECTURE & ECOSYSTEM DESIGN

To synthesize a massive volume of corporate insights and thought leadership, we expanded the ecosystem by engineering the MazarsLive! mobile application for iOS and Android. Designed to unify the entire global workforce, from interns to C-level executives, this product aggregated regulated information directly from the corporate website, acting as an intelligent distribution hub that pushed targeted audit and advisory news to specific employees based on their precise hierarchical level and access permissions.

. SOLUTION ARCHITECTURE & ECOSYSTEM DESIGN

MOBILE ECOSYSTEM

Launched a cross-platform corporate news application to streamline the delivery of market insights.

DATA VISUALIZATION

Designed an advanced dashboard utilizing complex data graphics to track traffic quality and partner engagement habits.

AUTOMATED CONTENT

Engineered modules to retrieve, synthesize, and push corporate news automatically while maintaining editorial and regulatory control.

.SETTING A BENCHMARK IN CORPORATE ADVISORY COMMUNICATION

BUSINESS IMPACT & ADOPTION SCALE

SUPPORT OU DISPOSITIF DE COMMUNICATION EDITORIALE EXTERNE
DISPOSITIF MULTICANAL



MAZARS
LA NOUVELLE / ARISTOPHANE

The successful rollout of the new cross-media framework and the #CSV (Creating Shared Value) campaign fundamentally elevated the firm's international brand image in the competitive audit landscape. By centralizing the design system and launching dedicated digital products, we drove substantial engagement increases and secured high-profile recognition within the corporate sector.

. BUSINESS IMPACT & ADOPTION SCALE

GLOBAL ADOPTION

The design framework became the operational standard across 89 international markets, unifying the firm's digital presence.

STAKEHOLDER ENGAGEMENT

Significantly increased targeted traffic to the #CSV (Creating Shared Value) thought-leadership site and the primary corporate portal.

INDUSTRY RECOGNITION

Won the Silver Award for external multi-channel communication at the Stratégies Magazine event in Paris, distinguishing the firm's communication strategy from traditional corporate reporting.





BIOMERIEUX IMMERSIVE TRAINING PLATFORM

3D APP & LMS

Replacing a carbon-intensive global training model at BioMérieux required the architecture of a browser-based, gamified platform. This digital transition delivered immediate operational savings, significantly reduced global CO2 emissions, and established a scalable new revenue stream.



. AN ULTRA-REALISTIC 3D LAB

To modernize Biomerieux's cost-intensive and carbon-heavy global training operations, I architected a scalable, browser-based 3D ecosystem. Bridging the gap between pharmaceutical experts and specialized developers, I delivered a gamified digital solution linked to the LMS that generated immediate operational savings and advanced the company's sustainable transformation.

. KEY FACTS & FIGURES

THE MISSION

Design a virtual 3D laboratory and serious game to replace physical, on-site training for global pharmaceutical customers.

THE ROLE

Architect Designer & Senior Lead UI/UX Designer.

THE OUTCOME

Successfully launched an evolutive 3D training platform that drastically reduced training costs and CO2 emissions while opening a new potential revenue stream for the company.

. TRAIN THE PEOPLE AROUND THE WORLD

Biomerieux Digital Training is an evolutive platform, made to train the customer's team around the world with all the needed specifics on site.







. A GENERATION OF TRAINING

The shift toward remote operations has fundamentally changed the B2B landscape. In 2021, BioMérieux contacted me to modernize their customer training program.

Previously, the company deployed highly specialized experts to global laboratories a process that incurred heavy financial costs and unnecessary carbon emissions. To solve this dual challenge, I proposed and designed a virtual 3D laboratory where trainees can master complex biological workflows in a fully guided, immersive environment.

. THE TEAM & SETUP

THE TEAM

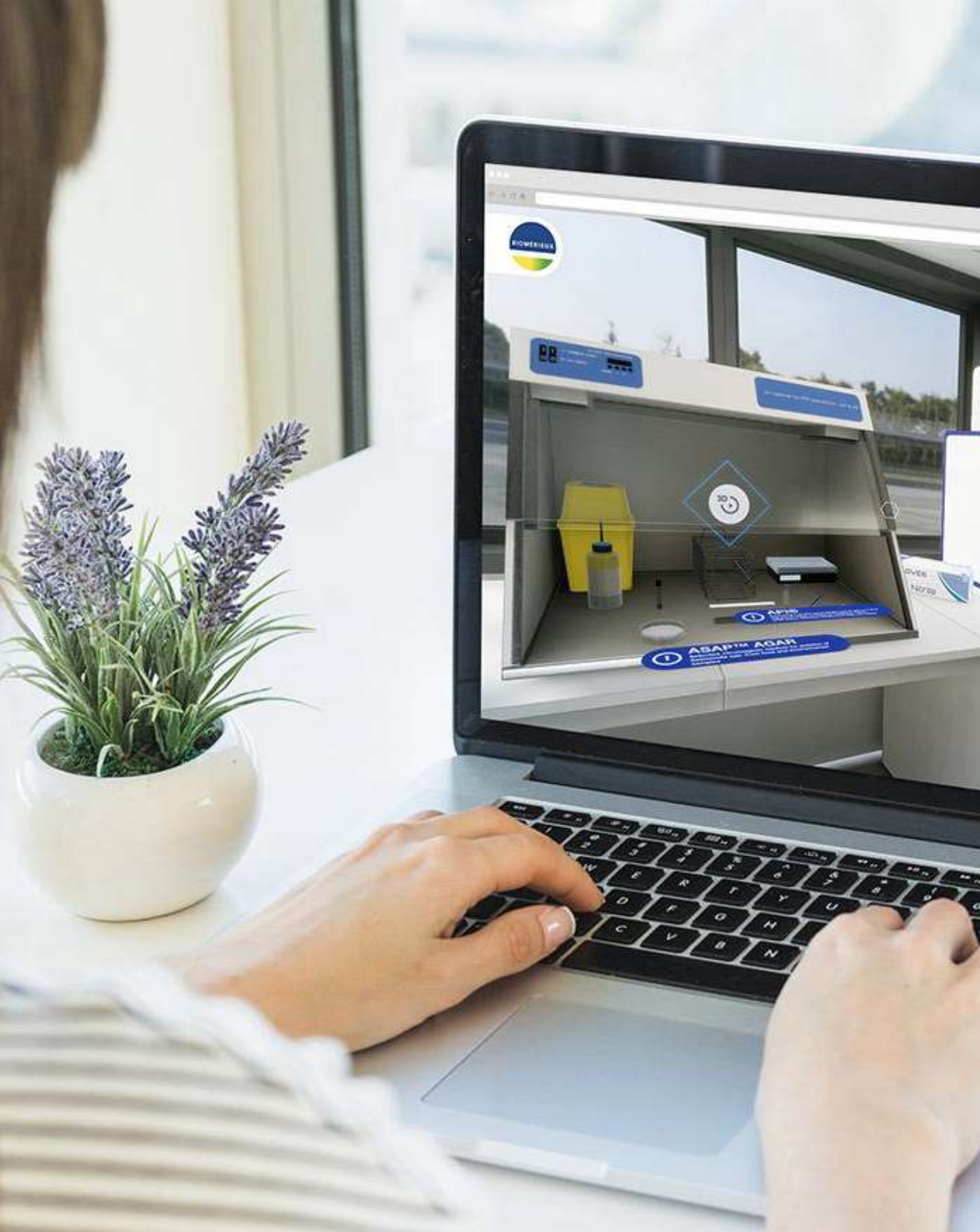
Product Owner	
Architect & UI/UX Designer	
3D Designer & Game Developer	
Scientist Specialist in PCR Analysis	

THE TECH

Strategic product architecture, cross-functional orchestration between science and tech, and hands-on UX/UI design for the immersive 3D environment.

THE METHODOLOGY

Iterative research and development over one year, bridging domain experts and technical execution to ensure both scientific accuracy and technical feasibility.



. AN ULTRA - REALISTIC 3D LAB

The 3D lab is the answer to a year of research and work with the Biologists, Customers, and Tech team in order to make the best solution for the customer's technician train on site. The 3D lab is available everywhere with an online portal, it's a serious game that helps trainees to get the knowledge needed to realize the proper workflow with a good interpretation.

From 10 customers using the solution, each use of the solution reduces the money spent by Biomerieux for the training and has a better ecological impact on the world. The trainees and customers have a positive adoption of the solution and feel it, is more modern and adapted to their schedule organization. Last but not least, the 3D lab can be adapted for marketing needs and can even become an income for Biomerieux.



. HAVING FUN & BEING GREENER

The 3D lab made is a serious game, it's an FPS (First person shooting), that increases adoption by including the player in the process of learning. Instead, of following a PowerPoint in a class, the trainees are now the actor, following instructions and being rewarded (virtually) by the game. They also can use it next to the product in the lab to fix troubleshooting issues.

Do it when they want during the week and even can have a better organization of their planning (without spending all day in class). Or even can come back later in case of need to refresh their knowledge or even in case of turnover to be trained faster to use Biomerieux's products.

—————



OSLO - PARIS

GUILLAUME LASSIAT
LEAD SENIOR DESIGNER

+47 94450952
g.lassiat@gmail.com
www.guillaumelassiat.com

LET'S **WORK TOGETHER** TO
CRAFT A VISUALLY STUNNING
AND **USER-FRIENDLY PRODUCT**
THAT **DRIVES ENGAGEMENT**
AND **DELIVERS RESULTS.**

CONTACT ME TODAY TO GET
STARTED ON YOUR NEXT
PROJECT TOGETHER.

“ Our imagination is
the only limit to what
we can hope to have
in the future ”

Charles Kettering

