

PROFILE

“I build products and experiences that customers love — and stay for.”

Backed by 7+ years across product management, CX and customer care, I design journeys that feel natural, valuable, and personal. I blend empathy and analytics to remove friction, elevate satisfaction, and turn users into loyal advocates.

For me, success starts with one purpose : crafting experiences worth talking about.

CORE SKILLS

- 1

Customer Journey & User Experience Optimization

 - Identify and eliminate friction points throughout the customer journey
 - Design seamless, omnichannel experiences (web, mobile, customer service)
 - Implement personalized experiences using data and user insights
 - Improve onboarding and post-purchase interactions to boost retention
- 2

Customer Engagement & Retention Strategy

 - Transform customer service into a driver for retention and business growth
 - Design and optimize loyalty and engagement programs
 - Develop gamification and personalization strategies
 - Track key KPIs (NPS, CSAT, CES, churn) and refine strategies accordingly
- 3

Customer Care Automation & Digitalization

 - Optimize ticket management and reduce resolution time
 - Integrate omnichannel support tools (ticketing tools, chat, email, phone)
 - Deploy self-service solutions (dynamic FAQs, AI chatbots, help centers)
 - Automate repetitive tasks to free up customer support teams
- 4

Product Strategy & Cross-Team Collaboration

 - Work closely with tech, data, design and marketing teams to enhance CX
 - Drive product roadmaps and monitor post-launch performance
 - Conduct A/B testing and usability research to validate improvements
 - Define and prioritize product features and improvements

EXPERIENCE

Product Manager - ADVEO

Jun 2023 - Today

Digital factory of an european wholesaler of office supplies, services, and solutions

Defined and managed the roadmap for 240 B2B websites, delivering 25+ projects to enhance usability and streamline purchasing flows

Reduced loading time by 45% by leading a task force and implementing monitoring tools for web performance

Improved B2B customer satisfaction by redesigning the school supply module, leveraging customer interviews and workshops

Created the first B2B Product Vision Board and initiated the company’s first SCRUM process

Implemented key support tools (chatbot, ticketing system, etc.) to scale the Digital Factory

Mentored juniors and directly managed a Jr. UX/UI Designer on various projects

ASTOU MOHAMED

Product Manager CX & Care

Customer oriented, Strategic mindset, Problem solver

EXPERTISES

Care Customer	4+ Yrs
Product management	7+ Yrs
UX / CX	10+ Yrs
E-commerce	12+ Yrs

NOTABLE COMPETENCIES

Product strategy, Roadmapping, A/B testing, Workshops, Project Management, UX Design, Market Research, Personas, Journey maps, Wireframing, CRM, Design, Data Analysis, Users Analysis , Delivery, Testing, Users stories, Customers interviews, Market Research, Design system.

TOOLS

- Product and Designs

Figma, Miro, Kameleoon, Notion, Jira, Confluence, Airtable.
- Analytics

Contentsquare, GA4, Eulerian, Excel, Power BI, Hotjar.
- Customer Care

SurveyMonkey, Typeform, Zendesk, ServiceNow.

CONTACT & MORE

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EXPERIENCE (CONT.)

Product Manager - PLACE DES TENDANCES May 2021 - May 2023

E-commerce platform specializing in multibrand premium fashion & home

- Launched an app (iOS & Android) with an average rating of *4+ stars*, enhancing omnichannel experience and innovate shopping experience
- Boosted conversion rate by 0,4% in 2 months by identifying and implementing 14 quick wins
- Optimized the checkout conversion by 4+ pts by identifying and addressing 3 major pain points in payment
- Increased NPS to 97 (+3pts YoY) by rebranding the website with a new customer-centric vision and identity
- Led the A/B testing roadmap with 140+ optimizations, improving customer retention, AOV, and abandonment rates
- Introduced app notification campaigns and a CRM strategy, improving engagement and retention
- Led 17+ initiatives from the product roadmap to reduce costs and optimize the product lifecycle
- Managed a Jr. Product Owner for 1 year, coaching on product ownership and execution

Product Owner - KIDILIZ GROUP July 2018 - Jun 2020

E-commerce platforms specializing in premium multibrand children's fashion.

- Reduced support tickets by -27% by launching a dynamic FAQ and implementing Zendesk for customer care team
- Increased sales by +175% for Catimini.fr through international expansion within 9 months of launch
- Led digital transformation across multiple brands, ensuring on-time delivery of key e-commerce initiatives

Digital UX Project Manager - SNCF MOBILITES Aug 2015 - Sept 2017

Training center for transilien railway agents

Project Manager - TBI DIRECT Oct 2014 - Aug 2015

Electronics e-commerce website for education

ASTOU MOHAMED

Product Manager CX & Care

MARKETING SOLUTIONS

Algolia,Target-to-sell, Batch, Bazarvoice, Visenze, Instashop, Mention me, Zendesk, Adyen, Ingenico, Trusted Shop.

EDUCATION

Master's Degree in Digital Strategy & UX Design – 2017

DIGITAL CAMPUS - Bordeaux (33)

AWARDS

1st place Capital 2023 & 2022

Place des Tendances
Best Multibrand E-commerce Website

HAVE YOU VISITED MY PORTFOLIO ?

astou-m.com