

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, support team)
  - 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

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

Delivered 25+ usability and purchasing flow improvements across 240 B2B websites

Reduced page load time by 45% by leading a performance task force and deploying monitoring tools

Enhanced B2B satisfaction by redesigning the school supply module using customer interviews and workshops

Introduced the first Product Vision Board and initiated SCRUM methodology within the company

Scaled support operations by implementing chatbot and ticketing systems

Mentored junior team members, including direct management of a Jr. UX/UI Designer

Jun 2023 - Today

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 TENDANCESMay 2021 - May 2023

E-commerce platform specializing in multibrand premium fashion & home

- Launched iOS & Android app rated 4★+, improving omnichannel experience
- Increased checkout conversion by 4 pts by resolving key payment pain points
- Boosted overall conversion rate by 0.4% in 2 months through 14 quick wins
- Raised NPS to 97 (+3 pts YoY) by rebranding the website with a customer-centric approach
- Led 140+ A/B tests to optimize retention, AOV, and abandonment rates
- Rolled out app notifications and CRM campaigns to drive engagement and retention
- Delivered 17+ cost-saving initiatives from the product roadmap
- Coached a Jr. Product Owner for 1 year on product ownership and delivery

Product Owner - KIDILIZ GROUPJuly 2018 - Jun 2020

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

- Cut support tickets by 27% by launching a dynamic FAQ and integrating Zendesk
- Drove +175% sales growth for Catimini.fr via international expansion within 9 months
- Led digital transformation across multiple brands, ensuring timely delivery of key initiatives

Digital UX Project Manager - SNCF MOBILITESAug 2015 - Sept 2017

Training center for transilien railway agents

- Digitized the training catalog for Université Transilien, improving accessibility and user experience
- Designed and launched a mobile app for trainees, streamlining access to learning resources
- Created digital communication materials to support internal training and engagement initiatives

Project Manager - TBI DIRECTOct 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

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astou-m.com