Olivier Desmoulin

Product Design Leader & Founder based in New York
Consumer Mobile, Social & AI Products

olivierdesmoulin.com | olivier.desmoulin@gmail.com

Product designer and founder with an engineering background and experience building AI products. Combines design craft and data-informed experimentation to build consumer products from 0 to 1 and scale them.

Experience

Emotion Studio / SUSH.app - Co-founder & CPO

Jul 2022 - Present | New York / Remote

- Co-created SUSH, a social app where friends raise virtual pets together; led product vision, UX and art direction for a Gen Z audience.
- Achieved 40% D30 retention in the first user cohorts.
- Raised $6M from a16z and Lightspeed.
- Scaled SUSH to 17M downloads and 4.3M peak DAU; hired and led a 15-person team across design, engineering and content.
- Built a hybrid monetization model combining in-app purchases, subscriptions and ads; brought the company to break-even with my co-founder.
- Also designed and built consumer AI products, including FOMO, a news game operated by AI editorial agents, and Boussole, a personalized knowledge app.

Cappuccino.fm - Co-founder & CPO

Sep 2019 - Jul 2022 | New York

- Co-founded a social audio app where friends exchange short personal stories asynchronously.
- Led product strategy, UX, art direction and illustration.
- Raised $5M from investors including a16z.

Jumbo Privacy - Head of Design

Jun 2018 - Feb 2020 | New York

- Designed the first version of the privacy app.
- Iterated on onboarding, achieving an activation rate above 75%, then introduced monetization.
- Hired other designers and illustrators.

YouNow - Head of Design

2017 - Aug 2018 | New York

- Hired designers, led design reviews and continued designing product features.

YouNow - Senior Product Designer, Growth & Revenue

Oct 2015 - 2017 | New York

- Designed and tested features targeting activation, referrals and revenue through experiments every two weeks, including A/B tests.

Education

Strate College Designers - Master, Industrial Design & Innovation Management, 2006 - 2007

ESIEE Paris - Master, Engineering, Electronics, Signal Processing & Computer Science, 2002 - 2005

Bragging

 Ranked 191st at the NYC Marathon in 2021