

Cyprien Fasquelle

Product Designer, Engineer & Producer | AI x Creative Culture

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EXPERIENCE

Twizl (Floodgate-backed startup) San Francisco Bay Area

Oct 2025 - Jun 2026

GTM Creator

- Built GTM infrastructure from scratch for an early-stage AI consumer product: designed posting schedules, content pipelines, and hook frameworks to drive repeatable audience growth on TikTok.
- Produced AI-generated short-form video content with original creator IP; iterated on hooks, formats, and retention mechanics using performance data to refine the content engine.
- Developed and systematized the full creator workflow — from ideation and scripting to generation, editing, scheduling, and distribution — as a scalable, repeatable process.
- Contributed to a consumer AI product that abstracts video generation models (Kling, Seedance, Nano Banana) into an in-app creative experience; worked directly with prompt engineering and model behavior to shape the product's output quality and UX.

H&B Environmental Consulting Abidjan, Cote d'Ivoire

Jul 2025 - Present

Product Design Engineer

- Embedded with a sustainability consultancy operating at the intersection of government, civil society, and private-sector clients in Côte d'Ivoire.
- Led stakeholder interviews with clients and government officials across West Africa to design the PRD and architecture for a production-ready, 3-role environmental compliance SaaS platform serving field operators, supervisors, and government ministry officials.
- Built and deployed a multi-tenant SaaS (Next.js, TypeScript, Supabase) with direct Claude API integration for compliance document parsing; designed a multi-model eval suite benchmarking Claude vs. OpenAI, DeepSeek, and Mistral; shipped an offline-first PWA for field operators in low-connectivity environments. Live: project-baobab.vercel.app.
- Operated across English and French in a complex institutional environment, navigating government procurement, civil society partnerships, and technical build simultaneously.

Freelance - Creative Director & Producer Paris | NYC | Bay Area

Sep 2025 - Present

Independent

- Forge AI Film Festival (Dec 2025, Paris) — Conceived and founded the inaugural Forge AI Film Festival from scratch at École Méliès in partnership with Runway ML. Came up with the concept, secured the venue and partnership with one colleague, and executed the full event: programming, AI creative tool workshops, sponsor outreach and credits, photography, catering, and opening/closing ceremonies. First major AI film festival in France.
- Buildathon (Sept 2025, NYC) — Co-produced an AI-focused creative hackathon with Lovable as a team of three (lead organizer role). Secured sponsorships from Northzone, Warburg Pincus, and Tactile Ventures. Managed all logistics, production, programming, and on-the-ground operations; Forge and Runway ML were primary tool partners for the event.
- Art Thinking Workshop (Feb 2026, Stanford) — Freelance design partner for a cross-disciplinary workshop between ESCP Business School's Improbable Chair (FT top-10 pedagogical innovation, France-based nonprofit bridging arts and business education) and Stanford d.school. 70 participants drawn from creative and business communities; co-facilitated with one colleague.
- Responsible across all projects for: partner and sponsor negotiations, venue logistics, run-of-show, speaker/panelist coordination, slide production, photographer briefing, budget management, and post-event communications.

Stealth AI Startup Palo Alto, CA

Sep 2025 - Nov 2025

Product Advisor

- Led product direction for an early-stage AI news platform at the founding stage; owned UX flows, information architecture, and feature prioritization.
- Worked directly with the founding team to shape core product decisions: what to build first, how to structure the reading experience, and how to differentiate in a crowded space.
- Produced wireframes, user flows, and a prioritized product roadmap; advised on go-to-market positioning.

Stanford University Stanford, CA

Sep 2024 - Mar 2025

Teaching Assistant - Earth Systems

- Co-taught two graduate-level courses in the Earth Systems program — EarthSys292 (Multimedia Environmental Storytelling, Fall 2024) and EarthSys285 (Community-Engaged Multimedia Environmental Communication, Winter 2025) — mentoring 30+ students in combining technical tools with narrative and communication skills for non-expert audiences.

- Supported curriculum design integrating systems thinking, data visualization, audio/video production, and community engagement methods for environmental science communication.
- Held office hours, gave feedback on multimedia projects, and coached students through the full production cycle from pitch to final deliverable.

MoVi Partners (VC) Palo Alto, CA

Apr 2024 - Feb 2025

Designer & Researcher

- Led end-to-end product design for a VC-backed platform supporting youth through major life transitions (aging out of foster care, leaving incarceration); owned the full design lifecycle from discovery research through prototype.
- Conducted 30+ in-depth user interviews to surface unmet needs, emotional drivers, and workflow patterns; synthesized findings into personas, journey maps, and a prioritized feature set.
- Managed an intern research team; delegated tasks, reviewed outputs, and maintained research quality across a distributed team.
- Designed and facilitated executive design thinking workshops for MoVi's portfolio founders and LPs; created materials, led sessions, and synthesized outcomes.
- Organized and hosted Bay Area and NYC founder dinners to build community among portfolio companies and investor relationships.
- Produced presentation decks and investor materials translating design and research findings into strategic recommendations for the VC team.

U.S. Dept. of Transportation Washington, D.C.

Sep 2023 - Dec 2023

Project Intern - Office of Multimodal Freight Infrastructure & Policy

- First intern hired at USDOT's newly created Office of Multimodal Freight Infrastructure and Policy (employee #5 in the office); embedded from inception of the team.
- Authored a full PRD for a funding optimization tool designed to support \$6B+ in national freight infrastructure grants — synthesizing grant program requirements, applicant workflows, and federal policy constraints into a coherent product specification.
- Conducted stakeholder interviews across state DOTs, freight logistics agencies, and federal grant-making offices to surface requirements and constraints.
- Presented findings and recommendations to senior USDOT officials; contributed to the office's early strategy around digital tools for freight infrastructure management.

Hyundai America Technical Center (HATCI) Fremont, CA

Jan 2022 - Dec 2022

Junior Designer

- Designed and prototyped autonomous EV concepts with integrated digital interaction systems, working within Hyundai's advanced design research team in the US.
- Conceptualized next-generation in-cabin experiences for autonomous vehicles — including interface design, spatial layout, and passenger interaction paradigms for a driverless future.
- Researched thermal-regulation materials for EV interiors; findings directly influenced Hyundai's 2023 internal design review.
- Won Hyundai's internal Future of Mobility Design Competition (Spring 2022) — a competitive design challenge across the technical center.

Hi Ventures (ALLVP) Mexico City + Remote

Mar 2021 - Dec 2022

Research & Marketing Intern

- Supported research and marketing operations for Hi Ventures (part of ALLVP), a \$300M venture fund focused on Latin America.
- Researched web3, crypto, and early-stage AI trends across the LATAM startup ecosystem to inform investment theses and fund strategy, alongside coverage of ALLVP's core fintech, healthcare, and smart-cities verticals; built sector maps and competitive landscapes across the fund's portfolio markets.
- Developed fundraising materials and LP communications; contributed to pitch decks, market research reports, and outreach cadences.
- Bridged Spanish-English communications across the fund's portfolio and LP base; operated in both languages across written and verbal contexts.
- Built market maps and startup databases for portfolio monitoring and sourcing in markets including Mexico, Brazil, Colombia, and Argentina.

Wondur Los Angeles, CA

Jun 2020 - Mar 2021

UX Lead

- Early team member at a travel-tech startup; joined pre-product and helped define the core product vision and UX direction.

- Led product direction across app and surrounding systems (website, onboarding, supporting flows); owned information architecture, wireframes, and interaction design.
- Managed intern research teams — recruited, onboarded, and directed junior researchers to gather competitive intelligence and user insights.

theCoderSchool Pasadena Pasadena, CA
Coding Coach & Curriculum Lead

Mar 2020 - Jun 2022

- Led weekly coding classes and summer camps for students aged 7-16 in Python, C++, and web development; adapted teaching style across a wide age and skill range.
- Developed original curriculum for Unity game design and general game development — built from scratch to make complex concepts accessible to young learners.
- Managed and trained 6 interns; delegated teaching responsibilities, reviewed their work, and mentored them as educators.
- Ran summer coding camps: designed the schedule, created projects, and delivered a full immersive coding experience.

Bertelsmann Asia Investments Beijing, China
Founder Support Intern

Jul 2019 - Sep 2019

- Supported a global media and investment conglomerate's Asia investment operations; embedded with the Beijing team during a summer internship.
- Assisted with event planning and logistics for investor and founder events; managed content creation for internal and external communications.
- Served as company photographer at investment events, founder meetups, and company occasions — building a visual archive of the team's activities.
- Bridged Mandarin-English cross-border communications; operated fluently in Mandarin across internal team dynamics and external partner conversations.

EDUCATION

USC (University of Southern California) Los Angeles, CA

Jun 2026 - Aug 2026

Summer Directing Intensive — directing actors and the pre-production process for narrative film; wrote, cast, and directed an original short film, "Leave a Message."

Stanford University Stanford, CA

Sep 2024 - Jun 2026

M.A., Earth Systems Communication — environmental policy, systems thinking, science communication, multimedia storytelling. Capstone: Climate Accountability Index (climate-gap-atlas.vercel.app) — an interactive tool mapping climate vulnerability, polluter liability, and donor accountability by country.

Stanford University Stanford, CA

Sep 2020 - Jun 2024

B.S., Engineering - Product Design — human-centered design, mechanical engineering, prototyping, design research

Lycee International de Los Angeles Los Angeles, CA

2020

IB Bilingual Diploma (French/English) — full bilingual curriculum, Theory of Knowledge, Extended Essay

SKILLS

Design & Product: Figma, UI/UX, design-to-code, PRD authoring, information architecture, wireframing, prototyping, user research, CAD, ArcGIS

Engineering & Dev: Claude Code, Cursor, Supabase, lightweight full-stack, Unity, Python, C++, web dev

Production & Events: Event production, workshop facilitation, sponsorship negotiation, run-of-show, photography, video, slide production, directing actors

Research & Analysis: Stakeholder interviews, competitive landscape, sector mapping, investment research, policy synthesis, impact frameworks

Languages: English (native), French (native), Mandarin (fluent), Spanish (limited working)

Other: USA & French dual citizenship, Paris-based available, cyprienfasquelle.com creative portfolio

AWARDS & RECOGNITION

- Hyundai Future of Mobility Design Competition Winner — Spring 2022
- RFK Foundation Speak Truth to Power Human Rights Grand Prize — 2018
- National Young Arts Foundation Winner, Cinematic Arts — 2019

PROJECTS & PORTFOLIO

Films, Projects, and Creative Portfolio: cyprienfasquelle.com