

Vincent Leleux

Digital Operations & Product Manager

Bridging Development, Design & Business · AI-Augmented · Bilingual FR/EN

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PROFILE

Digital operations and product management professional with 20+ years across the three worlds of any digital project — development, design, and business. My core strength is translation: I understand how engineers, designers, and commercial teams each think, and I make them work together. Recently, I conceived and built a complete website and service offering single-handedly in two days, directing the work across strategy, design, build, and payments. Native French, fluent English after 11 years in London.

CORE STRENGTHS

- Cross-functional translation — fluent in the languages of development, design, and business; I make technical, creative, and commercial teams understand one another and pull in the same direction.
- AI-augmented production — using LLMs and prompt engineering (Claude, ChatGPT, Gemini) to speed up content production and decision-making, with systematic human review.
- Technical & systems foundation — 20 years hands-on with front-end, integrations (REST APIs, webhooks), and the digital stack (WordPress/Divi, Stripe, Brevo, Amelia, Notion, Airtable).
- Bilingual communication — native French / fluent English (C1–C2); clear, documentation-first asynchronous communication.

SELECTED IMPACT

- Conceived and built a complete website and service offering single-handedly in two days — from strategy and design through to payments and launch.
- Rebuilt Audi Belgium's content structure — +22% traffic, +18% page views.

EXPERIENCE

Digital Operations & Product Management Consultant 2024 – Present

VincentLeux.com (own practice) · Remote

- Led end-to-end delivery of a complete digital operation as sole owner: site infrastructure, payment and email systems (Stripe, Brevo, Amelia), and onboarding flows.
- Explored and tested lightweight automation workflows (n8n) on my own practice, at limited scale.
- Produced and localized bilingual (FR/EN) content and sequences end to end, assisted by LLM tools.

Web Developer & Digital Consultant 2019 – 2023

Leleux.com (own practice) · Remote

- Built front-end infrastructures and API connectors for mid-market companies across Europe.

Front-end Developer 2008 – 2019

London & Manchester, UK

- Epsilon / Google: built and delivered front-end work for Google departments as part of a cross-functional team of 12 across the USA, England, and Ireland; ensured full compliance with complex international brand guidelines across localized deployments.
- JD Sports: deployed e-commerce campaign architecture and assets across international localized platforms under tight deadlines, as part of a core team of 10.
- ICC Lowe: built presentation systems for pharmaceutical clients, turning technical health data into clear user experiences.
- Worked across engineering and commercial teams on global campaigns — developing the cross-domain fluency central to my work today.

Web Developer & Digital Consultant 2001 – 2007

Leleux.com (own practice)

- Delivered client-facing consulting projects for SMEs, aligning technical roadmaps with business goals and implementing content-management platforms.

Web Designer / Developer 1997 – 2001

Emakina · Brussels, Belgium

- Built and maintained sites for major automotive accounts (Audi, Volkswagen, Porsche). Rebuilt the content structure for Audi Belgium, delivering +22% traffic and +18% page views.

EDUCATION

- Master's in Fine Arts (5-year program) — ERG (École de Recherche Graphique), Brussels — 1992.

LANGUAGES

French: native · English: fluent bilingual (C1–C2), 11 years in London.

AVAILABILITY

Immediate · 100% remote · Switzerland, EMEA & North America.