

AGATHE GELIN ■ SENIOR PRODUCT DESIGNER

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Available for remote jobs (or hybrid in Paris, Amsterdam, Brussels and Valencia)

Hi! I’m Agathe, a senior product designer with 10+ years of experience on software products and e-commerce platforms. I design the **UX from flows and prototypes to polished UI**, then test it with real users through interviews, usability tests, analytics and A/B tests. I build design systems that match the code, write the specs, and work alongside developers through QA until the feature ships. I love taking **complex, data-heavy products** and making them simple for the people who use them every day.

I’m a dynamic and reliable expert. People trust me with their projects because I deliver what I promise. My energy and positivity bring teams together, even from behind a screen. Ten years in, high-pressure work doesn’t scare me, and AI lets me wear more hats than ever.

UX RESEARCH → UX DESIGN → DESIGN SYSTEM → UI DESIGN → SPECS & HANDOFF → CODE & QA → MEASURE

EXPERIENCE

AUDITI

01/2025 - present

HEAD OF PRODUCT DESIGN · freelance · Remote, Düsseldorf

Auditi is a SaaS platform used by **500+ audit firms** (Grant Thornton, Baker Tilly, RSM, Crowe...) to exchange documents with their clients during financial audits. As a one-person design department, **I own product design end to end**, from requirements to shipped feature.

- Run research and design flows, wireframes and **high-fidelity UI** in Figma, with the CEO and CTO as partners.

- **Rebuilt the design system**: interactive, complete states, and every Figma component matched to the coded one.

- **Redesigned the PBC request flow**: clients drop files straight into the firm’s requests, with comments, citations, file references and mentions.

- Designed Projects, a new product that grows Auditi into full audit project management.

- Designed AI features like AI tabular review and full-text search, from interaction model to final UI.

- Work inside the dev team: daily stand-ups, specs in GitHub, **my own PRs for UI fixes**, and QA side by side with the developers.

Customer support hears it from users: **the platform feels more intuitive**, even though we now ship many more features.

SANOFI

10/2024 - 01/2025

LEAD UX RESEARCHER · freelance · Remote, New York

Led the UX research for Sanofi US’s **B2B e-commerce platform** for vaccine distribution, focused on claims and returns.

- Ran **10 in-depth interviews** (about 1.5 hours each) with pharmaceutical leads in France, testing early-stage prototypes.

- Wrote the screener, ran recruitment and kept research goals aligned with the US product team.

- Turned findings into a report with prioritised opportunities and concept directions.

My findings **moved the project into the design phase** in the US, with decisions backed by real user data.

G-STAR RAW

05/2022 - 03/2024

LEAD UX DESIGNER / RESEARCHER · freelance · Remote, Amsterdam

Led UX for G-Star RAW’s **e-commerce website and mobile app**, with a team of 4 designers and an external agency.

- Ran **qualitative and quantitative research**: UserTesting.com, surveys, ContentSquare, Google Analytics, sales and returns data.

- Benchmarked 25 competitors and designed flows, prototypes and UI for web and app in Figma.

- Worked daily with the CRO team to run **several A/B tests a month**, including the PLP fit slider and checkout fields.

- Managed and mentored the designers and interns on the team.

We shipped a new Product Detail Page and rebuilt search and checkout. The Jeans Fit Guide, which I designed after linking the most-returned fits to confusing fit names, turned a concept that had failed an A/B test in 2021 into **a winning test with higher conversion**, and it has been live ever since.

EUROPEAN PATENT OFFICE

01/2018 - 07/2022

UX LEAD · freelance · Hybrid & remote, The Hague

Designed the EPO’s internal software for patent examiners: search, document viewing, annotation, claim comparison and admin tools.

- Designed the UX and UI of Ansera, the examiners’ search tool, for screens from iPad to ultra-wide monitors.

- Introduced iterative testing with large groups of examiners: interviews, contextual research, prototype reviews.

- Designed flows, prototypes and specs for the Paperless Workflow for Search pilot, **adopted by the users**.

- Worked with R&D on AI tools in the internal software for query generation, classification and tagging; wrote specs and user stories in Gherkin.

“[Her UX work] strongly reflects her UX competencies, her strong intrinsic motivation and drive for initiative, **her ability to engage with multiple, often disagreeing, parties** in a project, her attention to detail and last but not least her ability to coordinate and ‘manage’ in a scrum-master like role.” Stefan Klocke, EPO Programme Manager

EUROPEAN PATENT OFFICE

05/2016 - 12/2017

SENIOR UX DESIGNER / RESEARCHER · freelance · Hybrid, The Hague

Led the UX redesign of Espacenet, the EPO’s free worldwide patent search (110M+ documents), whose interface hadn’t changed since 2004.

- Gathered the requirements, designed the flows and prototypes, and wrote the specifications for stakeholders to validate.

- Designed the new structure (results, patent details, filters, dynamic query builder), responsive on every device.

- Made the application **WCAG compliant**, improved the component library and aligned the design with the EPO corporate identity team in Munich.

- Tested the designs with several methods: **webinars where hundreds of users validated concepts** through live polls, one-to-one interviews and usability tests on prototypes.

- Worked hand in hand with the developers throughout the build and the beta.

Presented the prototype to representatives of the 38 member states, a product I had shaped on my own. New Espacenet launched in November 2019 to strong praise inside and outside the EPO.

“Her handwriting in terms of **great design, slick usability and style** is everywhere in this product.” Johannes Schaaf, Espacenet Product Owner

BESTSELLER

01/2015 - 05/2016

UX DESIGNER / RESEARCHER · On-site, Amsterdam

Built a new responsive e-commerce website from scratch for Jack & Jones, Only, Vila, Vero Moda, Name it and more.

- Designed **one platform for 17 fashion brands**, keeping the experience consistent across all of them.

- Benchmarked navigation and user flows against key competitors, and worked with business analysts on customer behaviour data.

- Reworked the information architecture through wireframes and interactive Axure prototypes, including the Klarna checkout.

- Ran workshops with product owners to define features, and **presented the solution to all 17 brands** at head office in Denmark.

2P2L

08/2011 - 10/2014

DESIGNER / TRANSMEDIA STRATEGIST · On-site, Paris

Transmedia strategies and content for TV shows on France TV, ARTE and other French channels.

EDUCATION

Master’s degree in Innovation and multimedia content creation - CELSA La Sorbonne - Paris
International master’s degree in Digital Management - La Fonderie de l’image - Paris
Bachelor’s degree, Engineering and Project Management in Graphic Industry - **Gobelins** - Paris
BTEC Higher National Diploma in Graphic and Interactive Design - LISAA - Nantes

LANGUAGES

French - native
English - full professional
Spanish - full professional
Dutch - intermediate

SKILLS RANKED FROM STRONGEST TO WEAKEST (For the AIs who need a little help!)

End-to-end product design, UX design, UI and visual design, UX research, interaction design, design systems, prototyping, user journeys, concept boards, information architecture, usability testing, moderated interviews, stakeholder management, specifications for developers, AI tools, AI product design, CRO and A/B testing, data analysis, workshops, heuristic evaluations, accessibility (WCAG), surveys, journey mapping, personas, agile, front-end collaboration (Storybook, GitHub PRs), baking cakes (and they are delicious.)

TOOLS I USE, RANKED BY FREQUENCY

Figma, Claude Code, Claude Design, Claude, GitHub, Storybook, UserTesting.com, Jira, ChatGPT, GitHub Copilot, ContentSquare, Google Analytics, Miro, Axure RP, Adobe Creative Cloud, Confluence, Slack, Microsoft 365, GetFeedback, Qualtrics, SurveyMonkey, Typeform, Crazy Egg, WebEx live polls, InVision, Sketch