AGATHE GELIN · SENIOR UX RESEARCHER / DESIGNER

gelin.agathe@gmail.com · +34 699 704 741 · agathegelin.com

I'm a UX Researcher and Product Designer with over ten years of experience, specialising in software and e-commerce products. I studied at two of Paris's most renowned institutions, Gobelins and CELSA La Sorbonne, where I developed a solid foundation in both creative and strategic thinking. Since 2016, I've been freelancing for a diverse range of clients, from European organisations to leading retailers and creative agencies.
I'm dynamic, positive, and an expert in my field.
I am reliable, trustworthy, and highly adaptable, excelling in working with both stakeholders and technical teams to deliver successful products.

EXPERIENCE

SANOFI
Present

LEAD UX RESEARCHER *freelance*
Lead UX researcher for a B2B e-commerce platform for a leading company in the pharmaceutical industry.

G-STAR RAW
05/22 - 02/24

LEAD and SENIOR UX RESEARCHER DESIGNER *freelance*
I led a cross-functional UX team of 4 UX designers/ researchers and 2 creative agencies.
· I conducted extensive UX research utilising both qualitative and quantitative methodologies, including usability testing (UserTesting.com), surveys (Google Forms, GetFeedback.com), and advanced analytics (ContentSquare, Google Analytics).
· I simplified the workflow of the UX team by organising a highly efficient JIRA board with clearly defined tasks.
· I not only led the team but also delivered high-quality UX designs and prototypes in Figma myself.
· I worked closely, on a daily basis, with the CRO team to design and set up A/B tests.
During my assignment, our team launched several successful products and enhancements that generated revenue and improved the user experience. We introduced a new Product Detail Page that displayed larger images and provided easier access to converting components. We developed a new Jeans Fit Guide. We rebuilt the entire search and checkout flows. Each month, we conducted multiple A/B tests, enabling us to make data-driven design decisions.

EUROPEAN PATENT OFFICE
01/19 - 07/22

SENIOR UX RESEARCHER DESIGNER *freelance*
After successfully launching the worldwide patent search SaaS, I was entrusted with a wide range of software products at the European Patent Office (EPO).
· I led the research and design of complex internal software, including tools featuring advanced search functionalities, claim comparison features, and administrative products for interacting with applicants and inventors.
· I collaborated closely with the R&D department to bring AI-driven solutions to life, focusing on automating workflows like query generation, classification, and intelligent tagging.
· I played a key role in the paperless workflow initiative, digitalizing long-established paper-based processes
· I conducted in-depth user research to understand the needs of patent examiners, identifying pain points and improving software to match their workflows
· I designed software solutions using user flows, wireframes, and interactive prototypes.
· I tested products with users, iterating continuously and improving based on feedback, while adhering to agile methodologies.
· I presented concept prototypes to senior stakeholders, including the President of the EPO.
· I wrote specifications and user stories using Gherkins methods and collaborated with developers.
· I regularly traveled to Munich, Vienna, and The Hague to meet with stakeholders and gather insights for product improvements.

EUROPEAN PATENT OFFICE
05/16 - 12/18

SENIOR UX RESEARCHER DESIGNER *freelance*
I rebuilt the 1st worldwide patent search software (SaaS).
· I started by conducting task-focused user research to identify critical pain points and workflows in the old software.
· I translated the new requirements into user flows and wireframes for stakeholders to validate various design directions.
· I quickly developed interactive prototypes using Axure and demoed them live to 100 users twice a month using Webex. This allowed me to showcase specific interactions or content and gather targeted feedback.
· Focusing on users' needs helped me manage stakeholders and gain agreement on major interface changes.
· For six months, we gradually clarified how to build the software, always based on user input, applying the design thinking methodology.
· I worked closely with the development team while they were developing the beta version of the software.
· I continued to test the prototype with users, observing how they interacted with it and bringing improvements along the way.
· I designed over 150 responsive artboards in Sketch, covering five breakpoints to ensure a consistent experience across desktop, tablet, and mobile devices.
· I ensured full compliance with accessibility standards by meticulously aligning the system with the Web Content Accessibility Guidelines (WCAG).
· I organised and led presentations and workshops at major conferences in Europe, presenting the solution to representatives from 38 European member states.
The product was successfully launched and allowed users to easily search for and find patent publications, machine-translate patent documents and track the progress of emerging technologies.

AKQA
10/19

SENIOR UX RESEARCHER *freelance*
I deliver a research project for Toyota.
· I developed and presented a user testing strategy, ensuring the solution addressed key user pain points.
· I collaborated with UI designers to create high-fidelity mobile prototypes in Figma, focusing on visual design consistency.
· I conducted user research and analyzed findings, providing actionable recommendations

BESTSELLER
01/15 - 05/16

UX DESIGNER RESEARCHER
I built from scratch a new e-commerce responsive website for brands like Jack & Jones, Only, Vila, Vero Moda, Name it..
· Together with another UX designer, we led the creation of 17 e-commerce responsive websites ensuring consistency across platforms through a unified UX skeleton
· I conducted a comprehensive navigation and user flow analysis using wireframe comparisons from our main competitors.
· I collaborated with BAs to gather data on current customer behaviors, ensuring data-driven design decisions.
· I created wireframes to improve the information architecture, ensuring an intuitive and user-friendly layout
· I organized and facilitated workshops with product owners, gathering ideas on how to build the best product.
· I delivered high-fidelity interactive prototypes in Axure, showcasing new responsive solutions
· I iterated on the designs by engaging with the technical team and key stakeholders throughout the creative process, ensuring alignment with both business goals and technical feasibility.
· I presented UX and responsive solutions to the 17 brands at Bestseller's head office in Brande, Denmark, ensuring stakeholder alignment on the new designs.
· I co-authored a UI style guide that allowed each brand to apply its unique identity to the new UX framework, ensuring flexibility within a consistent user experience.
· I conducted on-site customer interviews in stores to gather direct feedback from end-users, testing the new website to validate and refine the design based on real user input.
The site was deployed at the end of 2015, early 2016. "Bestseller, one of the world's largest fashion distribution groups, concluded its 2016 financial year with impressive results. The company reported a profit of €273 million, doubling the previous year's net profit of €134 million."

2P2L
08/11 - 10/14

TRANSMEDIA STRATEGIST
Projects for France TV, ARTE and other french TV channels
· I designed TV show presentation concepts for producers and created transmedia strategies for social media platforms, driving audience engagement across multiple 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 - professional
Dutch - Intermediate

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

User experience strategy, stakeholder management, UX design, UX research, communication, time management, critical thinking, user journeys, information architecture, write specifications, moderated interviews, wireframing, prototyping, heuristic evaluations, contextual inquiries, flow diagrams, organise workshops, collaborate with developers, survey, journey mapping, usability testing, agile methodology, user personas, task completion analysis, data analysis, accessibility standards, WCAG compliance, interaction design, visual design, design systems, market trends, baking cakes (and they are delicious.)

TOOLS I USED RANKED BY FREQUENCY

Figma, jira, Usertesting.com, Axure RP, Adobe creative cloud, Miro, Getfeedback, Microsoft 365, Confluence, INvision, Surveymonkey, Contentsquare, Crazy egg, Slack, Qualtrics, WebEx live survey, Typeform, Sketch, Google analytics