

AGATHE GELIN • SENIOR UX DESIGNER / RESEARCHER

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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 am reliable, trustworthy, and highly adaptable, excelling in working with both stakeholders and technical teams to deliver successful products.

AUDITI

01/25 - present

HEAD OF PRODUCT DESIGN

freelance

Auditi, a SaaS platform that facilitates communication between clients and audit firms during financial audits. As a one-person design department, I own the full product design lifecycle, from requirements to shipped feature.

- Gather requirements, lead research, and deliver designs, prototypes, and the design system in Figma, with specs in GitHub and QA alongside developers
- Design complex AI-driven audit products, including AI tabular review, translating technical capability into usable workflows for audit teams
- Partner with the CEO and CTO on features design, and embed AI into my own workflow (exploration, execution, reporting, copy)

SANOFI

10/24 - 01/25

LEAD UX RESEARCHER

freelance

Led the UX research for a B2B e-commerce platform specializing in vaccine distribution. Focused on user flows and pain points related to claims and returns, testing high-level concepts to improve user experience.

- Led research activities in France with French customers, ensuring cultural and contextual relevance of insights.
- Managed stakeholder alignment with the US-based team to ensure research objectives met business goals.
- Designed participant screeners and led recruitment efforts, ensuring a representative sample.
- Conducted detailed interviews to uncover insights and pain points, informing the design process.
- Compiled findings into reports, presented opportunities for improvement and conceptual solutions.

G-STAR RAW

05/22 - 02/24

LEAD UX DESIGNER / RESEARCHER

freelance

Led a cross-functional UX team to design and enhance experiences for both web and mobile applications.

- 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).
- Streamlined UX team workflows by organising a highly efficient JIRA board with clearly defined tasks.
- Delivered high-quality UX designs and prototypes in Figma for web and app products.
- Collaborated daily with the CRO team to design and implement A/B tests, driving data-driven design decisions.

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 DESIGNER / RESEARCHER

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).

- Led the design of complex internal software featuring advanced search functionalities, claim comparison features, and administrative products for patent examiners and applicants.
- Collaborated closely with the R&D department to develop AI-driven solutions, automating workflows such as query generation, classification, and tagging.
- Played a key role in digitalising paper-based processes as part of the paperless workflow initiative.
- Conducted user research to understand patent examiners' needs, identifying pain points and improving software workflows.
- Designed software solutions using user flows, wireframes, and interactive prototypes.
- Tested products with users, iterating continuously and improving based on feedback, while adhering to agile methodologies.
- Presented concept prototypes to senior stakeholders, including the President of the EPO.
- Wrote specifications and user stories using Gherkin methods, collaborating with developers to ensure clear communication.
- Regularly traveled to Munich, Vienna, and The Hague to meet stakeholders and gather insights.

EUROPEAN PATENT OFFICE

05/16 - 12/18

SENIOR UX DESIGNER / RESEARCHER

freelance

I rebuilt the 1st worldwide patent search software (SaaS).

- Conducted task-focused user research to identify pain points and workflows in legacy software.
- Translated requirements into user flows and wireframes for stakeholder validation.
- Developed interactive prototypes in Axure, demoing them live to users and gathering feedback during bi-monthly sessions.
- Managed stakeholders by focusing on users' needs and securing agreement on major interface changes.
- Collaborated closely with the development team during beta software development.
- Ensured the software complied with WCAG accessibility standards.
- Led presentations and workshops at major European conferences, presenting the product 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 on all devices.

AKQA

10/19

SENIOR UX RESEARCHER

freelance

I delivered a research project for the Toyota app.

- Developed and presented a user testing strategy.
- Collaborated with UI designers to create high-fidelity mobile app prototypes in Figma.
- Conducted user research and analysed findings to provide actionable recommendations.

BESTSELLER

01/15 - 05/16

UX DESIGNER / RESEARCHER

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

- Led the creation of 17 e-commerce responsive websites, ensuring consistency across platforms.
- Conducted navigation and user flow analysis, benchmarking against key competitors.
- Collaborated with business analysts to gather data on customer behavior for data-driven design decisions.
- Created wireframes to improve information architecture, ensuring intuitive layouts.
- Facilitated workshops with product owners to define the best product features.
- Delivered interactive prototypes in Axure to showcase new solutions.
- Engaged with the technical team and stakeholders to ensure alignment with business and technical goals.
- Presented UX solutions to 17 brands at Bestseller's head office, ensuring stakeholder buy-in.

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

DESIGNER / TRANSMEDIA STRATEGIST

Projects for France TV, ARTE and other french TV channels

- Created TV show transmedia strategies and designed content to drive 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 - full professional
Dutch - Intermediate

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

User experience strategy, UX design, stakeholder management, AI tools, UX research, communication, time management, critical thinking, write specifications for FE, user journeys, information architecture, 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, Claude, GitHub, Usertesting.com, Axure RP, Jira, Adobe creative cloud, Miro, Getfeedback, Microsoft 365, Confluence, INvision, Surveymonkey, Contentsquare, Crazy egg, Slack, Qualtrics, WebEx live survey, Typeform, Sketch, Google analytics