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## TOOLS

### Design

Figma • Sketch • Illustrator • Invision

### Management

Jira • Trello • Miro • Notion

### Analytics

Jira • Trello • Miro • Notion

## SKILLS

### Methodologies

Agile • Scrum • Design Thinking •  
Lean UX •

### Co-creation

Design Sprint • Card sorting •  
Design Thinking • Workshop •  
Live Sketching

### UX Research & Insights

Heuristic audit • Benchmark •  
Interview • Data Analysis •  
User Testing

### UX Production & Strategy

Workflow • Arborescence •  
User stories • Persona • User journey

### User Interface

Wireframing • High-end mockup •  
Design System •  
Interactive Prototype • Branding

### Language

French : Native  
English : Fluent  
Spanish : Beginner

## Juliette VANHOEKE • Senior Product Designer

10 years of experience

## ABOUT

**Discovery-thirsty**, I've explored many faces of design, always seeking to **solve user issues**. I thrive on diving into **complex problems** and leading collaborative efforts to tackle challenges through **empathy, curiosity**, and willingness to **push boundaries**.

Working for big corporations and startups across different industries, and living in various parts of the world, I've learned to **embrace discomfort** and **adapt** to any situation.

## EXPERIENCE

### Freelance • Product Designer

March 2019 - Present • Remote, WORLDWIDE

Worked with start-ups and small companies to bring their ideas to life, creating and enhancing products, branding, and communication.

### Viseo • UX/UI Designer

March 2016 - March 2019 • Boulogne-Billancourt, FRANCE

Collaborated with digital teams in major companies to build web and mobile products with seamless user experiences and memorable interfaces.

### Nékoé • Service Designer

June 2015 - January 2016 • Orléans, FRANCE

Supported various start-ups in defining their services through user research, creative workshops, prototyping and user testing.

### Morph UK • Industrial Designer

March 2016 - March 2019 • London, UK

Designed innovative household products that make daily chores easier.

## EDUCATION

### EDNA • Master's degree in Design

September 2012 - November 2015 • Nantes, FRANCE

### IAE Nantes • M.B.A, spezialization in design

September 2014 - June 2015 • Nantes, FRANCE

### Institut St Luc • Bachelor of plastic arts degree

September 2009 - July 2012 • Tournai, BELGIQUE

## RELEVANT PROJECTS

### Viasema

January 2022 - December 2024

Created a web application to manage, analyze, and generate contracts for the legal teams of major companies

- ♦ Facilitated the analysis and management of a **large number of contracts**
- ♦ Provided a **simple and intuitive interface** for reading various contract details, identifying anomalies, and determining necessary actions
- ♦ Guided users through **pre-configured workflows**, assigning tasks to different company profiles
- ♦ Established a **design system** to ensure consistency across the entire application
- ♦ Presented **design alternatives** to accommodate **library component** constraints, facilitating rapid MVP development while maintaining an optimal user experience

### Euro Informatique

August 2020 - June 2024

Revamped the company's brand identity and redesigned its software tailored for insurance adjusters and damage restoration companies.

- ♦ Collaborated with **users, sales, and support teams** to identify pain points and areas for improvement, restructuring user journeys and interfaces accordingly.
- ♦ Overhauled the navigation and interfaces of **mobile applications**, providing users with effective **tools for fieldwork** and incorporating features tailored to specific professional needs.
- ♦ Simplified and modernized desktop application interfaces to **ease onboarding** for new users while **retaining familiarity** for current users and integrating new features customized to their needs.
- ♦ Developed extranets to streamline **communication and collaboration** among various stakeholders (adjusters, insured individuals, and insurance companies), offering relevant information and functionalities **based on user profiles**.
- ♦ Defined the **company's new identity** and created various **communication materials**, including websites, email signatures, business cards, and sales brochures.
- ♦ Crafted illustrations and diverse graphic elements for the website and social media communication.

### Acnusa

August 2022 - March 2023

Redesigned the fine management tool for the Airport Nuisance Control Authority

- ♦ Conducted **interviews** to comprehend the **users' work processes** on the current platform, identifying pain points and areas for improvement
- ♦ Offered users an **evolving and chronological view** of the procedure's history, enhancing understanding and facilitating collaboration among all team members.
- ♦ Integrated **external functionalities** into the platform to enhance user efficiency.
- ♦ Guided **different user profiles** through necessary actions while providing them with the **flexibility** needed to adapt to the diversity of cases

### Extia

May 2022 - September 2022

Designed the evolutions of Extia's internal web and mobile management application

- ♦ Utilized and expanded the **company's design system** with new components
- ♦ Created interfaces addressing users' needs while maintaining **coherence** with the existing tool
- ♦ Monitored the **overall impact** of specific modifications on the whole application

### Ministry of Agriculture

April 2022 - May 2022

Conceived the management platform for certificates of professional use and distribution of biocidal products.

- ♦ Mapped the different **users' journeys** to create interfaces that meet their needs
- ♦ Produced **high-end mockups** using the official "Government's Design System"

### Datakhi

August 2021 - October 2021

Design of environmental impact analysis dashboards for the retail sector.

- ♦ Organized the different elements and calls to action (CTAs) to ensure a simple and **intuitive understanding of the data** and possible interactions.
- ♦ Created **pictograms** and other graphical elements to make the data more easily and quickly understandable.
- ♦ Defined **color palettes** aligned with the graphic charter to facilitate efficient reading of **graphs and charts**.

## AUK Technology

February 2021 - June 2021

Designed a cryptocurrency trading tool and a comprehensive middle office application for energy commodities trading, as well as the company's landing page.

- ♦ Understood user needs and issues by **assimilating business processes** and their challenges through numerous interviews, thereby enabling the design of interfaces that enhanced operational efficiency.
- ♦ Designed simple and clear interfaces, incorporating **visual elements into dashboards** to present large quantities of data in an intelligible way.
- ♦ Facilitated the addition and management of various controls, permissions, and restrictions through **clear, readable, and intuitive setups**, and provided a visual summary of entered information.
- ♦ Designed various graphic elements for the interfaces and wrote **detailed specifications** for the development team.

## Vicinity

February 2020 - April 2020

Designed a digital platform to share Vicinity's user data with their shopping centers' retailers.

- ♦ Created the **platform's identity, graphic charter, and design system** based on the brand guidelines
- ♦ Structured the platform and **navigation between the different modules**, content, and functionalities
- ♦ Defined the structure and design of the **Power BI dashboards** to enhance their understanding, legibility, and integration into the platform's interface

## Viseo

December 2018 - February 2019

Designed a mobile application for timesheet management for Viseo employees

- ♦ **Enhanced mobile ergonomics** by enlarging components and simplifying interfaces, resulting in a 40% reduction in typing errors.
- ♦ Unified the graphic design elements for a **cohesive visual identity**.
- ♦ Conducted **user tests using interactive mockups** to gather feedback and improve interface usability.

## SFR Business

January 2018 - January 2019

Created user buying journeys for SFR Business internet and mobile telephony offers for small companies and micro-enterprises

- ♦ Created **templates** for configuration and purchasing processes, enabling users to customize their products with simple steps while monitoring the total price
- ♦ Assisted **SFR's in-house design team** in adapting the template and incorporating new features
- ♦ Regularly evaluated and refined the user journey through user tests and **ergonomic audits**

## UPPLY

June 2018 - August 2018

Challenged an existing tool for freight price comparison and designed user journeys for the freight marketplace.

- ♦ Challenged the existing product by **confronting it with personas** and user journeys. Using this analysis, I provided recommendations for improved navigation, a mobile version, and the addition of new features and pages.
- ♦ Made recommendations to **enhance navigation**, mobile version, and add new pages and features.
- ♦ Clarified my role as a UX/UI designer through comprehensive team meetings, establishing a **UX methodology, common working tools, and a mobile-first design approach** for more effective collaboration.
- ♦ Worked with the legal team to ensure the website's compliance with **GDPR regulations**.

## JC Decaux

May 2017 - September 2017

Created a web application for JCDecaux New York's commercial teams to book advertising spaces for clients

- ♦ Engaged users in the design process, validating each step collaboratively.
- ♦ Co-created **technical specifications** and user stories in close collaboration with the development team.
- ♦ Defined the interactions and behaviors of the schedule for the creation of a '**POC**' (Proof of Concept).
- ♦ Conducted a card **sorting workshop** to organize and prioritize numerous pieces of information and filters.
- ♦ Collaborated with teams working on connected applications to ensure **coherence across the platforms**.

