

# INESLU



## SUMMARY



Scalable  
Product  
Design

UX Research &  
Discovery

Systems & Experience  
Architecture

Growth-Driven UX  
Approach

## SKILLS

### EXPERIENCE ARCHITECTURE

Information Architecture  
Scalable Navigation  
Workflow Optimization  
Process Mapping

### PRODUCT DESIGN

Wireframing  
High-Fidelity Mock-ups  
Prototyping  
Design Systems

### UX STRATEGY & RESEARCH

Hybrid Research Methods  
(Quant & Qual)  
AI-Powered Research  
Atomic Research  
Automate Panel Management

### COLLABORATION

Design Thinking Workshops  
Product & Dev Alignment  
UX Roadmaps  
Backlog Prioritization

## EDUCATION

2014 - 2016

**Master's Degree - Université de Franche Comté**  
Multimedia Products & Services

## LANGUAGES

**French** // C2 \_\_\_\_\_

**English** // C1 \_\_\_\_\_

**Chinese** // C2 \_\_\_\_\_

## EXPERIENCES

09.2021 - Now

### Lead UX Designer - Iconosquare & Wedia

SaaS – Social Media Analytics & DAM Solutions

// **UX Strategy & Research** – Leading discovery phases, qualitative & quantitative research, and usability testing to inform product decisions

// **Solving Complex UX Challenges** – Crafting user flows and interaction models for data-heavy platforms (Analytics, Scheduling, DAM)

// **Data-Driven & Scalable Design** – Turning insights into flexible, efficient, and user-friendly solutions

// **Cross-Team Collaboration & Leadership** – Aligning UX with product & engineering, fostering a user-centered culture, and mentoring designers

09.2022 - Now

### Part-time Lecturer - Université de Limoges

IUT du Limousin - BUT MMI

// Teaching Human-Computer Interaction & UX fundamentals

04.2020 - 08.2021

### Product Designer - OD&B

Digital Agency – Application Development

// Designed custom SaaS products with a focus on mobile and tablet applications

**Clients:** Keepcool, SNCF

03.2018 - 03.2020

### UX Designer - Emakina France

Digital Agency – An EPAM Company

// Led the UX team, ran design thinking workshops, and conducted UX evaluations to optimize e-commerce experiences

**Clients:** Micromania, Agnès b., Nike, OM, Agatha, Courir

02.2016 - 03.2018

### UX/UI Designer - NOE interactive

Digital Agency – E-Tourism

**Clients:** La Drôme, Caen, Brive, Périgueux, Megève