



Axel EGOLF | Lead UX

12 years of experience in Product Design (including 4 as a Lead UX)

Living in Noisy-le-Grand (RER A) | 06.43.06.11.26 | axel@egolf.me | 37 yo

MY MOTIVATIONS

Curious and passionate, I've always loved understanding how things work and what constitutes a great experience, whatever it may be. So, naturally, I gravitated toward Product Design. For 12 years now, I've supported numerous clients from a variety of sectors (mainly finance, insurance, energy, and luxury).

During my assignments, I help teams design better products and services that meet the needs of users and various stakeholders (strategy, marketing, IT, etc.). Whether for business applications, mobile apps, or e-commerce platforms (B2C & B2B), I strive to align the vision of the various stakeholders and transform complex journeys into simple and enjoyable experiences that meet real needs. Finally, I recently trained in AI to accelerate user research and facilitate the design of new features and products.

Currently listening to the market and available within 1 to 2 months, I am looking for new opportunities as a Lead UX or Senior Product Designer. I am sure I can help you align the stakeholders on a shared vision and create (or improve) intuitive and differentiating user experiences, which meet the real needs and bring the best value.

PORTFOLIO

Here's where you can find my book, with a small selection of work, and a use case:
book.axelegolf.com

LANGUAGES

French Native speaker
English Professional proficiency

MAIN SKILLS

UX/UI design
UX research
Prototyping
Design Thinking
Lean Startup
Agility (Scrum)
Agentic AI

MAIN TOOLS

Figma / Sketch
N8N
Notion
Adobe Photoshop
Adobe Première

PROFESSIONAL EXPERIENCE

Lead UX - Service Designer

REACTEEV

March 2022 - Today

In addition to my senior consulting roles (for EDF & Goyard):

- Candidate screening and evaluation during recruitment processes.
- UX/UI design and graphic design for internal needs (website, marketing).
- Photographer for most of our meetups.
- AI agent design and development of AI workflows.

My AI-based proof-of-concepts and projects:

- Design and development of the AI agents for our content factory.
- Content ideation through business monitoring and technology watch.
- A marketing image library, enabling AI to learn our style and generate images, based on style and intended use. (The aim is to fine-tune the generation.)
- A newsletter system, based on our LinkedIn posts, blog articles, and events (past and future), including feedback loops and HTML integration.

Lead UX (via Reacteev)

GOYARD

Sept. 2023 - June 2025

Led the discovery & delivery of my product squad :

- Implementation of a design thinking approach and workshop facilitation.
- UX research, UX design, and Agile development project management.
- Design of user journeys, information architecture, and navigation principles.

Evolution of the website from a static showcase to an e-commerce platform :

- Design of the customer journeys necessary for launching e-commerce functionality (sales funnel, customer account, and order tracking...).
- Advanced prototyping & mentoring of a junior product designer.

Design of two applications for product customization:

- Complete UX/UI redesign of the application for product customization using paint (business application and web-based version for the general public) & design of a business app for product customization (colors and materials).
- Design of user journeys and UX principles; optimization of cross-features.

The customization app now is used in 94% of stores, accounting for over +50% of customizations and the website successfully transitioned to e-commerce.

Service Designer & Methodology Coach (via Reacteev)

EDF

May 2022 - April 2023

Design of a "service design" methodology tailored to EDF, based on the principles of design thinking, lean startup, and agile methodologies :

- 40 simple, context-specific tools, including templates and "quick start" guides.
- 2-day training for key stakeholders and product managers.
- 2-hour awareness sessions for product owners and designers.
- Training and training materials specific to certain tools (e.g., personas)

Project support and "toolkit evangelization":

- Promoting the EDF service design methodology.
- Providing a tailored methodology for projects and facilitating workshops and user research (interviews and tests).
- Facilitating CX research and analyze, then presenting the findings.



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EDUCATION

STRATE Master, Industrial Design
Grenoble EM DESMA
Scrum.org PSM1

DETAILS

Driving licence Full, own car

INTERESTS

Photography
Drawing
DIY / Home renovation
Automotive design
Motorcycle
Biking
Cinema

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer (via OAIO)

IT-CE (Informatique et Technologies - Caisse d'Epargne) Sept. 2021 - Jan. 2022

Redesign of the business applications, including the Caisse d'Epargne customer request & complaint management tool and the loan proposal/arrangement tool:

- Operation in an internal agency and agile development.
- Mock-up and prototyping on Figma, then user testing.
- Applications based on Salesforce.

Senior UX/UI Designer (via OAIO)

GPSSA (Gestion Professionnel des Services de l'Assurance) Sept. 2020 - June 2021

Redesign of the claims chain of the BCF (French Central Bureau), an association that guarantees compensation for victims of accidents caused in France by foreign vehicles or caused abroad by French vehicles:

- Response to the call for tenders in early Q2 2020.
- Audit & assessment of the existing system (business workflows, processes...).
- Implementation of a design thinking approach & led UX research.
- Co-facilitation of workshops (pain points, personae, ideation...).
- Design of the navigation architecture, definition of ergonomic principles, and creation of the visual identity. Consolidation as an UI kit.
- Design of end-to-end user journeys (management of files, statements, EDM, mail, etc.) and high-fidelity prototyping of the user journeys.

Senior UX/UI Designer (via OAIO)

CBP GROUP (Kereis) May 2020 - Aug. 2020

Framing of the new claims chain for Cbp-group (creditor insurance expert):

- Response to the call for tenders in Q1 2020.
- Consulting mission carried out in a squad team with business and technical experts, as part of the redesign of their claims chain and the decommissioning of the current information system.
- Audit & assessment of the existing system (business workflows, processes...).
- Conducting user interviews (25 employees).
- Workshop (co)facilitation: defining needs/personas, identifying pain points, needs, and the target vision of the ideal journey from different perspectives (policyholder, insurer, distributor, and Cbp manager).
- Definition of the MVP, wireframes, and low-fidelity prototyping of the journeys, defining the ergonomic and UI principles.
- High-fidelity prototyping of the first screens.
- Presentation to the Executive Committee for budget and roadmap validation.

And much more...

You can find all my experiences on my LinkedIn profile:

<https://www.linkedin.com/in/axel-egolf/>

