

Lead Product Designer for Walter Learning • 2020 | 2023

Permanent contract • Paris (France)

Design of wireframes & functional prototypes on several products: learning platform solution, website, internal platforms/tools to create and modulate our learning content but also monitor the progress of our learners.

Guarantee the user experience (B2B / B2C) : research, interviews, design thinking, user test, data analysis, collection of needs, heatmap, etc.

Ensure graphical consistency on all products of Walter Learning : website, plateforms, tools, e-crm campaign, ads, landing page, catalog , etc.

Creation from scratch of Walter Learning Design pole which now interacted with production Studio, marketing and technical team.

Art director for Wide Agency • 2017 | 2020

Permanent contract • Paris (France)

360° reflexion of creative concepts :

Trend analysis, benchmark, branding, setting up workshop / worksessions.

Ux research, user analysis, animation & preparation of user tests, forms & interviews. Design websites, web app and apps for many brands :

Interforum, ICP, EuropAssistance, Euromaster, Audi, Biotherm, l'Occitane ...

Graphic designer for Showroom Privé • 2016 | 2017

Fixed-term contract • Paris (France)

Creation of web campaigns for major brands multi-country variations.

Branding, design and production of graphical element & promotional videos.

UI/UX designer for Fotomate & Nodlabs • 2016

6 months Internship • Paris (France)

Branding, design & declination of screens for B2B & B2C mobile applications .

Graphic designer for YAY Paris • 2015

4 months Internship • Paris (France)

Shooting photo, jewelry packshots & retouching. Production of graphical elements for website & design print : catalogs, flyers, business cards...

Scenography and design of exhibition stands.

Pliing • 2020

UI/UX & consulting

Freelance mission

Fisio • 2019

UI/UX & consulting

Freelance mission

J-Milena • 2017

Consulting

Freelance mission

SOFTWARE

Sketch & Figma

To design & prototype products & solutions

Adobe Creative Suite • Photoshop, Illustrator, Indesign & Premiere Pro

To create graphical elements

Miro, Invision or FigJam


To organize & sharing ideas, mockups or work session


HTML, CSS (beginner level)

To know technical feasibility & interact efficiently with technical team

Hello,
i'm **Maëva Zéline**, french
Senior Product designer
based in Bristol (UK).

Discover what i do,
what i don't & i how work
on zelinemaeva.fr

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BS6 Bristol

SKILLS

Versatility * Adaptability * Autonomy *
Creativity * Curiosity * Reliability * Teamwork *
Design & strategic thinking * Touch of fun
& more ...

EDUCATION

English Booster

CanSpeak Training • Online | 2023

UX Design Sprint

Laptop Studio • Paris (France) | 2019

Graphic Design & Multimedia master's degree

University of Rennes (France) | 2016

Graphicals Arts License

University of Aix en provence (France) | 2014

Scientific Bachelor

Toulon (France) | 2011