



# JULIEN PATÉ

Senior Product designer

📞 06 30 18 79 43

✉ contact@julienpate.com

🌐 www.julienpate.com

🌐 /julienpate

## SUMMARY

Senior Product Designer with 18+ years of experience building SaaS B2B products in analytics, data and marketing automation. Expert in UX Design, scalable design systems and AI-driven product features with a hands-on approach to AI tooling both professionally (Contentsquare, Makazi) and through personal side projects (UXMateria, an AI-driven UX audit platform). Passionate in translating ambiguous data challenges into intuitive, high-impact interfaces, working cross-functionally with PMs, engineers and data scientists. Contributed to scaling design teams from 2 to 20+ designers.

## EXPERIENCE

### Contentsquare / Hotjar • Analytics & digital experience SaaS platform

Senior Product Designer • Sept. 2018 – Present

Contributed to internal AI tooling projects, bridging product, data science and engineering requirements through rigorous UX workflows

Designed end-to-end analytics features (dashboards, real-time alerting, conversion funnels, AI-powered insight detection, Data Scoring feature, page analytics) that improved client KPIs and product adoption

Facilitated design sprints, innovation workshops and Hackathons with internal teams and external clients to align product, tech and business goals

Helped scale the design team from 2 to 20+ designers — shaped processes, design ops tooling and collaborative standards

Led UX research plans: interviews, user journeys, focus groups, SUS scoring — synthesized findings into actionable briefs presented to stakeholders and arbitration committees

Built and maintained a scalable design system with component libraries, templates and assets used by 20+ multidisciplinary designers (UX, UI, UX Writing, Research)

Designed developer portal and third-party integration catalog (API management, quota settings), enabling a marketplace of client-side integrations

### Splio • Email campaign orchestration & loyalty marketing SaaS platform

Lead Senior Product Designer • Jan. 2018 – Sept. 2018

Sole Product Designer embedded in R&D — owned full UX/UI strategy, design system and UX research

Designed multi-channel campaign orchestration module and loyalty/rewards engine including WeChat admin portal

Created design system (design side) and partnered with front-end team for technical component integration and maintenance

Redesigned main application (information architecture, layouts, shared component library)

Ran innovation workshops with clients and internal teams to qualify needs and define product direction

### Makazi • AI-driven marketing automation & audience segmentation SaaS platform

Lead Product Designer & Product Owner • Jan. 2016 – Jan. 2018

Dual role: Lead Product Designer & PO on multiple product tracks — managed roadmap, backlog, sprint planning and Agile ceremonies with dev teams of 10–20

Designed advanced AI-based audience segmentation application with multi-channel automated campaign scenarios

Structured UX/UI processes within the R&D organisation; evangelised UX value to business stakeholders

Built fully customisable performance dashboard enabling real-time campaign monitoring and live actions

Owned information architecture, UX writing, user journeys and UI across all projects

### Smartfocus • Multi-channel marketing SaaS platform

Product Designer • May. 2011 – Dec. 2015

Designed user-configurable dashboard with dynamic widgets for multi-channel campaign performance

Rebuilt the notification and alerting system for real-time campaign status updates

Led full redesign of main navigation and created campaign creation/reporting modules (mobile, email, social)

Designed social media community management tool (Facebook, Twitter/X, LinkedIn)

Set up the first synchronised UX/Dev design system between the UX and engineering departments

## EXPERIENCE (CONTINUED)

**Inexbee** • Mobile apps, social network & cross-platform telecommunications application

Product Designer & Front-End Dev • Oct. 2007– Jan 2011

Designed and developed a web & desktop social network/messaging app (Livio) including profiles, calls, credits and back-office

Front-end development in JS, ActionScript 3 (Flash) and CSS; created visual identities and marketing assets for industry events (3GSM, e-marketing)

Delivered web and mobile products for major clients: Photomaton, ParuVendu, Logicimmo, Tour de France, Casino Tranchant

**Aditik** • Web agency

Graphic Designer & Front-End Dev • Feb 2007– Jul 2006

UI design and front-end development for client showcase sites and back-office portals (Neuilly Immobilier and others)

## SKILLS & TOOLS

### Design & Research

Figma · Design Systems · UX Research · User Interviews · Usability Testing · SUS Scoring · UX Writing · Information Architecture · Prototyping · Design Sprints · OOUX · Accessibility (WCAG)

### Product & Methodology

Product Strategy · Agile / Scrum · Roadmapping · Stakeholder Management · Design Ops · Continuous Discovery (T. Torres) · Jobs-to-be-Done

### AI & Coding

Building custom AI workflows & MCPs connections · Automated Competitive Intelligence & Design Benchmarking · AI-assisted Design & coding (Claude, antigravity). Design Tokens architecture & management · Proficiency in Next.js, React & Vue.js · CSS/JS

## CERTIFICATIONS & TRAINING

**Google AI Professional**

**Accessibility Certification (WCAG)**

**OOUX — Object-Oriented UX (Sophia Voychehovski)**

**Continuous Discovery Habits — Teresa Torres**

**Contentsquare**

**Axure**

## EDUCATION

Licence Internet Multimedia & Communication · Communications Networks & Services

## LANGUAGES

**French** • Native **English** • Professionnal