



Julien CHATELAIN

UI Designer

I'm a UI Designer with a background in front-end development crafting and building great user experiences for 12+ years. I've worked on projects in different spaces (education, enterprise communication, HR) and for different types of products (marketplace, SaaS, marketing website).

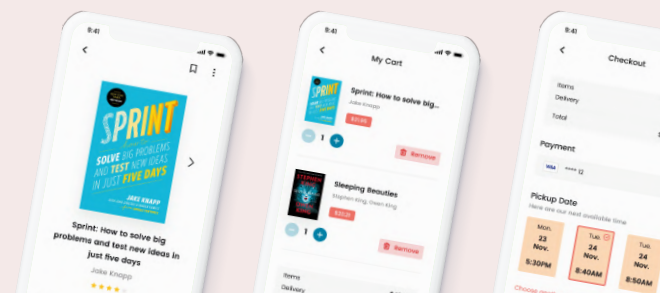
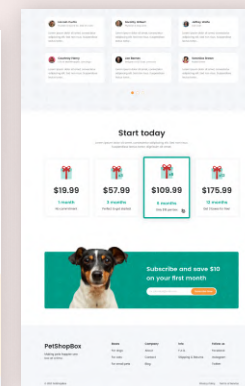
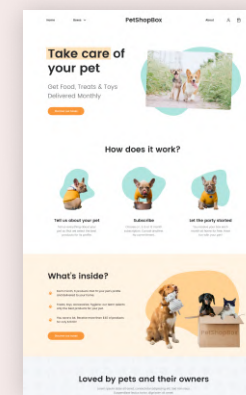
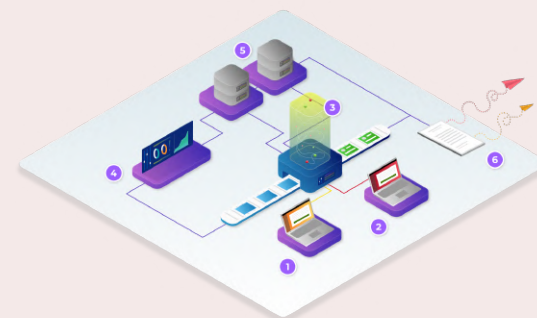
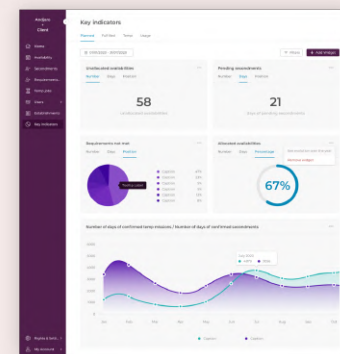
I strive to design simple, consistent and engaging products that people can understand and use easily.

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in <https://www.linkedin.com/in/julienchatelain>

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🔗 <https://www.julienchatelain.com>



Andjaro

APPLICATION

UX / UI DESIGN

Andjaro is a real-time workforce optimization platform that allows the mapping, reallocation and load balancing of internal workforce for large organizations.

GOAL

Deliver new UX and UI for K2, Andjaro's core feature to help increase the number of staff transfers.

CONTEXT

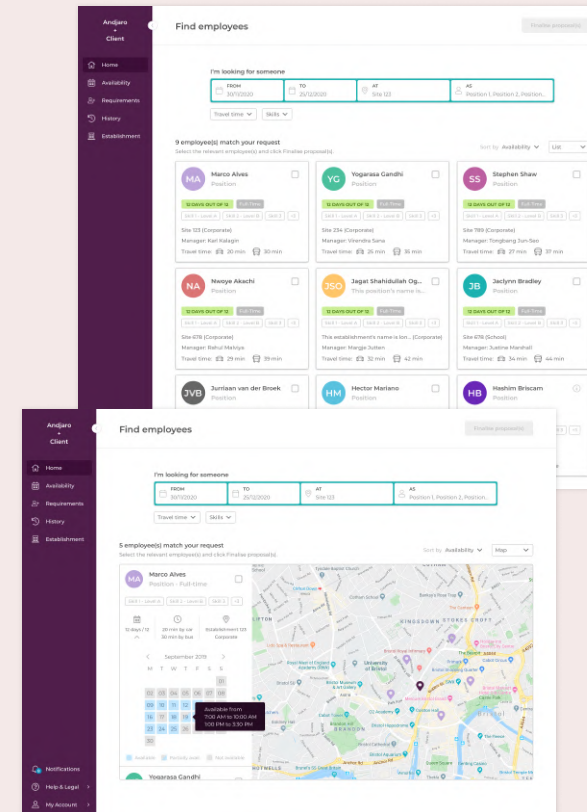
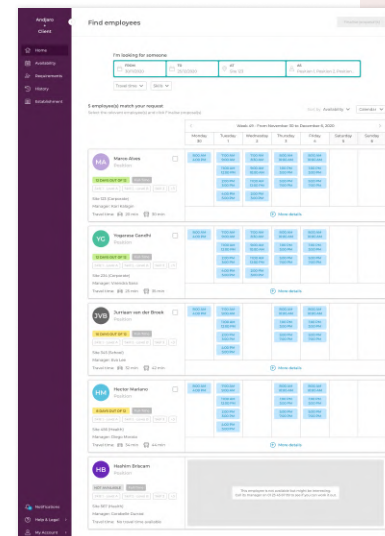
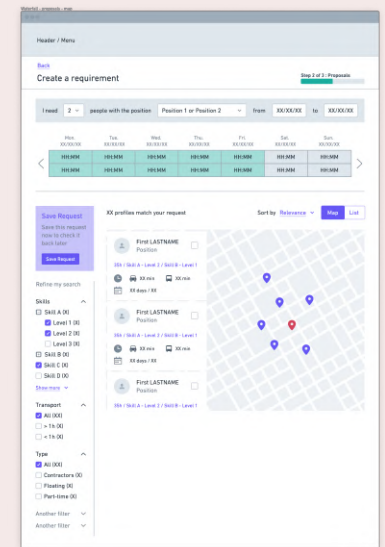
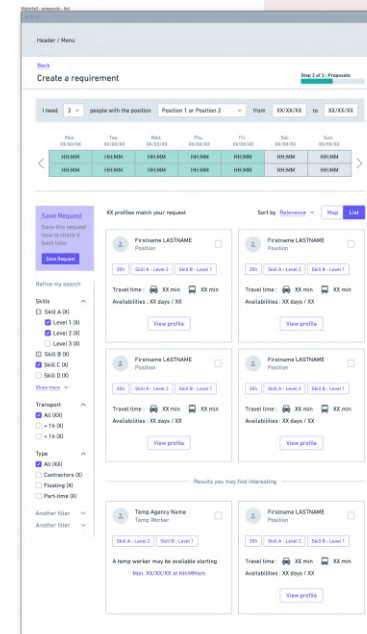
- A not very user friendly page with a very long form that had to be filled entirely before accessing a list of employees
- A matching algorithm too strict that only returned employees with a perfect matching

ACTIONS

- I interviewed a small group of users to have their feedback on the current flow, to understand how they used the product and what could be their ideal solution
- Based on these interviews and discussions with stakeholders, I led a complete rework of the feature that included a very small form displayed as a sentence, some optional filters to narrow the search and different views to display the results (card, calendar, map)

OUTCOMES

- Saw an increase in the number of staff transfers for the client with the new flow activated
- “Page is clear and looks very nice”, “There’s a lot more available employees than before”, “I make a choice myself” (versus a choice made by an algorithm)



Andjaro

APPLICATION

DESIGN SYSTEM

Andjaro is a real-time workforce optimization platform that allows the mapping, reallocation and load balancing of internal workforce for large organizations.

GOAL

Create a design system to help reduce development time and harmonize the user experience across web and mobile applications.

CONTEXT

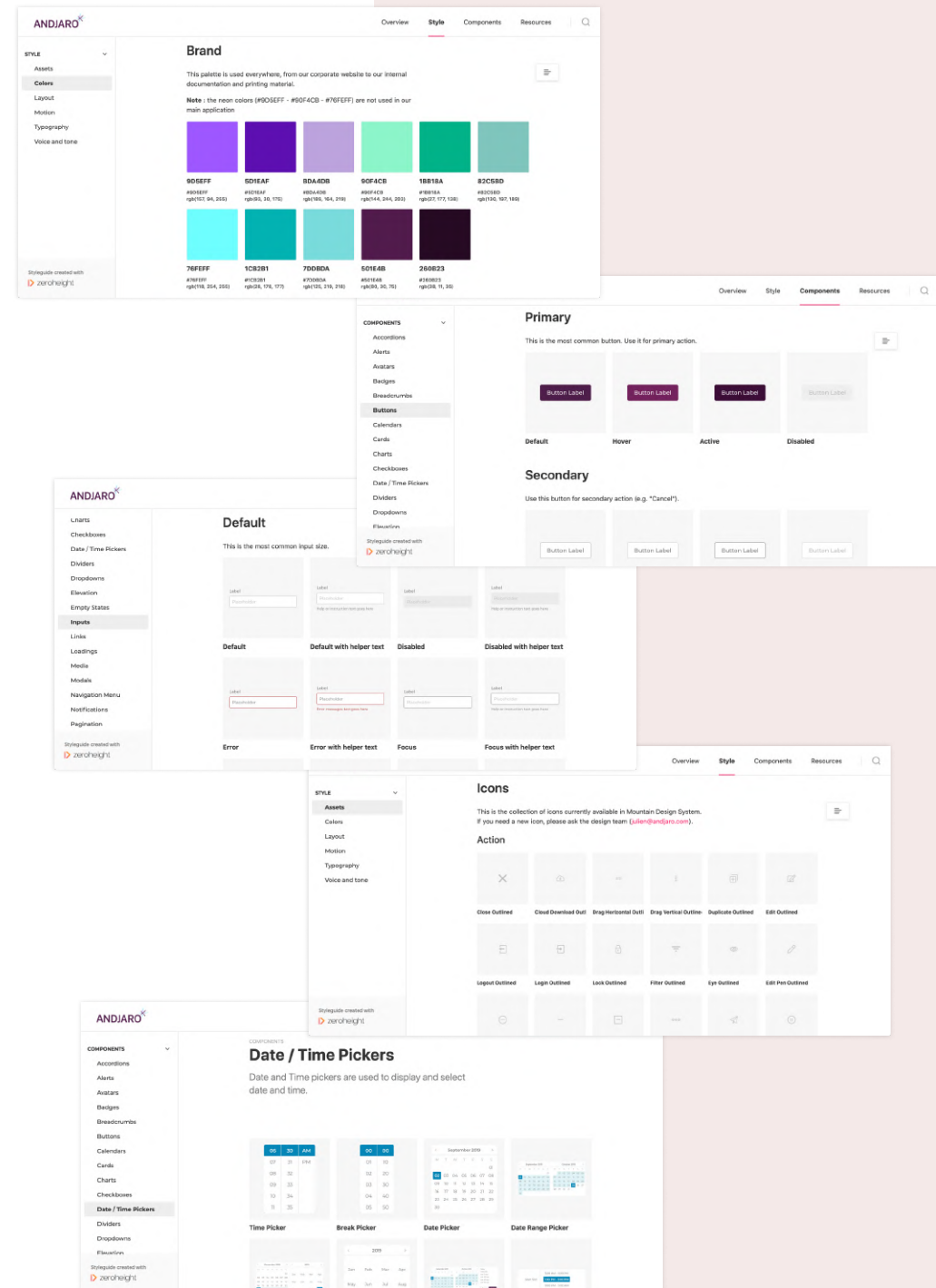
- A legacy application with different technologies, libraries and styles
- A lot of inconsistencies from one page to another, from one element to another (color, hierarchy, spacing, action...)
- A brand redesign that was not reflected on the web and mobile applications

ACTIONS

- I first made an inventory of all the existing stuff, all the different pages, components, calendars, blocks, forms, etc.
- I tried to group them by function, to see what could be merged, what could be removed or simplified and then started to design components
- Thanks to zeroheight, I was able to format the whole design system and wrote what each component was supposed to do, its usage, when to use it or not

OUTCOMES

- Easier to design a new feature or a new page thanks to reusable components
- A shared library for product and tech teams and solid foundation for building a common language that helped in the execution



Fuze

APPLICATION

UI KIT & STYLE GUIDE

UI DESIGN

Fuze is the leading cloud communications platform for the enterprise. It's an all-in-one platform that enables a seamless transition between calling, meeting, chatting, and sharing.

GOAL

Introduce a UI Kit and Style Guide to bring consistency to the product and improve our development process.

CONTEXT

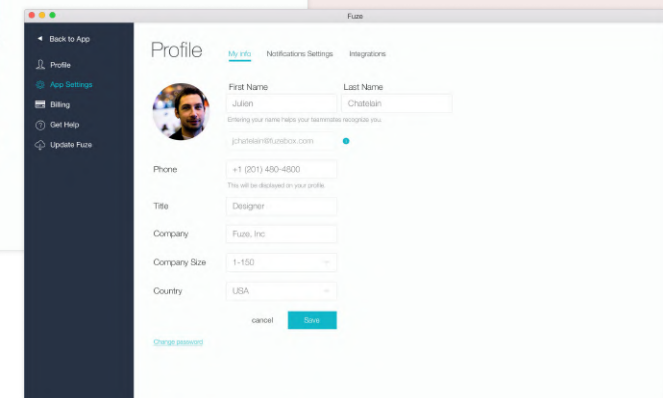
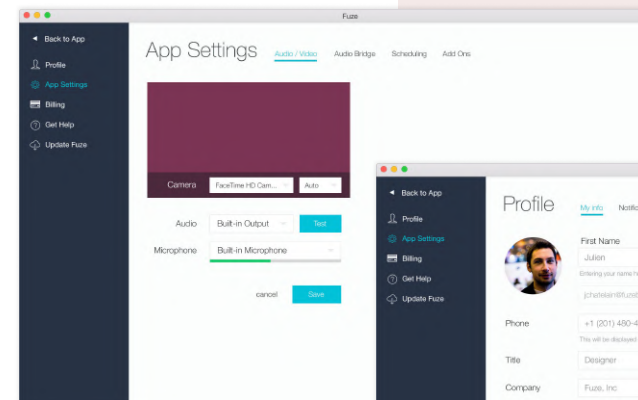
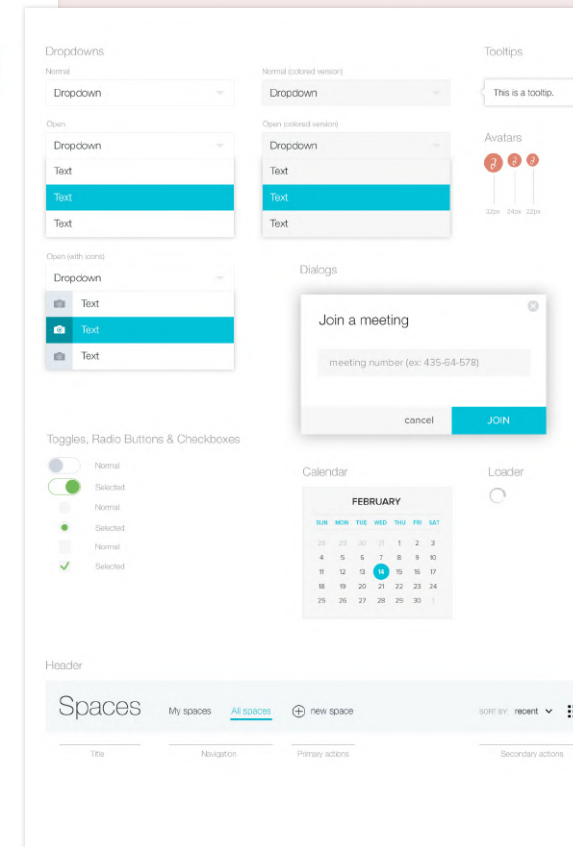
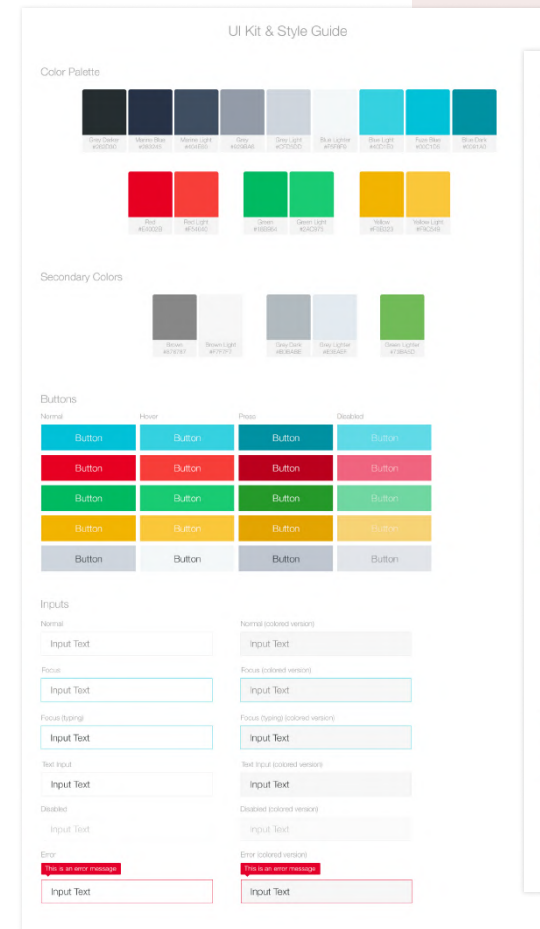
- Four people were working on this web application, there was no style guide and more pages and features were about to be developed
- There was a need for profile and settings pages

ACTIONS

- I created a UI Kit and Style Guide so the team could rely on something when developing a new page or a new feature. Colors, CTAs, form elements and page's header to name a few were available in this guide.
- I led the design of the profile and settings pages, trying to keep the same layout and design as for the existing pages

OUTCOMES

- We were still far from a design system but it was a necessary building stone to something more complete that helped the product be more consistent and the team be more efficient



LiveMinutes

WEBSITE

UX / UI DESIGN

LiveMinutes was a real-time collaboration platform filling the gap between traditional web-conferencing (Webex, Skype), project management (Basecamp), and document sharing (Google Docs, DropBox, Box, Email).

GOAL

Launch a new version of the website and increase the sign up form rate.

CONTEXT

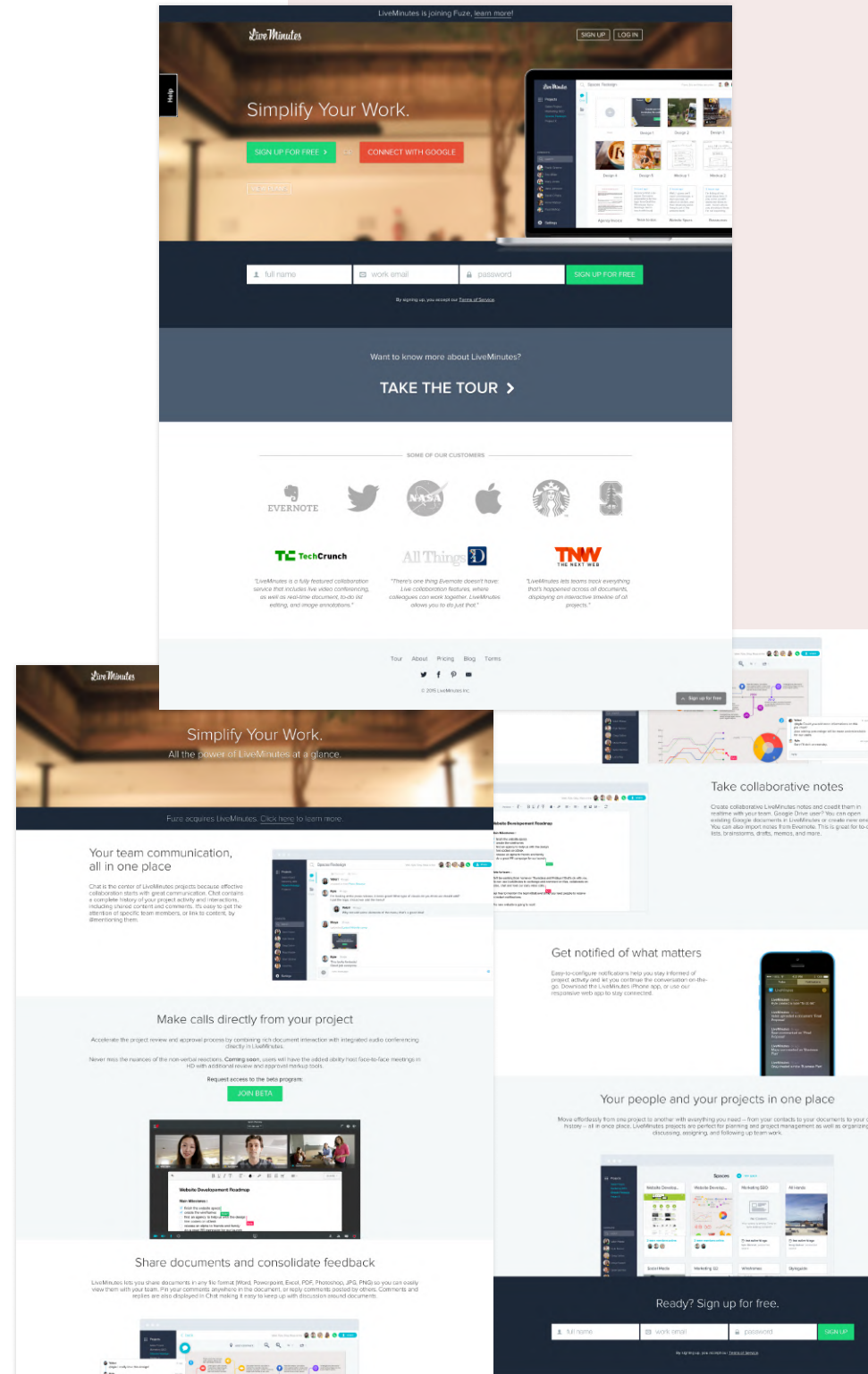
- A free service with a signup conversion rate that could be higher
- A website that needed a visual refresh to fit new trends

ACTIONS

- I designed a very simple and minimal homepage with a hero section focused on signup and two more sections: take the tour that led to the features page and testimonials/logos to strengthen our credibility.
- I created two versions of the hero section and decided to A/B test them during a couple of weeks. After reviewing the results, we decided to go with the one that had the best conversion rate
- I also designed the features page. I reviewed the mockups with the team, polished them and then integrate them

OUTCOMES

- Saw an increase in the number of sign ups (+15%)



Design Challenge

APPLICATION

UX / UI DESIGN

The Cacatoes Theory is a french product designers community on Slack. Every two weeks, you can participate to a new design challenge and receive feedback from your peers on Slack or during live UI Reviews on YouTube.

CONTEXT

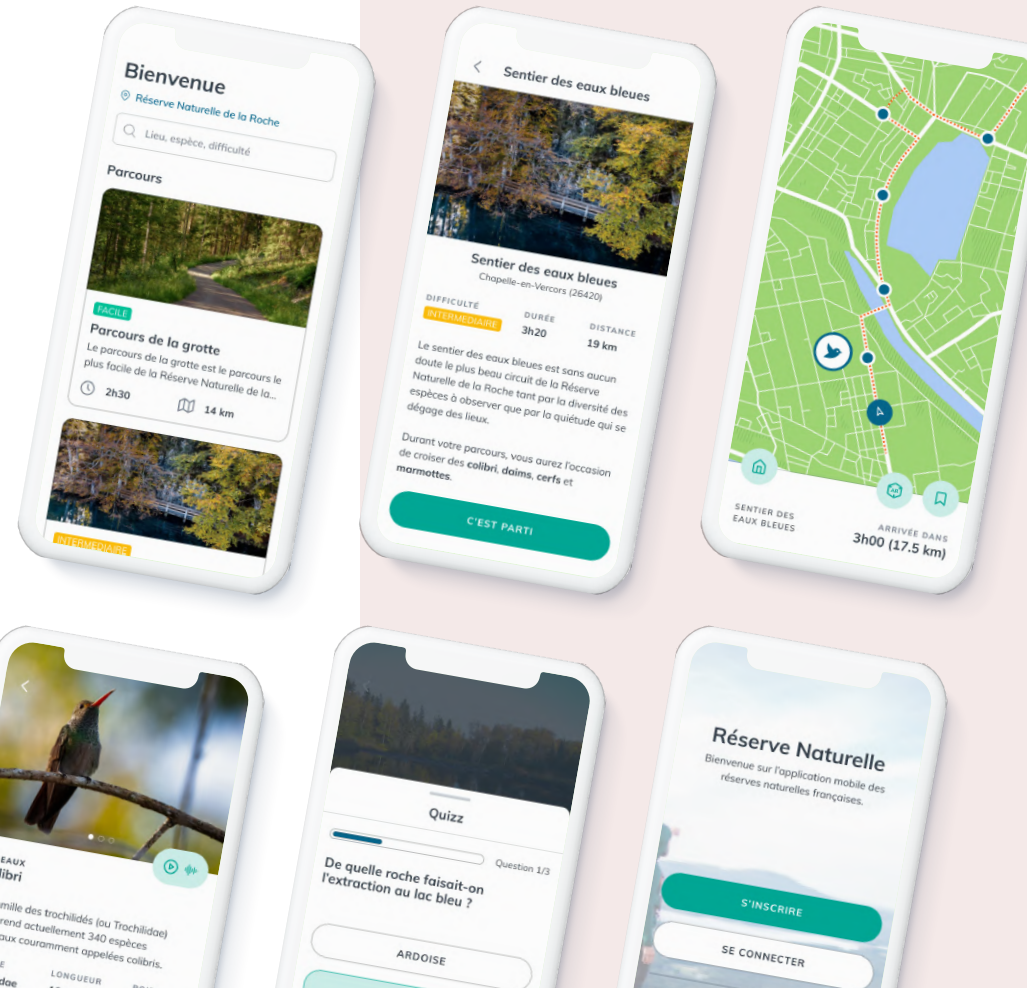
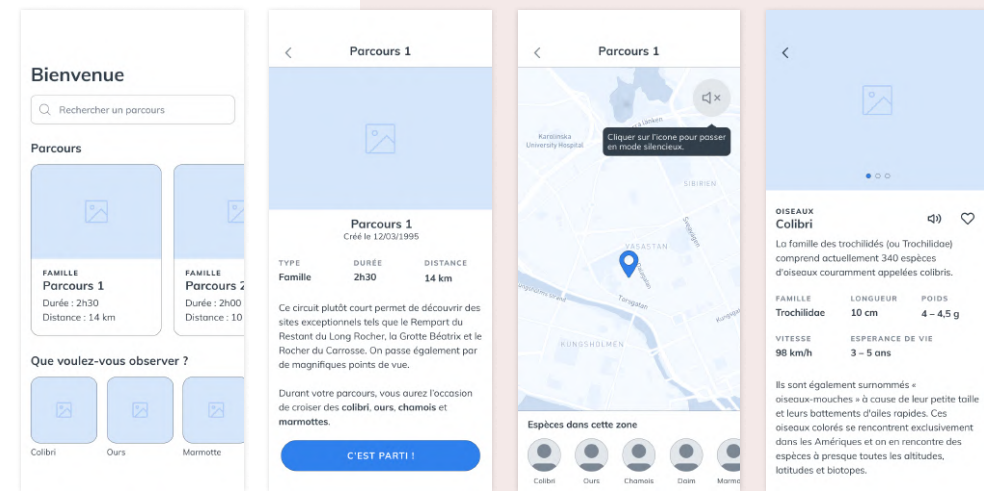
The director of a natural reserve has contacted you to design an application for his park. The goal is to make people aware of the protection of wildlife and flora and to offer them discovery trails.

EXPERIENCE

I had a month to think about and design this app. During this time, I participated to several workshops with some experts to:

- define ideas using the How Might We format, user type and experience map
- do some lightning demo, sketching, user flow and storyboard
- do some rapid prototyping using the RITE method

These workshops helped me refine my ideas and prototypes by doing some tests and receiving qualitative feedback very early in the process



Design Challenge

APPLICATION

UI DESIGN

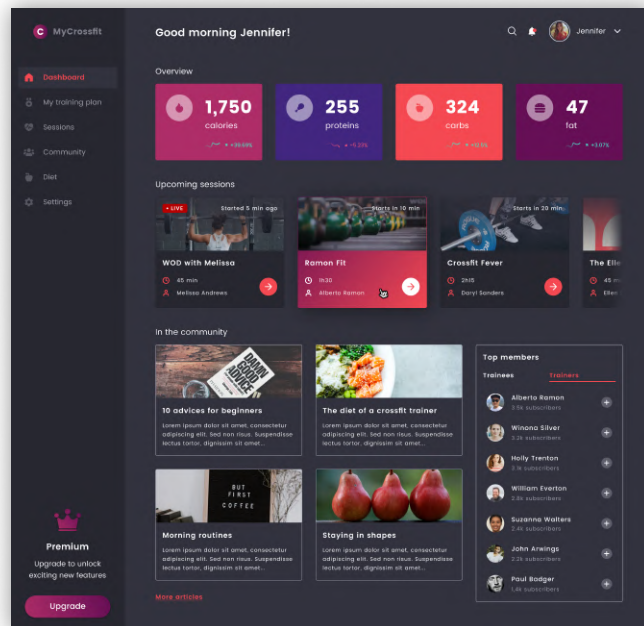
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BOOK STORE APP

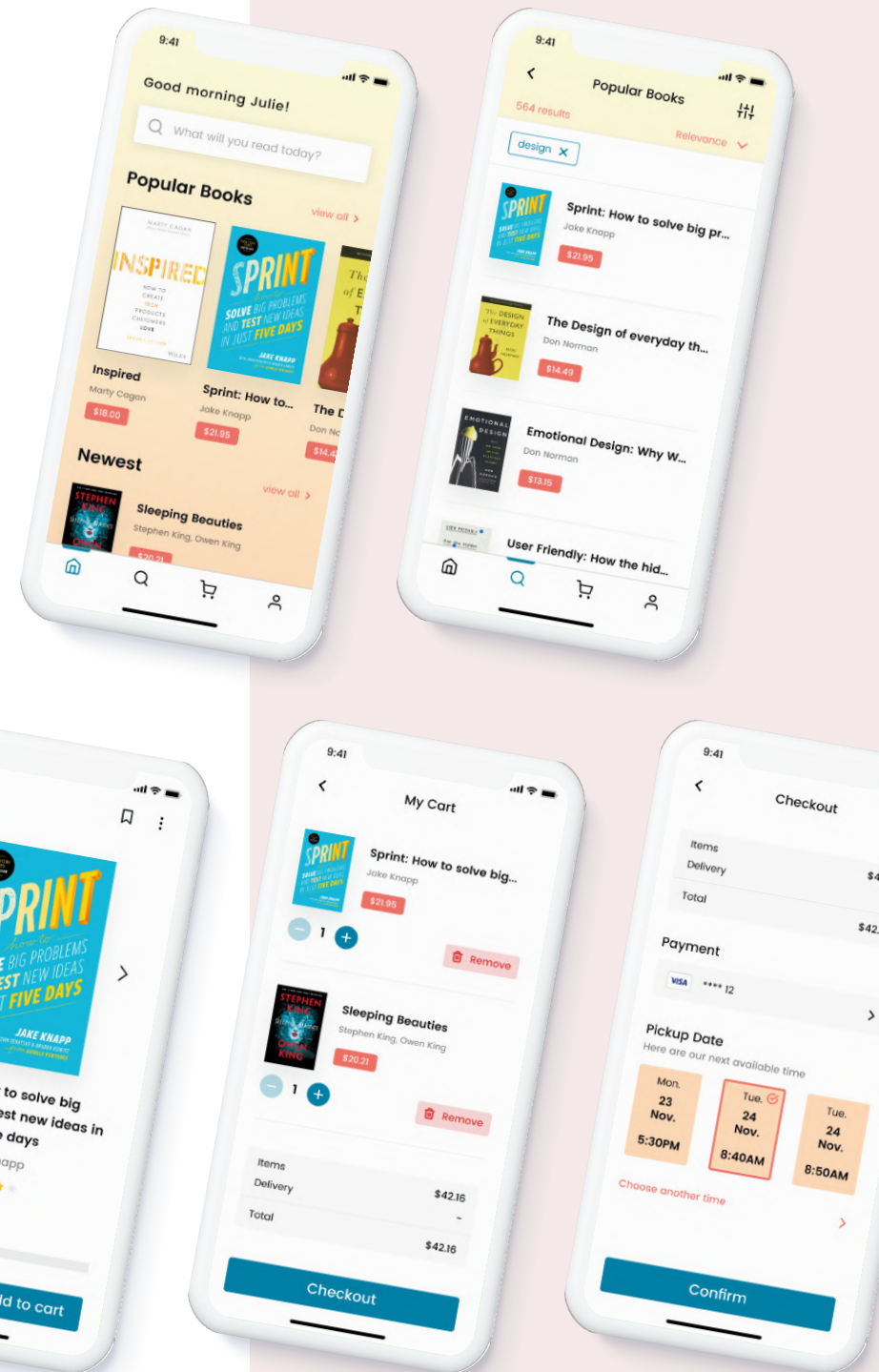
The goal was to design at least 3 screens for a book store mobile application with a "buy online, pick up in-store" principle and one constraint: use of gradients.

CROSSFIT DASHBOARD

The goal was to design a dashboard for a crossfit application with statistics and upcoming sessions with one constraint: a dark UI.



Crossfit Dashboard



Book Store App

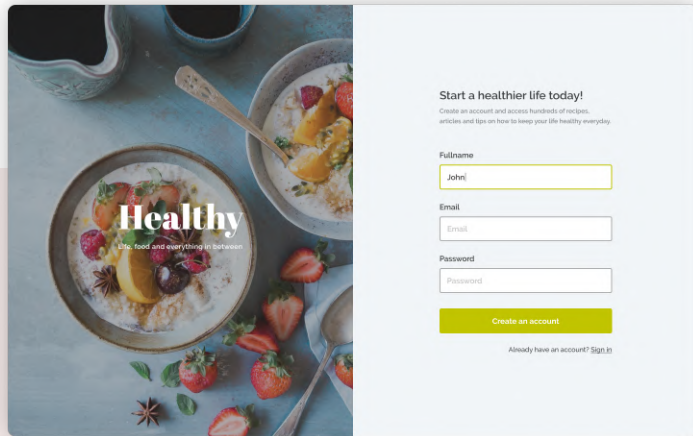
DailyUI

WEBSITE

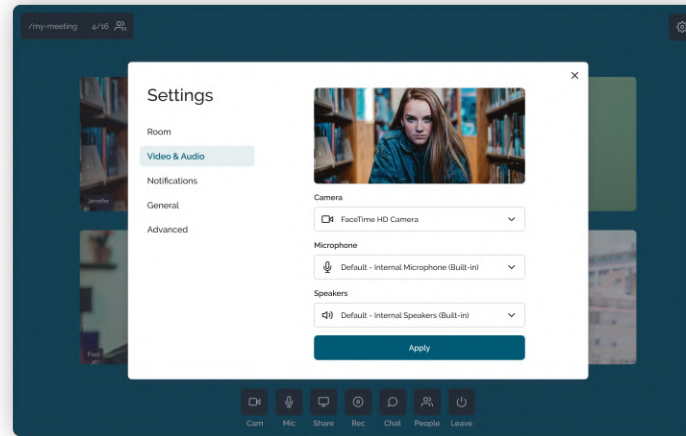
APPLICATION

UI DESIGN

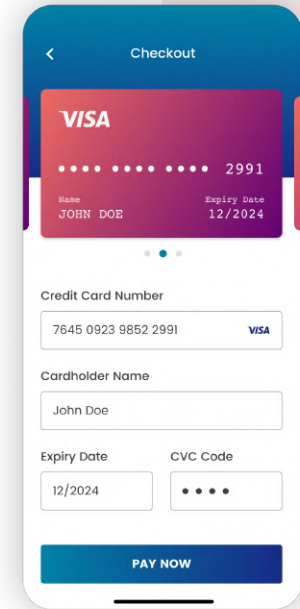
Daily UI is a series of daily design challenges you receive directly in your inbox to practice and become a better designer in 100 days. I decided to enter the challenge to further my design skills and keep learning.



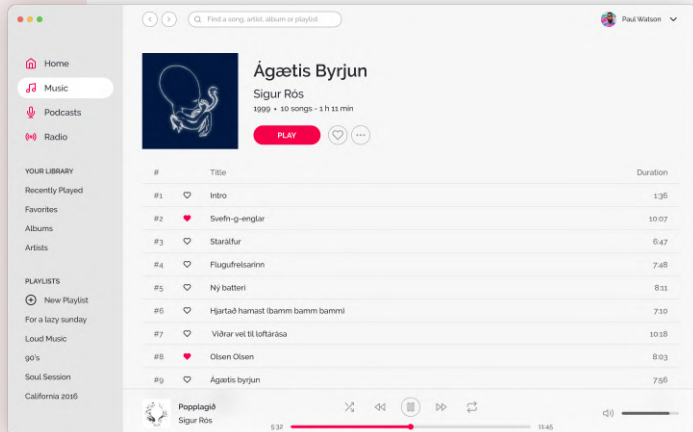
Daily UI 001 - Sign Up



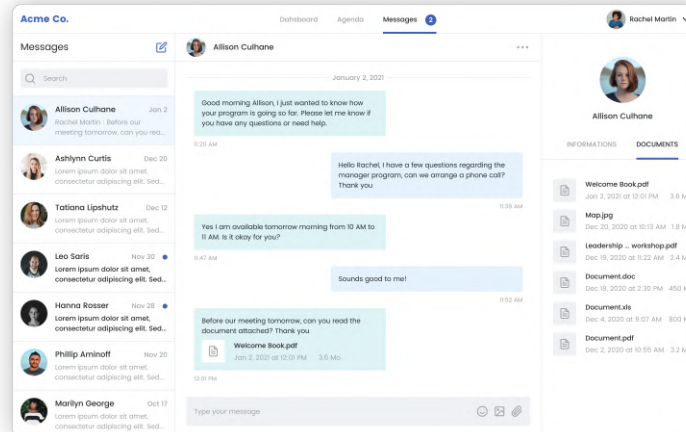
Daily UI 007 - Settings



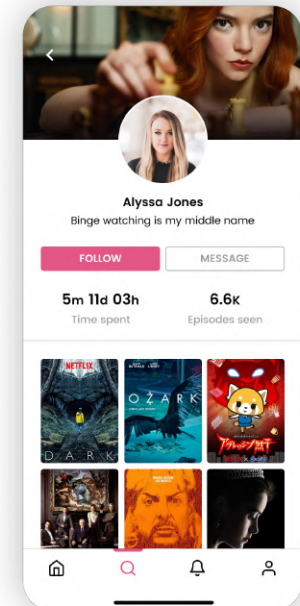
Daily UI 002 - Credit Card Checkout



Daily UI 009 - Music Player



Daily UI 013 - Direct Messaging



Daily UI 006 - User Profile