



Natacha Anglade

Freelance Product Designer · E-commerce & Digital Accessibility (RGAA / WCAG)

Vincennes (Greater Paris), remote or on-site in Île-de-France · Next availability on request
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From user research to shipped front-end, I run the whole product chain on my own: one point of contact, a shorter cycle, and purchase journeys that are accessible to everyone and designed to convert.

KEY SKILLS

What I bring

- **One point of contact, from strategy to shipped code:** research, design and front-end (AI-assisted) handled by one person.
- **Decisions grounded in research:** focused on conversion and retention.
- **Less risk, wider audience:** accessibility (RGAA / WCAG) built in from the start.

Skills

- **RGAA / WCAG accessibility:** pre-audits and audits, non-conformities prioritised by impact, actionable recommendations, developer support.
- **E-commerce product design:** purchase journeys, product pages, payment (Stripe), information architecture, personalisation.
- **Research and framing:** market study, quantitative surveys, qualitative interviews, personas, user testing.
- **Product design and design-to-code:** wireframes, prototypes, design systems, Figma, AI-assisted HTML/CSS front-end (Claude).

EXPERIENCE

Horizon Pourpre · *Freelance Product Designer* · January to July 2026

Premium wine-tourism e-commerce site. Challenge: sell an €8,000 stay online with no salesperson to reassure the customer, under a regulatory constraint that prevented payment directly on the site.

- **Discovery:** market study, quantitative survey, qualitative interviews, persona and premium positioning study to define the real problem.
- **Design:** identity, design system, Figma mockups and a three-step journey: inspire (large images, careful presentation of each destination), reassure (day-by-day itinerary, accommodation, what is included or not), secure the purchase (simple booking on the site, then a secure payment link sent by email).
- **Accessibility:** contrast, readability and keyboard navigation considered from the start.
- **Development:** front-end coded solo with AI-assisted design-to-code (Claude), delivered ready to deploy, with no agency or developer.

→ **A site ready to sell, designed and coded end to end by one person.**

Good Boys Obey · *Freelance Product Designer* · 2025 to 2026

Digital brand ecosystem. Challenge: combine a high-performing e-commerce shop with an immersive community club.

- **Foundations:** market study, personas, branding, art direction, design system.
- **Dual-mode navigation:** light mode for the shop (clean product pages with HD visuals, "Artist Perks" highlighted), dark mode for the member area (identity and engagement).
- **Gamification:** member profile as a progression dashboard (XP levels, order tracking) and badges (Early Adopter, Content Creator) to support long-term retention.

- Co-creation: members can submit their own designs, and some items unlock with engagement (the padlock as a desirability lever). Launch of a community social network (Kink ID, Kinktree).

→ **A retention lever (LTV) through personalisation, and an entry barrier created by a proprietary network.**

Paasta · *Freelance Product Designer* · 2025

UX/UI redesign of a restaurant website with a premium artisanal positioning.

- Market study, user surveys and interview with the owner to frame business goals and brand image.
- Information architecture redesign, new visual identity and UI, user testing.

→ **A site designed to be more readable and to showcase the offer better, aligned with the premium artisanal positioning.**

Scalian · *Product Designer (permanent contract)* · 2022 to 2024

Design of business software in complex and sensitive contexts, agile environment.

French Army (Armée de Terre): resource management software (human, material, financial). Challenge: reduce perceived complexity.

- Information architecture reworked and actions grouped by intent.
- Regular workshops with business, data and development teams, and ongoing dialogue with the command: each feature qualified (who uses it, in what context, why) before being checked against available data, then technical feasibility.
- Adapted research protocol: participants split into separate groups so operational staff could speak freely despite the hierarchy.
- Interactive prototypes validated step by step, from the command to end users.

→ **A planning tool designed to be more reliable and more intuitive.**

Cilas (Paris 2024 Olympics): sole Product Designer on embedded software controlling the HELMA-P anti-drone laser weapon, with no direct access to operators.

- Understanding of usage built from a 160-page requirements document and iterative exchanges with the Cilas teams.
- Sober, hierarchical interface: system states and sensitive actions unambiguous, priority levels to supervise several cameras, many settings and four screens at once.
- Two usage modes: keyboard and mouse, or touch on tablet, with large interaction areas.
- Night mode redesigned without red or orange for operators wearing infrared goggles, keeping the same criticality levels.

→ **Led the design alone on a strategic project.**

Bleen · *Product & Brand Designer, marketplace* · 2022

Brand identity, e-commerce experience (information architecture, journeys, wireframes, interfaces), design system and user surveys.

→ **A differentiating product and visual foundation for a young target audience.**

Lancaster, Turo, Veepee · *Art Director & Graphic Designer* · 2015 to 2021

Performance-driven e-commerce visuals and campaigns (clicks, conversion, ROI), with strong brand consistency.

EDUCATION, TOOLS AND LANGUAGES

Education: UI/UX Design (Ironhack) · Graphic Design (IntuitLab)

Tools: Figma, Illustrator, Photoshop, Miro, HTML/CSS, GitHub, Salesforce, AI (Claude, ChatGPT, Lovable)

Languages: French, English, Swedish