Maëlle Guillot

Senior Product Designer

Health tech · Innovation · Tech for Good

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SKILLS

Design Thinking	User Research
Interaction	UX/UI Design
Prototyping	Problem Solving
Visual Design	Figma
Adobe Cloud	HTML / CSS
Wordpress	Video editing

CERTIFICATION

CPACC (Certified Professional in Accessibility Core Competencies), International Association of Accessibility Professionals (IAAP), 2025

EDUCATION

2014 B.A. in digital design
at Ecole Presqu'ile, Lyon, France

2012 B.A. in Film Studies major in Cinematography
at Institut des Arts de Diffusion, Louvain la Neuve, Belgium.

2008 French Baccalauréat
at Cité Scolaire Internationale, Lyon, France

LANGUAGES

English: C1
German: C1 - TestDaF-certified
French: Native speaker
Spanish: B1

INTERESTS

Travel: exploring new countries and discovering new cultures and traditions.

Film: great interest for indie movies and colourful cinematography

Photography: street photography and travel photography

Languages: I love learning new languages

EXPERIENCE

Health Tech

Freelance Senior Product Designer — Frieda Health GmbH
October 2025 - September 2026, Part-time // Berlin, Germany

- Led the conceptualisation of a weight loss application focusing on habit-building strategies

Health Tech

Freelance Senior Product Designer — Doctolib GmbH
October 2025 - December 2025, Part-time // Hybrid, Berlin, Germany

- Led a diary study and follow-up interviews (in German) to evaluate a beta app, translating insights into actionable product improvements
- Adapted the design system to ensure full mobile compatibility, accessibility and scalable component reuse
- Led the redesign of a web application into a native mobile app, improving usability and aligning with platform guidelines.

Health Tech

Freelance Senior Product Designer — Mentor GmbH
May 2025 - July 2025, Part-time // Remote, Germany

- Optimised and maintained the design system, creating and updating components to ensure accessibility and WCAG compliance
- Redesigned key screens based on insights from usability testing, improving user experience and interface clarity

Food & Finance

Freelance UX Researcher — Askable
December 2024, February - May 2025 // Remote

- Conducted user interviews in French and German for clients including Deliveroo and Mastercard
- Delivered actionable insights to inform product decisions across multiple industries

Health Tech

Freelance Senior Product Designer — Caona Health GmbH
February - April 2025, Part time // Berlin, Germany

- Led the end-to-end design of a female health app focused on menstrual cycle tracking
- Created wireframes, user flows, and interactive prototypes for user testing
- Designed inclusive, intuitive UI aligned with WCAG 2.1 Level AA accessibility standards
- Built a scalable design system to ensure visual and functional consistency

Health Tech

Freelance Senior Product Designer — Frieda Health GmbH
October 2024 - July 2025, Part-time // Berlin, Germany

- Conceptualisation of new features for a medical app for women in menopause
- Creation of a design system
- Development of modern UI components to improve user experience
- Iteration and refinement of existing UI designs based on user feedback and testing
- Ensuring responsive and accessible design across devices

Health Tech

Freelance Senior Product Designer — CWC Recruitment GmbH
October 2023 - July 2024 // Berlin, Germany

- Conducted user interviews with foreign nurses, who relocated to Germany
- Facilitated ideation workshops
- Prototyped and designed a two-sided online platform for foreign nurses relocating to Germany, enabling them to track paperwork, learn German, and navigate the qualification recognition process. The platform also allows employers (hospitals and clinics) to monitor the nurses' progress.

Health Tech

Senior Product Designer — Pink gegen Brustkrebs GmbH
March 2022 - October 2023 // Berlin, Germany // Part-time

- Conception and design of new features for the PINK! Coach app (DiGA App) and the PINK! Leben psycho-oncology course
- Carried out usability tests and user research following the MDR class 1 (Medical Device Regulation) requirements and IEC 62366-1.
- Creation of a design system
- Creation of a user research methodology

Health Tech

Senior Product Designer — All About Me GmbH / Tilda.de
August 2021 - March 2022 // Berlin, Germany

- Led the design team
- Carried out summative evaluation for an online programme for women suffering from depression that was in the application process with Bfarm to become a DiGA (digitale Gesundheitsanwendung)
- Built a mobile design system
- Created online programs about mental health topics

E-Commerce

UI & Web Designer — Freelance
August 2016 - August 2018 // Lyon, France & Berlin, Germany

- Redesigned the checkout experience of an e-commerce website
- Created websites and landing pages for start-ups, e-commerces, retailers and media agencies.
- Designed and implemented marketing emails campaigns
- Created graphics, visual content and motion graphics

Energy

Web Designer & Graphic Designer — Flexy
October 2015 - July 2016 // Brussels, Belgium

- Created a website comparing different energy providers
- Implemented design mockups into HTML / CSS
- Established a new visual language

Innovation

Freelance Senior service Designer — XCNT GmbH
October 2023 - February 2024 // Berlin, Germany & Paris Nantes Lyon, France

- Conducted user research by shadowing maintenance technicians during their daily routines to gain insights and identify recurring problems.
- Facilitated ideation workshops
- Designed prototypes based on new product ideas and tested them on users

Health Tech

Freelance Senior Product Designer — Care with Care CWC GmbH
November 2022 - February 2023 // Berlin, Germany

- Conception of an online language platform aimed to support nurses willing to relocate to Germany in their journey to reach B1 level in German.

SaaS

Product Designer — Care.com
August 2018 - July 2021 // Berlin, Germany

- Led the design and user experience for the member-facing side of the platform.
- Redesigned provider profile pages across 16 countries and 7 different verticals.
- Conducted research on provider quality using human-centered design principles.
- Co-created a new design system
- Prototyped a messaging app

Humanitarian

Digital Designer — IOM UN Migration
July 2016 - October 2016 // Geneva, Switzerland

- Designed an internal content sharing platform to make communication between different offices easier
- Created a brand identity for the DTM (Displacement Tracking Matrix) department
- Supported teams with graphic design