

CALEN BOLE

SKILLS

Market and user research:

interviews / competitive analysis /
usability testing / journey mapping

Graphic design:

Adobe Suite / Affinity Suite

Web design:

HTML5 / CSS3 / ES6 / Wix / Webflow

Wireframing / Prototyping:

Figma / Adobe XD / Content Square

Languages:

English - native speaker /
French - advanced (DELFB2)

Analytical tools:

Google Analytics / Content Square

Project management :

Trello / Notion

EDUCATION

ENSCI - Les Ateliers

September 2021 - Present

Master in industrial design

China Academy of Art

September 2018 - May 2021

Master in international fine arts

Sciences Po

September 2016 - January 2017

Exchange semester

Boston University

September 2013 - May 2017

B.A. in political science and philosophy

EXPERIENCE

Design Lead - SOULS, www.soulsarchive.info

June 2024 - Present

- Conducted benchmark of online archiving services.
- Led user interviews and created personas.
- Defined key features and userflows.
- Directed visual identity, UI kit, and showcase website.
- Produced high-fidelity mockups (platform + marketing)

Senior Designer - Circl Labs, Station F, www.circl.app

September 2023 - June 2024

- Contributed to design strategy and development.
- Analyzed feedback from beta testers.
- Defined and proposed new features and navigation patterns.
- Structured and organized the information architecture.
- Designed pitch decks for investors and partners.

UX Design Lead - ArcelorMittal

May 2023 - September 2023

- Led redesign of the E-steel e-commerce platform.
- Conducted multi-country client and sales interviews.
- Created representative user personas.
- Analyzed user data (clicks, navigation paths, bounce rates).
- Produced high-fidelity prototype with developer spec.

Web Design Lead - Estuaire, Station F, estuaire.dev

January 2023 - May 2023

- Led design of Estuaire's flagship website.
- Researched competitor websites to inform design direction.
- Redesigned company logo and created graphic assets.
- Built a modular design system in Figma.
- Developed and launched website on Webflow.