

Pauline Catelin

Product Manager



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Personal

I'm a French national, commuting between London (NW2) and Paris already. Fluent in French, English and Italian. I like to take the initiative and work hands-on, focus on solving problems with a big team spirit because I believe this is how we can learn and progress every day.

Experience

- 2015 - now **Europ-Assistance, Generali Group** **PARIS, FR**
UX & Product Manager
- Designed a highly scalable new market place product for "Home Services" to achieve outstanding customer satisfaction and additional e-commerce revenue streams (live in 6 months). Executed the start-up program with end-to-end ownership in a fast-paced environment. Utilised pioneering UX insights and agile methodologies to make it the most advanced in its field. Received buy-ins from international branches and major B-partners. Won two prizes: best e-Commerce website from "Strategies" magazine, and best digital innovation from "l'Argus de l'assurance".
- Initiated the design thinking process to bring Home services experience to a new level for emergency & renovation works. Included on-boarding key departments: legal, operations, sales and countries stakeholders, to insure project success.
 - Built MVP: from user interview and benchmark, to value proposition creation and go to market action plan.
 - Attend all agile ceremonies and prioritize the backlog to push ideas that add the most value for our clients.
 - Closed the gap between senior business management and product team by becoming an interface and translate business requirements to stories and high value user experience.
- 2010-2014 **Altics, UX agency** **LYON, FR**
Digital Project Manager
- Analysed the e-commerce website and optimised user experience, conversion rates and turnover
 - Conducted qualitative and quantitative research to deeply understand the user's behaviour, held workshops to bring back user engagement
 - Built UX recommendations and deployed solutions (test & learn, A/B testing)
 - Responsible for business development focused on B2B client portfolio (+10% turnover)
- 2010 **Newtree, Belgium Chocolate** **LYON, FR**
Communications Manager
- Diversified the communication channel
 - Leveraged digital strategy: social community engagement, new design, new PR partnerships, event organisation
- 2008-2009 **Valeo, Car parts manufacturer** **MONDOVI, IT**
Market Manager
- Managed and overlooked volumes and production of aftersales parts for all clients (Renault, Nissan, Ford, Fiat)
 - Forecasting and planning of production and international delivery of parts
 - Customer relationship and reporting, and managed product margin and negotiation

Skillset

✓ AGILE

Lead agile teams
Prioritise and estimate backlog
Stakeholder management
Specify business requirements
Build solution driven MVP

✓ UX

Conduct complex workshops
Design thinking
Map user journey
Attention to detail & Ergonomic
Strong organisational skills

✓ TOOLS

JIRA & Confluence
Mixpanel & Google Analytics
Zendesk
Axure, Invision

Education

- 2016 **Scrum Alliance, Paris, France**
Certified Scrum Product Owner (CSPO), Principle and application of Agile methodology, persona, story mapping, scrum ceremonies, backlog prioritisation, story writing, acceptance criterium, definition of done.
- 2005 - 2009 **PAU Business School, France**
Msc Marketing, specialized in strategic marketing, benchmarking and product creation.
- 2003 - 2005 **Paul Cézanne, Aix-en-Provence, France**
Two years of preparatory class for Business School competitive entrance examinations.