

Imagine,
Design,
Develop

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Design,
Develop

■ RESTRICTED ACCESS

From field research to interface creation, portfolio of a 360° designer

P O R t F O L I O

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Kiplin revolutionizes connected health by gamifying physical activity through interactive, collaborative, engaging games...

Website⁵

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A platform dedicated to building and civil engineering professionals, for optimize the carbon impact ...

Concept⁵

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The alliance of heroes and beer



Axel Michel

UX / UI DESIGNER

Passionate about the digital world for over 10 years, I'm passionate about designing unique, user-centered experiences. Curious with a 360° approach, I master every stage of a project: user research, interface creation, Design System implementation, prototyping, development...

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Interface design

- FIGMA*
- ADOBE XD
- SKETCH
- PROTOPIE*
- AXURE RP

Graphic design

- ADOBE AFTER EFFECT*
- ADOBE PREMIERE
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP

Web development

- HTML*
- CSS*
- JAVASCRIPT*
- PHP
- SQL
- NUXT
- STRAPI
- LOTTIE
- GSAP
- THREE JS

3D Creation

- BLENDER
- ADOBE DIMENSION
- SPLINE

Research and collaboration

- USEBERRY
- GOOGLE SUITE
- SLACK
- ZEROHEIGHT
- FIGJAM
- NOTION



* Strong appetite for these fields

■ EXPERIENCES

Kiplin APR. 2021 - SEPT. 2024 3.6 YEARS

UX / UI DESIGNER NANTES

Lead UX/UI, responsible for creating the Design System, as well as its documentation and maintainability. Design of user experiences, from research to testing via high-fidelity prototypes. Facilitating workshops, creating animated visuals and developing plugins to optimize workflows ...

Image Webdesign JUNE 2020 - JULY 2020 2 MONTHS

WEBDESIGNER LA BAULE

Creation of web mock-ups, visual aids (posters, POP displays, business cards), graphic charters and photo retouching...

Dad Bde SEPT. 2021 - SEPT. 2023 2 YEARS

VICE-PRESIDENT NANTES

Organization and planning of actions, contacts with suppliers and partnerships, creation of communication elements...

Nantes Digital Week 2021 1 EDITION

EDITOR NANTES

Taking photos, writing conference articles, interviewing speakers...

■ SCHOOLS

Master UX / UI 2 YEARS

ECV NANTES

Advanced UX/UI design: documented design systems, optimized user paths, interactive prototyping and visual storytelling. Qualitative and quantitative research, tests and workshops. Front-end skills (HTML, CSS, JS, React), SEO and micro-interaction integration. Active technology watch: AI, Figma plugins, etc.

Bachelor Digital Project Manager 3 YEARS

ECV NANTES

Training in UX/UI, digital marketing and web development, including SEO strategy, Design Thinking and front-end programming ...

MIP Informatics 2 YEARS

UNIVERSITY NANTES

Introduction to TypeScript, SQL queries and MySQL database management, cryptography fundamentals, first steps with Linux commands ...

APPLICATION



TYPE	Professional experience
DURATION	3.5 years <div></div>
DATE	June 2021 - September 2024
TOOLS	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>

An application with over 500,000 users, 5 games, 30 employees, 5 partners ...

Kiplin

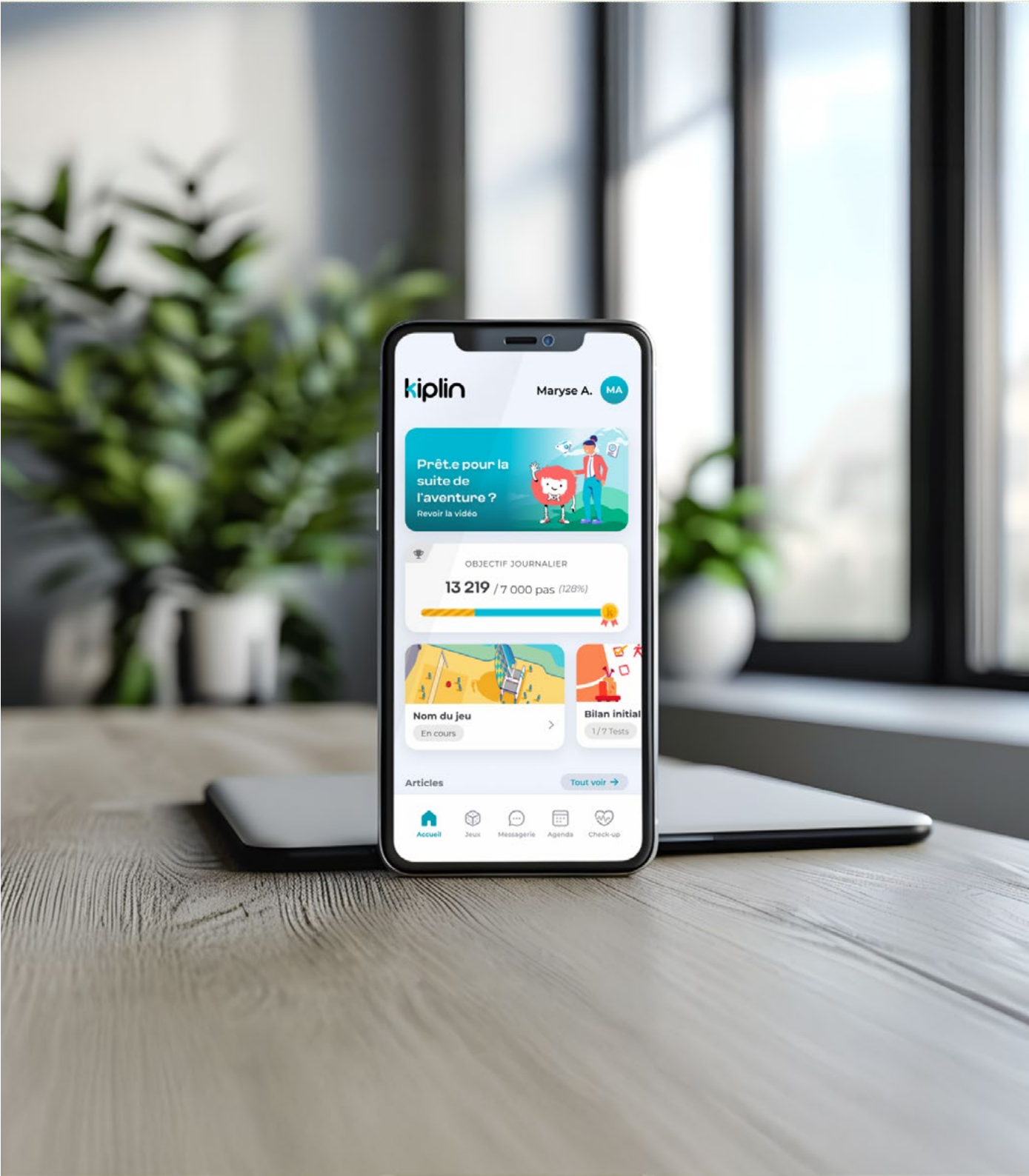
A start-up specializing in **connected healthcare** and **mobile game publishing**. I joined the team shortly after a major fundraising round, a strategic turning point that accelerated product development and structured several key teams.

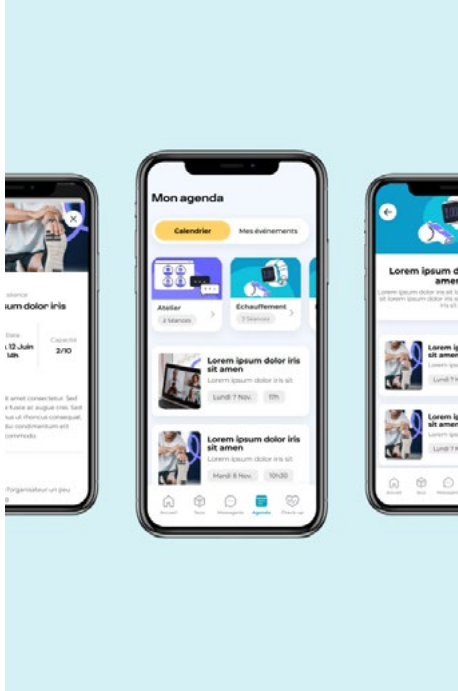
This expansion phase opened up new opportunities to rethink the **user experience** and lay solid foundations for **future growth**.

As **Lead UX/UI Designer** for **3.5 years**, I played a central role in redesigning interfaces to improve **ergonomics** and **accessibility**.

With implementing a **complete design system** and ensuring **graphic and functional consistency** across all applications. I also organized numerous **UX workshops** with stakeholders to align user and business needs.

Including optimizing screens for better conversion, integrating **micro-interactions** to energize the experience, and setting up **user tests** to validate our design choices.

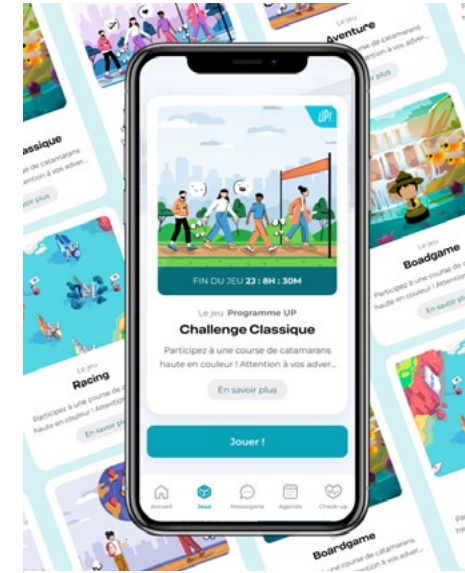




Optimizing the user experience through play

We've continually optimized the pathways for an engaging and intuitive experience, transforming healthcare into a motivating and accessible activity.

↩ PROTOTYPE
www.michelaxel.fr/link/kiplin-prototype



Technology and well-being

Kiplin integrates an **activity tracker** to support users: adaptive targets (7,000 steps recommended by the WHO), statistics, medical tests and personalized follow-up.

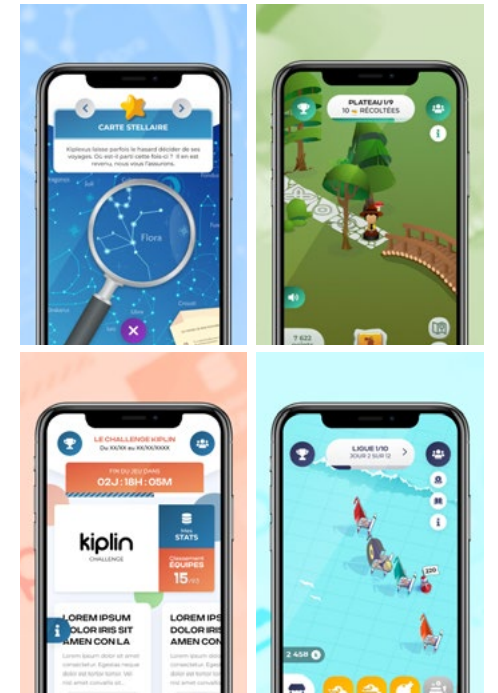
↩ PROTOTYPE
www.michelaxel.fr/link/kiplin-prototype-agenda



Playful, collaborative physical activity

Gamification of physical activity is Kiplin's DNA. These games encourage users to get moving in collaboration with their colleagues, and the catalog offers a variety of experiences: challenges over several weeks, progress on a personalized map, puzzle games, board games and races.

↩ PROTOTYPE
www.michelaxel.fr/link/kiplin-prototype-game



DOCUMENTATION

Team cohesion and efficiency

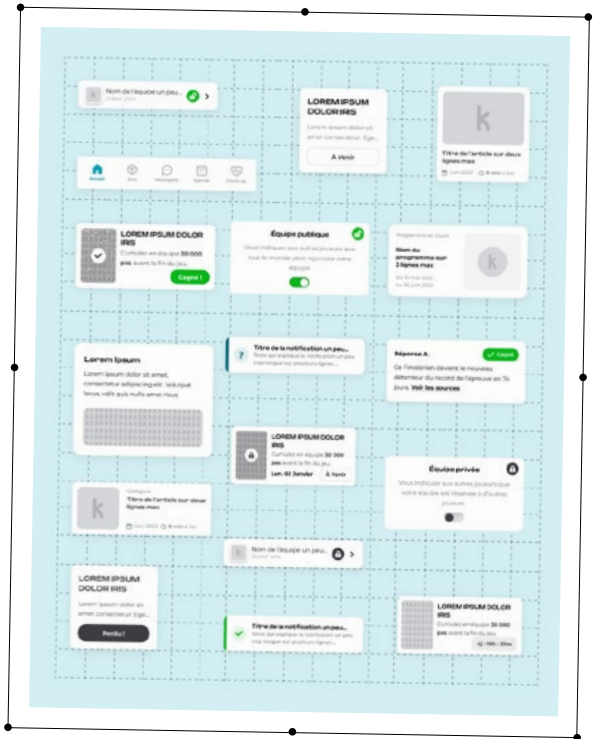
We have put in place clear, structured **design system documentation**. This guarantees alignment between the design, development and product teams, ensuring consistency and understanding of decisions.



DESIGN SYSTEM

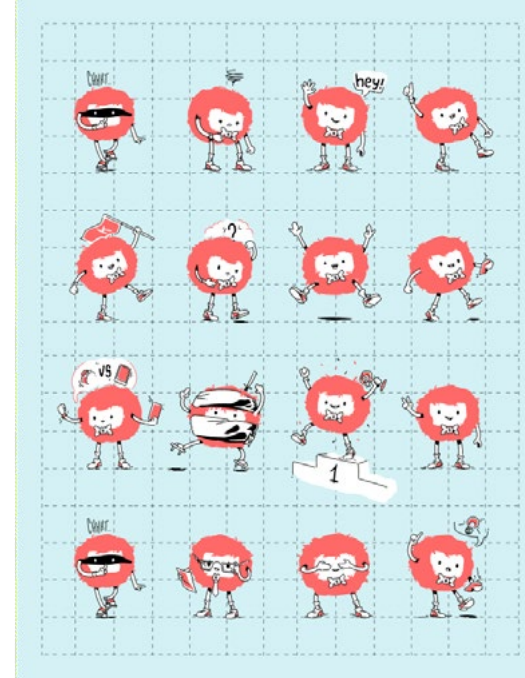
Design System Games & Apps

Given the complexity of the product, we developed **an adaptive design system** to create customized, modular games. Each component is designed to be reusable: rankings, teams, interactions, etc.



Boosting the user experience

We integrated **micro-animations** to enhance engagement: animation by the Pilot mascot, fluid and intuitive visual interactions, playful reactions to user actions.



Designing smooth, optimized routes

We conducted **qualitative and quantitative studies** to improve the user experience: Useberry tests, questionnaires, workshops, benchmarks and feedback analysis to identify friction points.





↖ **PROTOTYPE**
www.michelaxel.fr/link/kiplin-prototype-form



Automate and streamline processes

We have developed plug-ins for Illustrator and Figma to **streamline recurring tasks** and **optimize production**. These tools facilitate asset management and the calculation of development parameters.



TYPE	Group project
DURATION	2 month
DATE	March 2023 - May 2023
TOOLS	   

3 lots to suit every need, more than 50 people involved, a non-profit organization ...

Care for healthcare professionals

As part of my studies, I had the opportunity to work on a project for the **SPS association**. This mental health organization's mission is to **prevent suicide among young people by facilitating their access to psychological support**.

The main objective of our intervention was to **analyze the existing** application and **optimize the user experience** in order to improve the effectiveness of the services offered.

We first carried out an in-depth **study of the user journey** by identifying friction points and gathering the expectations of the various stakeholders.

This analysis enabled us to propose an **overhaul of the mobile application**, making contact with a psychologist the central focus, while respecting the association's budgetary and technical constraints.

Incorporating an **iterative approach**, we structured the project into several independent functional batches to ensure progressive and viable deployment.

We also conducted **user tests and workshops** to refine the proposed solutions.



User search

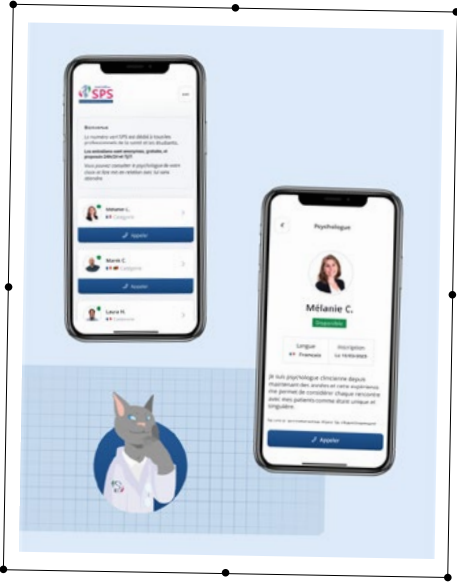
We conducted **qualitative and quantitative research** with students and healthcare professionals. Interviews, questionnaires and analysis were used to identify user expectations and optimize the application.



LOT 001

Application redesign

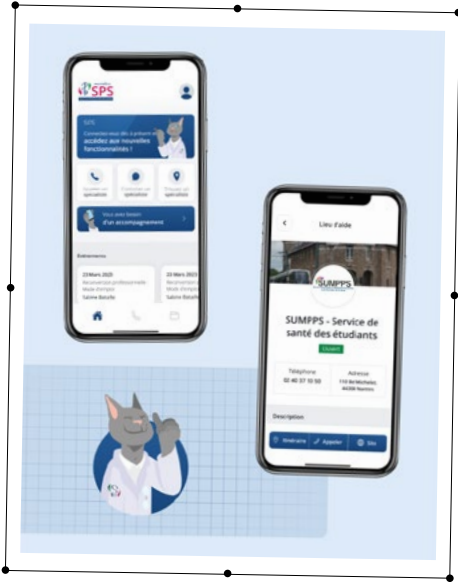
We structured **the redesign in batches** to facilitate progressive implementation and adaptation to the association's resources.



LOT 002

Generalized support

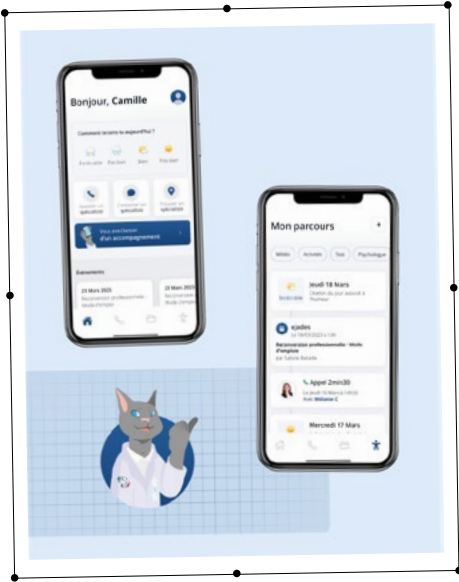
Quick call, interactive map, messaging and videoconferencing: we offer a wide **range of contact** options to ensure flexible, human and accessible support.






LOT 003

Adapted support

Themed articles, an emotional diary and psychological follow-up coexist in a **simple interface** designed to encourage self-management of well-being.



TYPE	Group project
DURATION	2 month <div></div>
DATE	May 2023 - June 2023
TOOLS	  

*High-fidelity interactive prototype
with scan of a functional product*

L'escapade

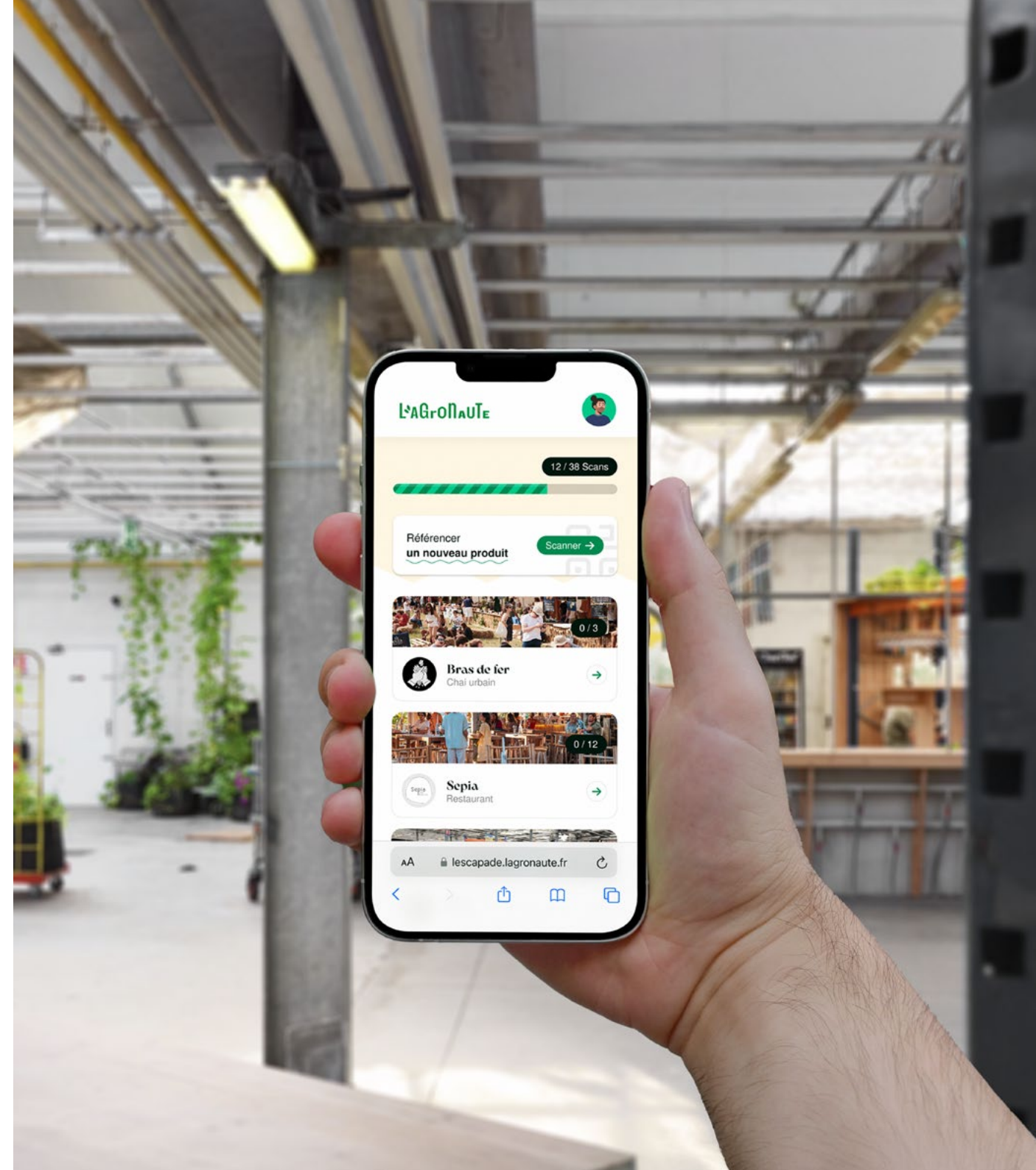
The aim of this project was to create an innovative digital experience for L'**Agronaute**, a venue hosting various events focusing on local and artisanal products.

The aim was to design a modular mobile application capable of adapting to the diversity of events organized on site, with a first deployment at the **Salon des Bières Artisanales**.

The application was designed to enrich the visitor experience by **offering an interactive, gamified journey**.

By exploring the stands and **scanning the products**, users accumulate points and unlock rewards, transforming their visit into an immersive and engaging experience.

In parallel, a **communication strategy was developed** to encourage adoption of the application, notably by offering physical supports facilitating access to the digital tool.



INSTALLATION 001

The festival

Each L'Agronaute event can be customized in the app to offer a unique experience, with visitors accessing a trail where each stand visited earns points and unlocks rewards, encouraging **active product discovery**.



INSTALLATION 002

Communication

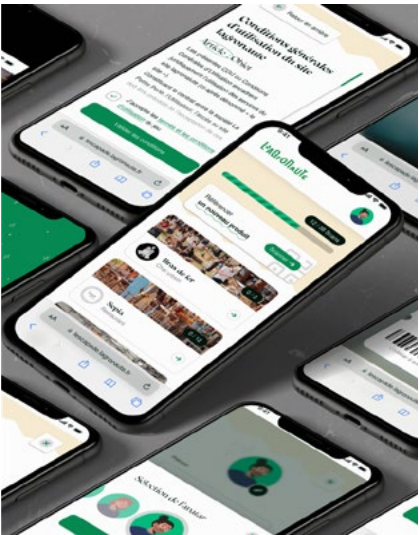
To maximize downloads of the application, a **welcome stand** was set up at the entrance to the event, with flyers containing a map of the festival and a QR code for downloading. To suit all profiles, the back of the **flyer** was designed as a space for taking notes.





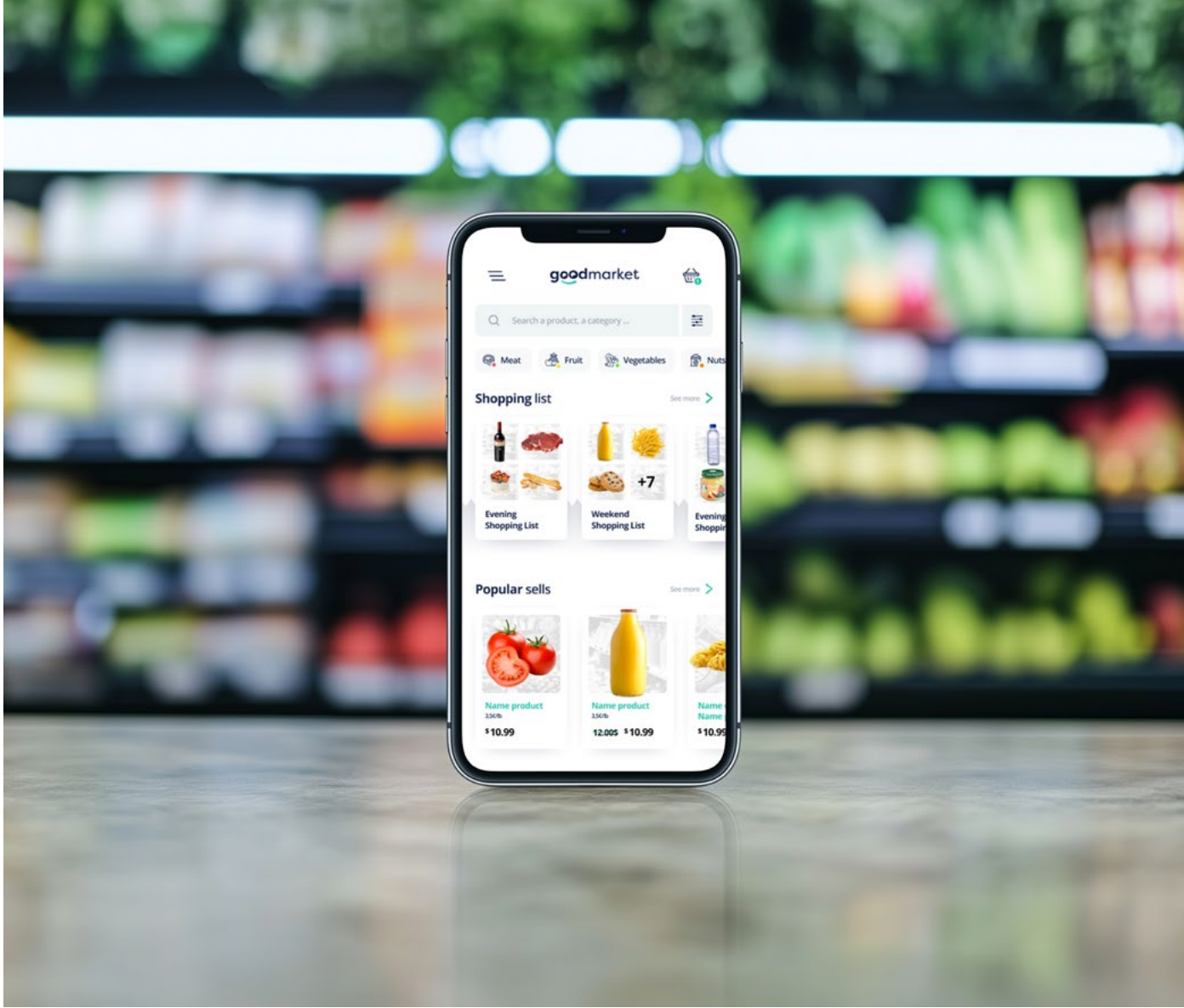
INSTALLATION 003

The application

The application incorporates a **gamification system** where users scan products to earn points, benefit from discounts and compare their score with other visitors.



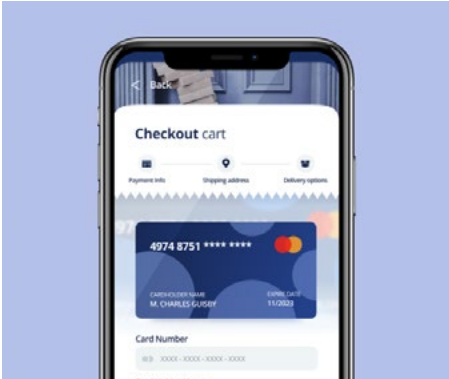
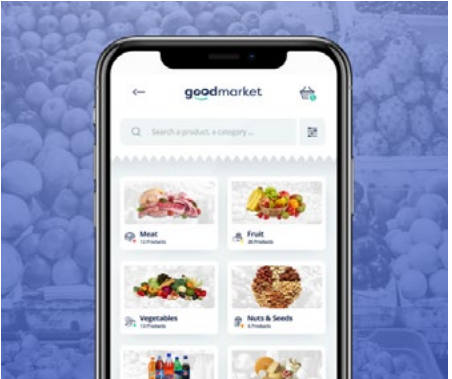
TYPE	Individual project
DURATION	2 weeks
DATE	September 2022
TOOLS	 






Goodmarket

Fictional project for an organic chain looking to strengthen its online presence. The challenges were to **create a visual identity and an intuitive interface to simplify ordering and in-store pick-up**. Quick registration personalizes the experience from the very first login, and fluid navigation highlights local products.

The visual identity adopts a fresh, modern design, with an adaptable logo and typography combining legibility and elegance. In this way, the application **offers an immersive and optimized experience**, meeting the expectations of engaged consumers.



TYPE	Group project
DURATION	2 month
DATE	November 2023 - January 2024
TOOLS	  

Ligne Aérienne Nantaise

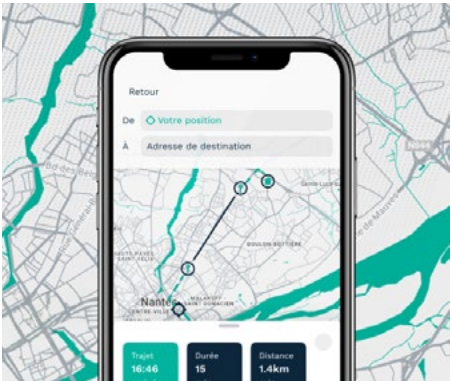
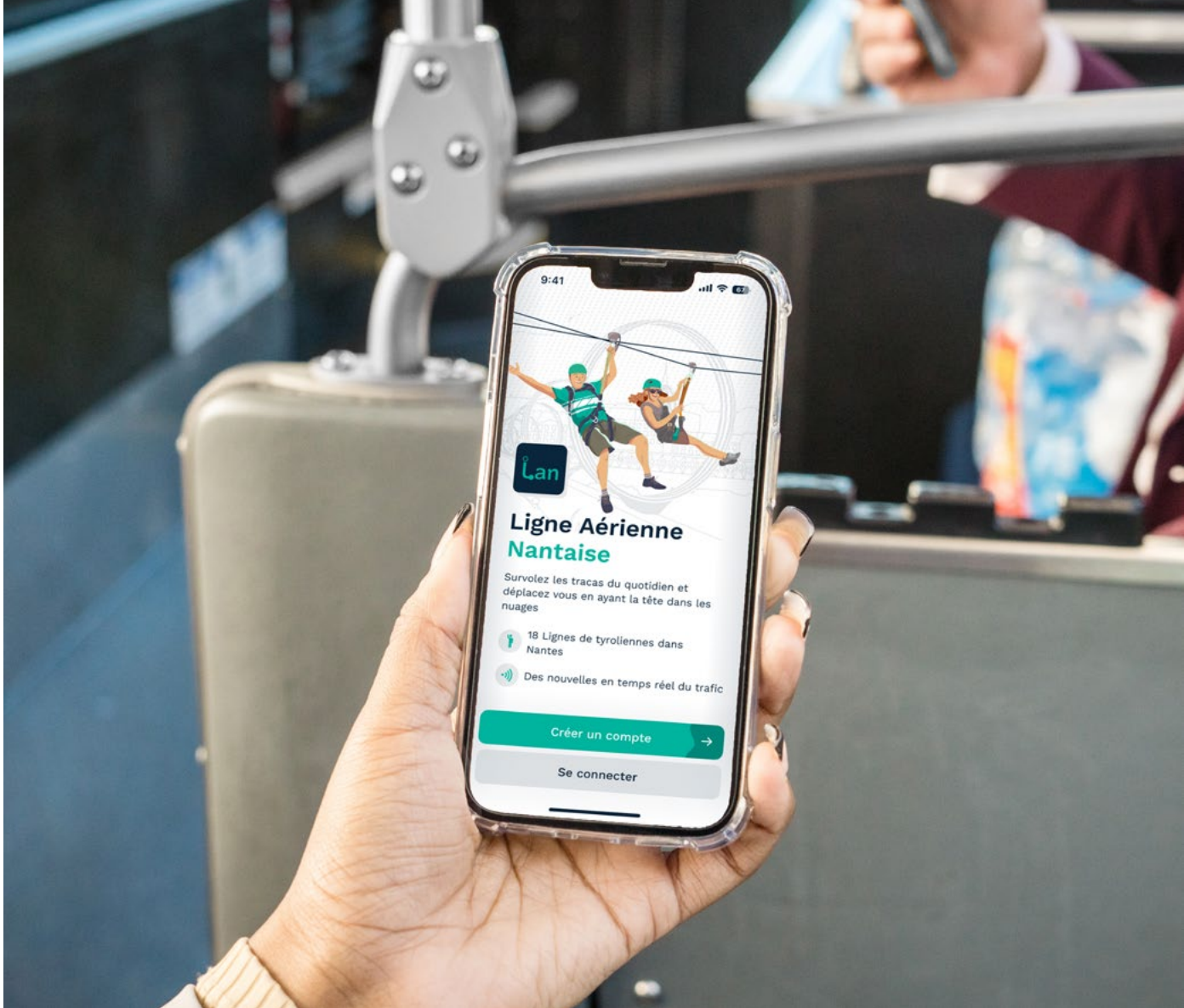
The objective was to imagine **an innovative transportation system** for the city of Nantes.

Our work focused on the UX/UI design of an application enabling users to plan their journeys, access information in real time and navigate intuitively.

The main challenge was to **make this experience accessible and reassuring for novice users**, while emphasizing the system's speed and security.

We developed guided onboarding to personalize **the user experience according to preferences** (vertigo management, route type, favorites), **fluid and intuitive navigation**, enabling users to view stations, consult traffic and book a trip quickly, as well as a reassurance section, highlighting the system's safety and ecological benefits.

The interface was designed to optimize accessibility and encourage the adoption of this alternative mode of transport.



TYPE	Individual project
DURATION	1 month <div></div>
DATE	October 2022
TOOLS	<div>Xd</div> <div>Ai</div>

Food Bank



As part of my studies, I designed an application to **optimize access to Food Bank** services, with the aim of simplifying logistics while encouraging contributions and community involvement.

Donors can make one-off or recurring donations in just a few clicks, while companies can organize collections to reduce food waste.

Volunteers can sign up for missions and take part in events to support the work of food banks.

The user path has been designed to offer a common onboarding that directs each user to the functionalities adapted to their profile. An intuitive donation module makes it easy to choose the amount and frequency of donations, while highlighting their impact.



TYPE	Individual project
DURATION	2 weeks
DATE	April 2023
TOOLS	 

Nantes Employment

In collaboration with **ATDEC**, we designed an application to raise public awareness of **local jobs in Nantes**.

The aim was to provide fast, interactive access to job information via **QR Codes placed in strategic locations** around the city, with a fluid, immersive user experience.

By scanning a QR Code, the user instantly accesses a detailed job description, an interview video and a link to the ATDEC for further research.

For certain jobs, a booking function enables the user to plan company visits or meetings with professionals.

This project highlights the impact of digital in highlighting local opportunities. Thanks to an application, it facilitates the discovery of local trades and encourages career guidance.

An innovative initiative that demonstrates how technology can enrich the job search process.



Site WEB



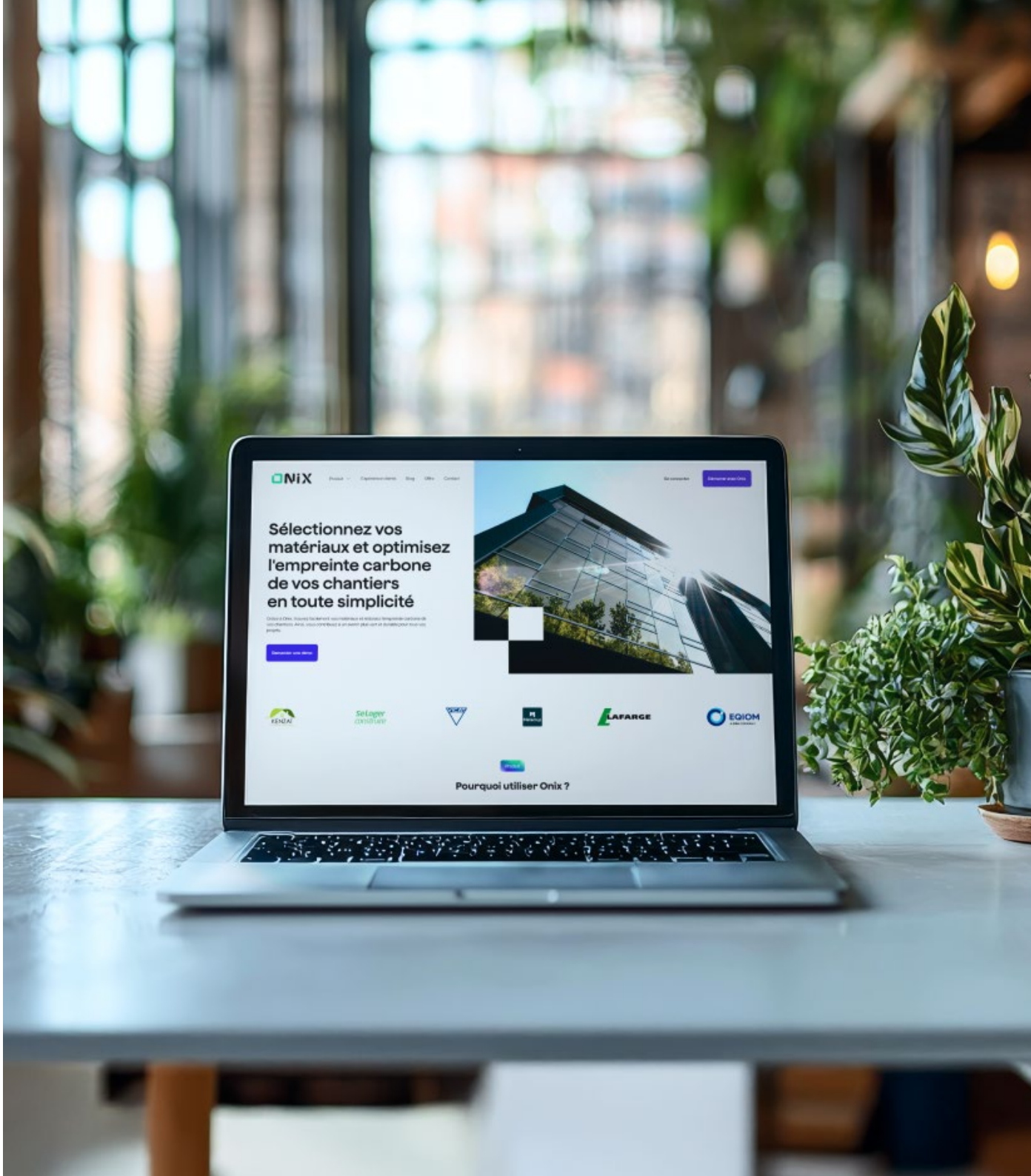
TYPE	Competition
DURATION	2 weeks
DATE	June 2024 <div></div>
T00LS	<div><div></div><div></div><div></div><div></div><div></div></div>

Onix

This project was carried out as part of an internal competition at ECV. Based on extensive user research, we designed Onix: a **web-based platform for assessing and optimizing the carbon impact of construction materials**.

Onix offers an interactive material library, a tool for collaboration between professionals and a **detailed analysis of the ecological footprint of materials**.

With the aim of helping architects, engineers and construction companies to make more sustainable choices, while guaranteeing fluid navigation and an optimized user experience.

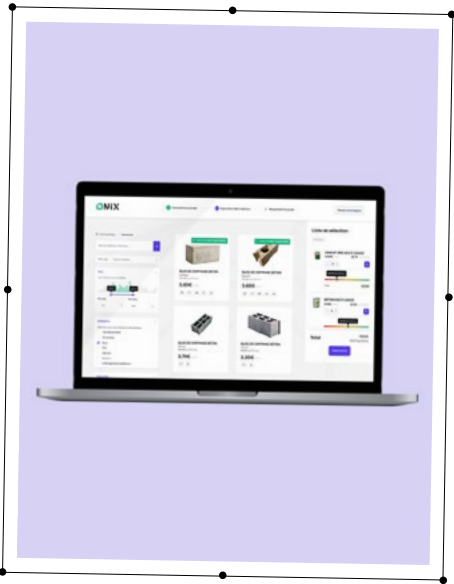


FEATURE 001

Materialauthèque

We have designed an interactive material library featuring detailed **FDES sheets** on building materials.

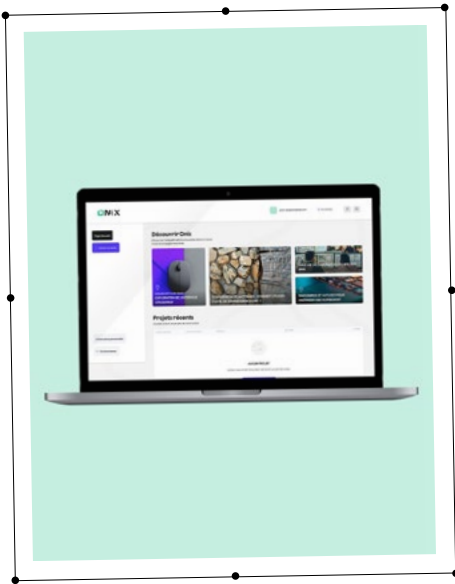
The interface enables intuitive searching and effective comparison to **help professionals make the right choices**.



FEATURE 002

Collaboration

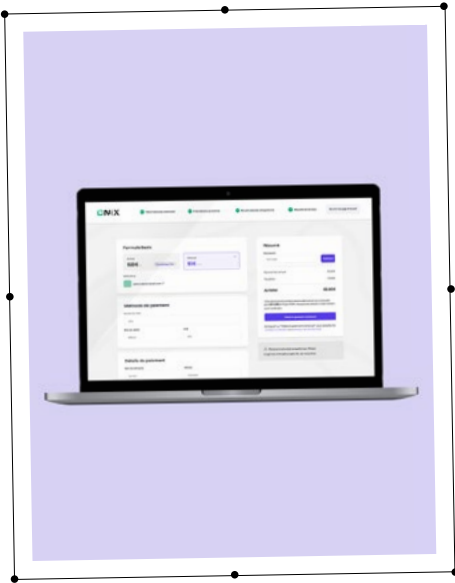
Onix facilitates collaboration between architects, engineers and project owners thanks to integrated tools such as messaging, project sharing and real-time annotations on material sheets.



FEATURE 003

Conversion path

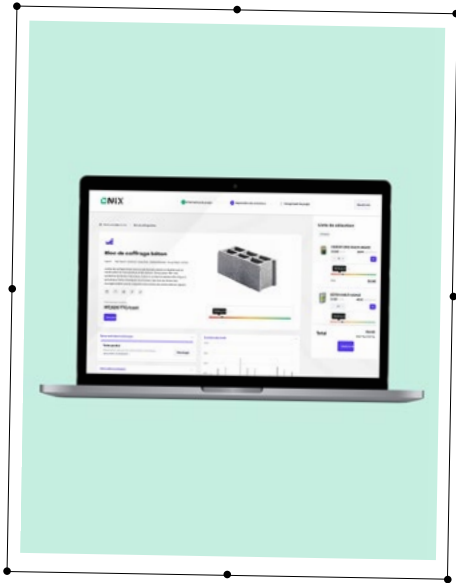
Onboarding guides users through the platform's main functionalities, and the interface has been designed for rapid access to materials, with advanced filters and personalized recommendations.



FEATURE 004

Monitoring and analysis

Onix integrates a dashboard for **tracking a project's carbon footprint** in real time. Graphs and key indicators provide a quick understanding of the environmental impact of the choices made.



USER SEARCH

An approach based on needs in the field

We conducted a **quantitative study** with building professionals to identify their priority needs. Then, a **qualitative study** with architects enabled us to refine the user path and optimize the platform's overall experience.



BUSINESS PLAN

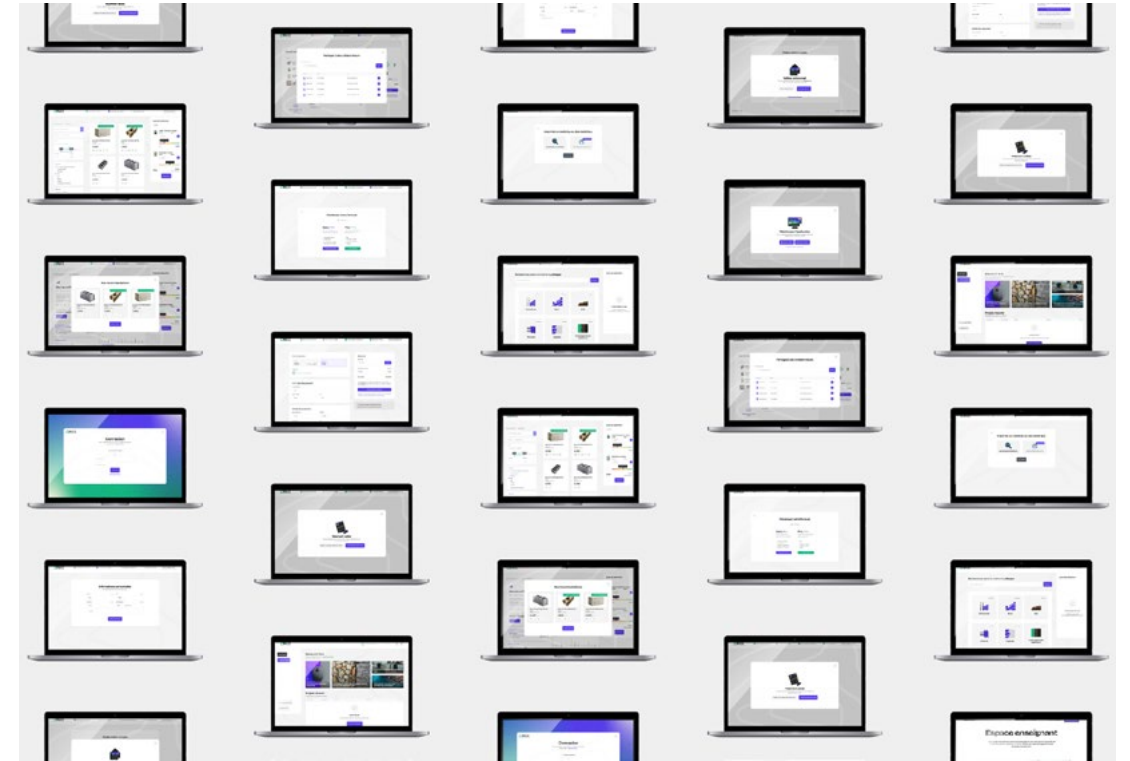
An offer tailored to professionals



Onix offers a **freemium model**: access to material sheets is free, while a **premium subscription** unlocks advanced tools such as collaborative management and detailed environmental impact reports.



A project designed for the future of the construction industry

Onix is part of the ecological transition,
offering building professionals an intuitive,
high-performance solution. Its sleek
design and innovative functions make it an
indispensable tool for more responsible
construction.



TYPE	Individual project
DURATION	2 months
DATE	November 2021 - January 2022
TOOLS	 

Butikkit

I developed a platform aimed at **democratizing responsible consumption** via a short circuit model.

The objective was to **connect consumers directly to local producers** to promote the purchase of fresh produce while simplifying the buying experience.

The project's challenges were: The visibility of local producers, by offering them a digital showcase; simplifying responsible purchasing through a fluid UX to search and book easily; but also the creation of a committed community, encouraging exchanges to enhance the local economy.

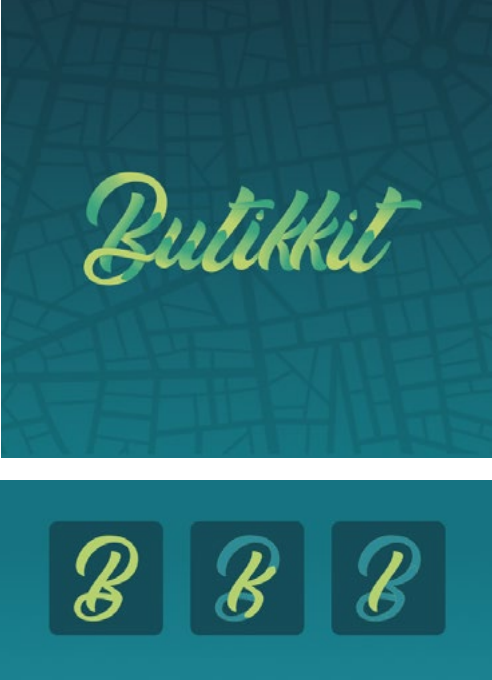
The platform is based on an ergonomic landing page incorporating a geolocated search system and an adaptable interface, with the possibility of extending the solution to other sectors (eco-responsible clothing, etc.)

A **digital communications strategy** has been put in place to raise consumer awareness of the benefits of local food, with content focusing on education, local producers and events.



Brand identity

The visual identity is based on a streamlined logo, incorporating the letters **B**, **K** and **I**, symbolizing the connection between consumers and producers. The typography combines legibility and authenticity, reinforcing the brand's values of proximity.



Website

I designed an intuitive interface enabling users to find local boutiques, reserve their purchases and simplify the organization of cooperatives. The platform could evolve to integrate other sectors, such as ethical textiles, and offer a variety of payment options.



Communication

I developed an editorial strategy with a monthly publication schedule based on several themes: news, gastronomy, heritage and events. The aim was to engage the community and encourage more responsible consumption.



TYPE	Freelance project
DURATION	4 months
DATE	January 2022 - May 2022
TOOLS	

OHRPA

I worked with **the Office Herblinois des Retraités et Personnes Agées association**, which supports senior citizens by offering activities and a space for sharing.

The aim was to modernize the association by **digitizing its services** to improve access to information and visibility of events.

The project had to meet several challenges: facilitate access to essential information for members and the general public, highlight the workshops and events offered by the association, and encourage member involvement by simplifying registration and communication.

I designed an intuitive and accessible website, enabling users to navigate easily and find out about upcoming events.

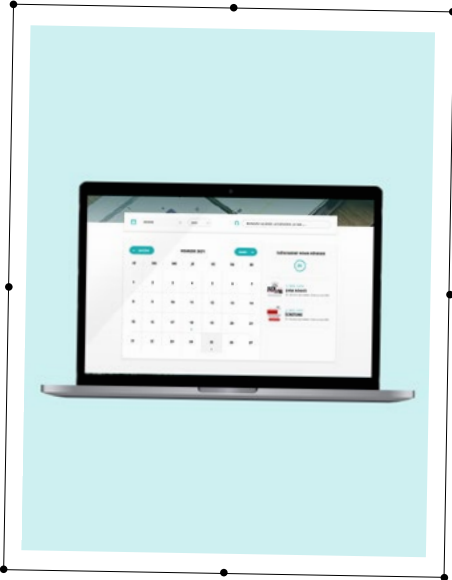
Thanks to this digitalization, OHRPA is strengthening its impact by creating a more direct **link with its members and facilitating their participation in the life of the association.**



FEATURE 001

Agenda

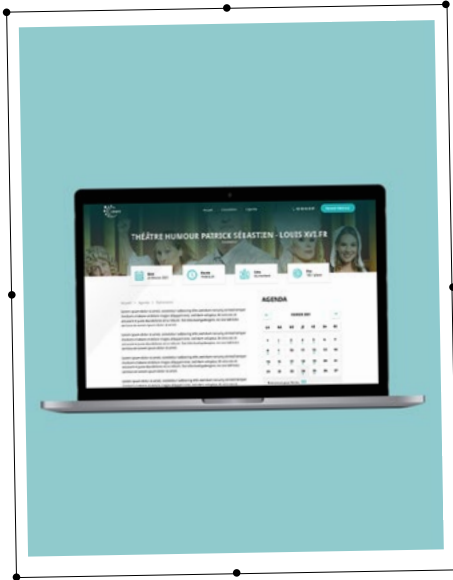
The agenda **centralizes upcoming events**, providing members with a clear overview of the association's activities.



FEATURE 002

Events

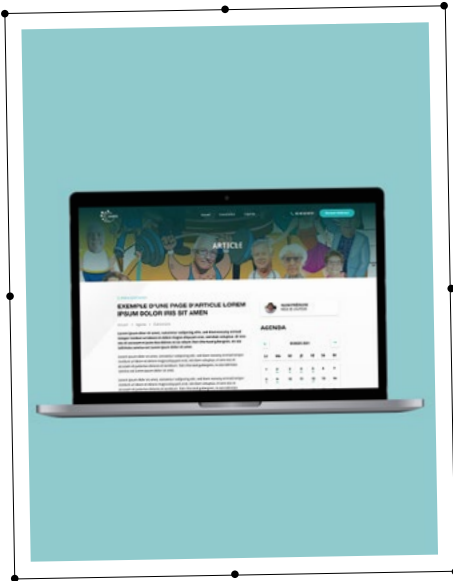
This section **highlights all the workshops offered** by the association. Each event has a full description, a date and a registration link, making it easy for members to participate and get involved.



FEATURE 003

Articles

The Articles section offers enriching **content linked to the association's themes**, such as well-being, culture and community life.



FEATURE 004

About us

This page presents **OHRPA's history, values and missions**. It gives visitors a better understanding of the association's role, and encourages new members to become actively involved.



TYPE	Group project
DURATION	2 weeks
DATE	June 2021 <div></div>
TOOLS	<div>Xd</div>

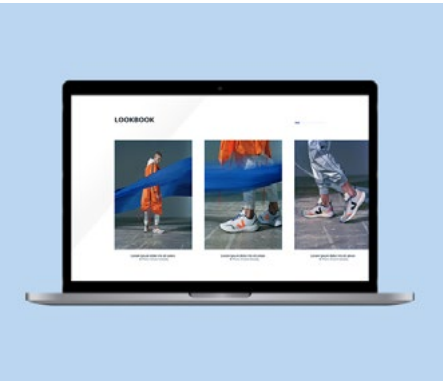



Veja

For Veja's post-oil collection, the brand wanted an immersive **landing page highlighting** its ecological commitment and the innovation behind this new range.

The objective was to offer a user experience enabling visitors to **discover the concept, reserve their pairs and access exclusive content**.

Emphasis was placed on ergonomics and the hierarchization of information to ensure intuitive browsing and product enhancement.



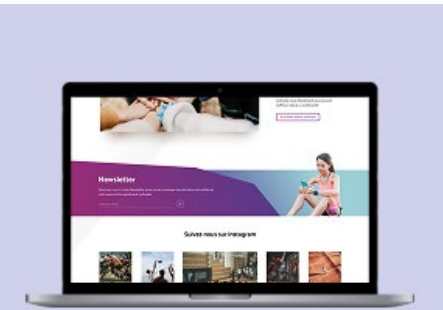
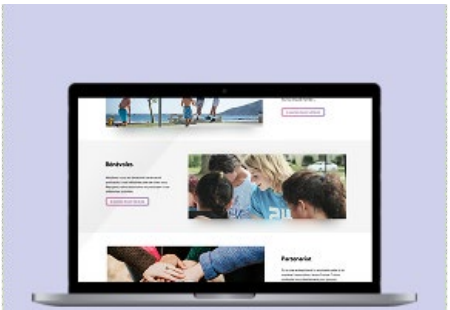
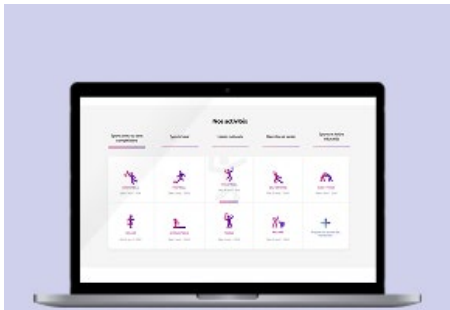
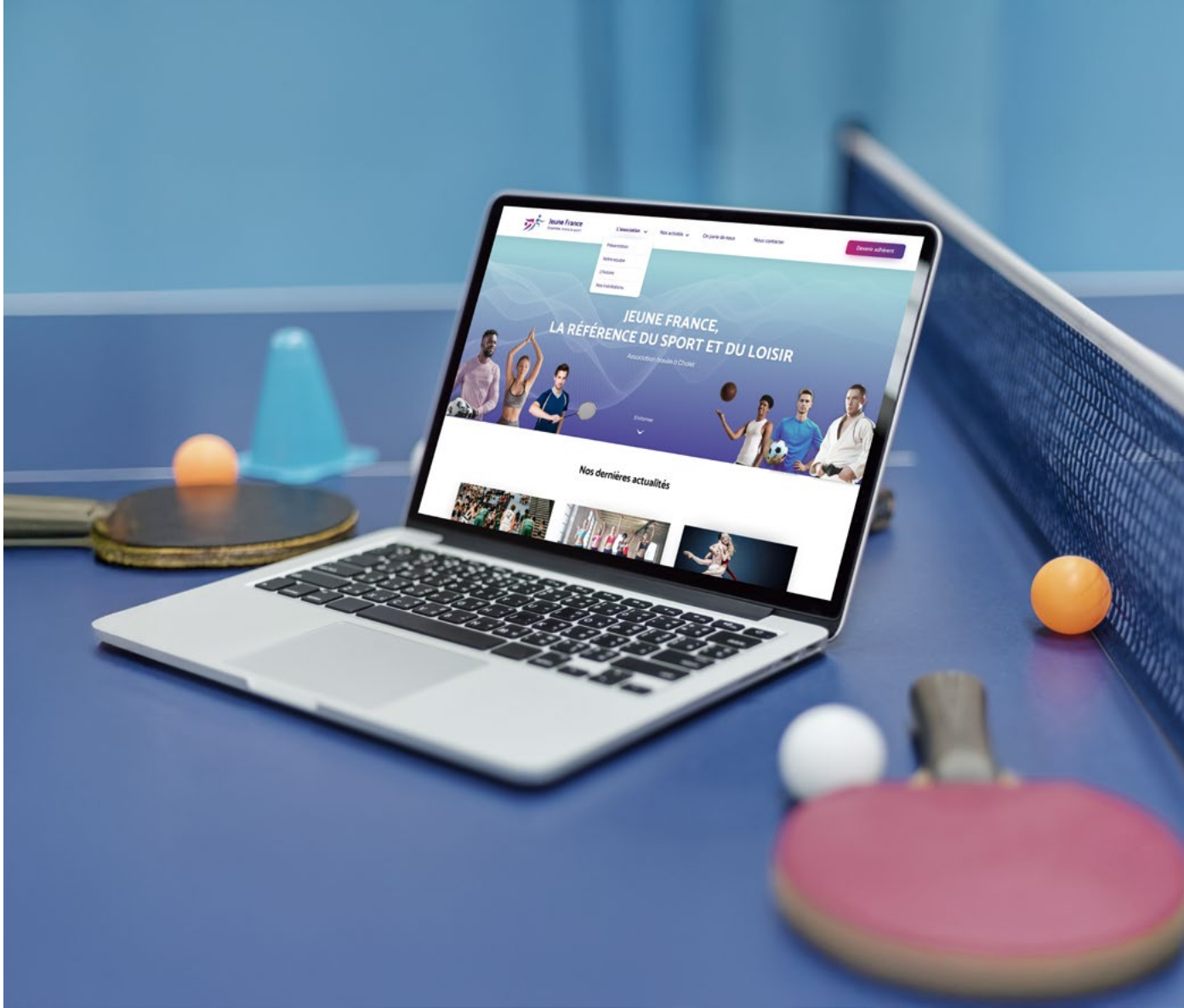
TYPE	Competition
DURATION	2 weeks
DATE	March 2021
T00LS	

Jeune France

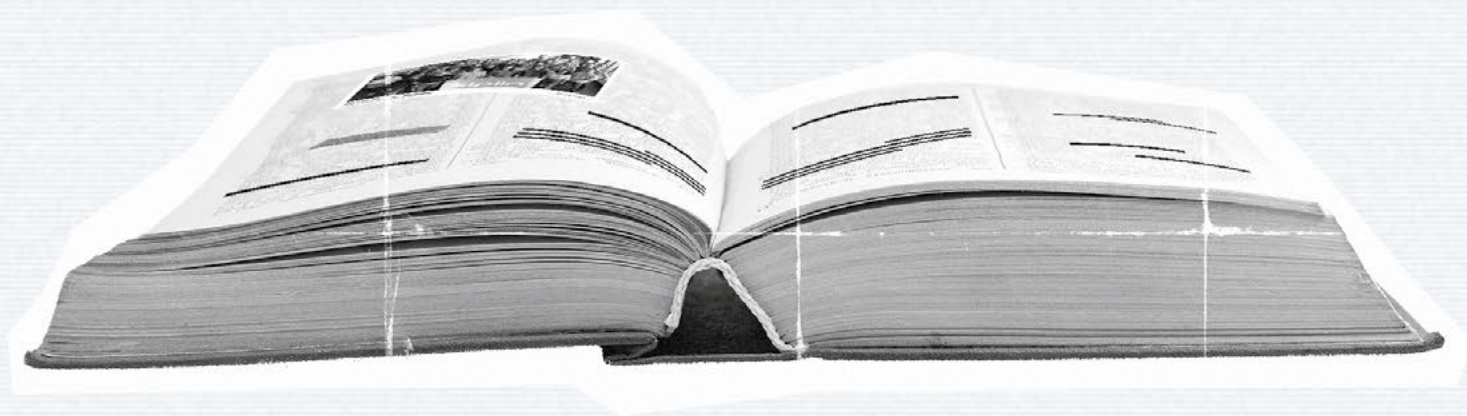
As part of a competition for the Jeune France Cholet association, we carried out an in-depth analysis of the existing site to identify its strengths and areas for improvement. This enabled us to define personas and design **an approach tailored to the needs of members and the general public.**






We established a **comprehensive communications strategy**, combining an optimized presence on social networks, an engaging newsletter and increased visibility in the local press. This was accompanied by detailed planning and budgeting to ensure the project's sustainability.

On the design side, we rethought the **association's visual identity** and designed a modern, intuitive website, highlighting the various sports on offer as well as the commitment of members.



CONCEPT



TYPE	Final year project
DURATION	8 Month
DATE	November 2023 - June 2024
TOOLS	    

Big Culture

As my final year project, I developed Big Culture, a festival designed to make culture more accessible to pupils aged 8 to 12 living in rural areas: **How can we make culture more accessible, especially in rural areas, in order to guarantee cultural education for all pupils?**

The initiative is based on **converted trucks**, offering interactive cultural workshops, and a digital platform facilitating organization and communication with schools.

To design this solution, I conducted in-depth research with teachers and families to **identify specific needs and issues**.

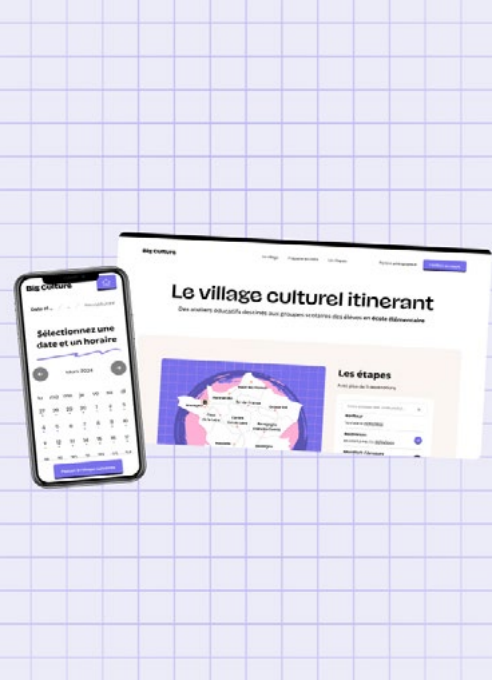
This project enabled me to work on the user experience, user research, interactive course management and the implementation of a **design system** to ensure the smooth evolution of the project.





A culture on the move

Thanks to transportable workshops, Big Culture **travels to towns far from major cultural centers**, offering students a varied and interactive learning experience.



Digital support

A digital platform centralizes **the organization of the festival**, simplifies bookings and enables educational resources to be shared, optimizing the experience for teachers and students alike.

↖ **PROTOTYPE**
www.michelaxel.fr/link/onix-prototype



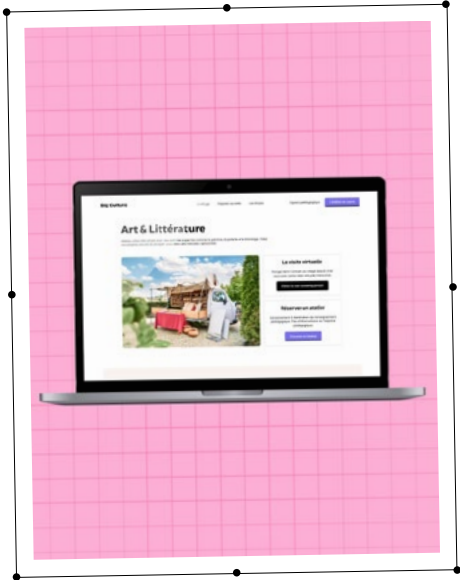
Spaces dedicated to learning

Each van is designed around a theme: theater, art & literature, science, cinema, music... These spaces give students **access to innovative equipment** often inaccessible to smaller schools.

FEATURE 001

Informing and involving educational players

Communication is designed with teachers, students and parents in mind. An intuitive booking page lets them **select workshops and organize sessions in just a few clicks.**



FEATURE 002

A flexible tool for schools

The teacher's area lets you reserve time slots, plan the necessary materials and adapt workshops to the specific teaching needs of each class.



FEATURE 003

A platform dedicated to teachers

Teachers have a personalized space to **organize their students' schedules**, share resources and facilitate workshop preparation.



FEATURE 004

Interactive learning

Fun tests, to be taken in class or individually, enabling students to assess their knowledge before and after the workshops, promoting greater commitment and lasting assimilation.






A consistent, scalable graphic identity

A structured design system ensures **uniformity between digital media**, communication elements (posters, maps) and the design of the vans, guaranteeing the smooth evolution of the project from year to year.

↩ **DOCUMENTATION**
www.michelaxel.fr/link/bigculture-documentation



TYPE	Competition	
DURATION	2 Weeks	
DATE	November 2023 - June 2024	
T00LS	  	

Habitopie

As part of a competition at ECV, I worked on Habitopie, a project aimed at **rethinking the collective housing** of the future by integrating sustainable and community-based solutions.

The objective was to create a user experience that was both innovative and respectful of the environment.

We sought to reduce the carbon footprint while improving residents' quality of life through **an interphone like application promoting communication, well-being and access to local resources.**

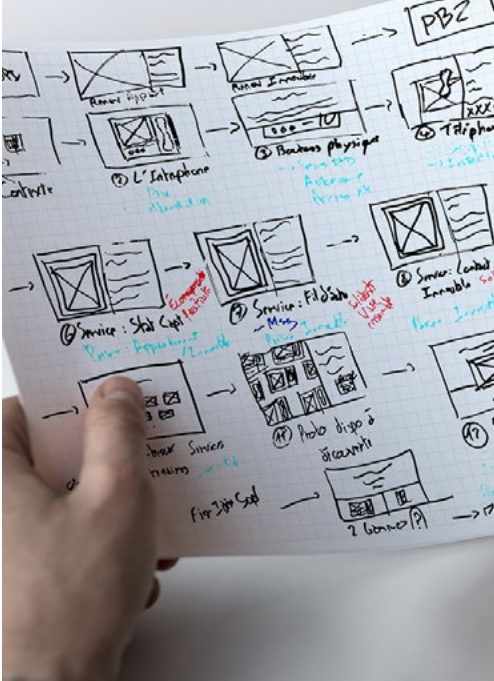
This project has enabled me to combine myUX/UI design skills with a strong social and environmental impact, by designing functionalities that **encourage sustainable behaviors and harmonious living together.**

Habitopie represents a response to environmental and social challenges, and a step towards moreresponsible residential solutions.



User search

The research identified sustainability issues, the quality of neighborhood relations, and the accessibility of resources.



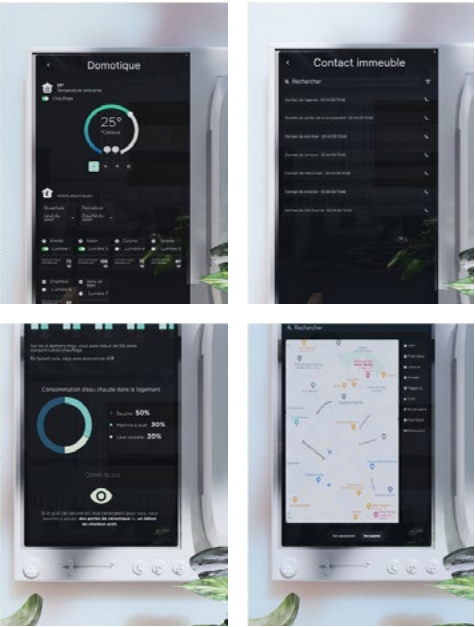
Business Plan

Habitopie is available in **two versions**, to suit different types of housing, whether new builds or renovations. The model is **designed to be scalable**, aiming to reach a broad customer base: condominiums, new builds and renovations.



Features




The application provides access to **resources**, information on consumption and more. It also encourages exchanges between neighbors to solve neighborhood problems and organize **events**, thus strengthening social ties.



Interphones

A **flexible intercom** system, integrated into each home, enables you to communicate by message, call or videoconference.



TYPE	Group project
DURATION	1 month
DATE	October 2023 - November 2023
TOOLS	  

Nike

We imagined an immersive experience for Nike, integrated into an iconic Quebec location.

The objective was to **create a structured interactive journey, combining technology, gamification and cultural** exploration to engage visitors while promoting the discovery of Nike products.

From the moment they arrive, they are **immersed in the Nike universe and guided through various installations:** innovative fittings via connected mirrors, playful personalization spaces and interactive stands integrating the latest technologies.

To optimize the experience, we defined key KPIs, analyzing the flow of visitors via thermal cameras and measuring **engagement at each stand** using sensors and trackers (number of users, length of use, sales volume). These data enable us to adjust the visitor journey in real time, maximizing interaction and conversion.

↖ **PROTOTYPE**
www.michelaxel.fr/link/nike-prototype



HOME 001

Instant immersion

An interactive space where visitors discover **the course and the different experiences available**, while immersing themselves in the Nike universe and the surrounding neighborhood.



DRESSING 002

Fitting reinvented

Thanks to connected mirrors, visitors can **virtually test Nike products** without a physical fitting, making the experience smoother, faster and more engaging.



ARCADE 003

Gamified personalization

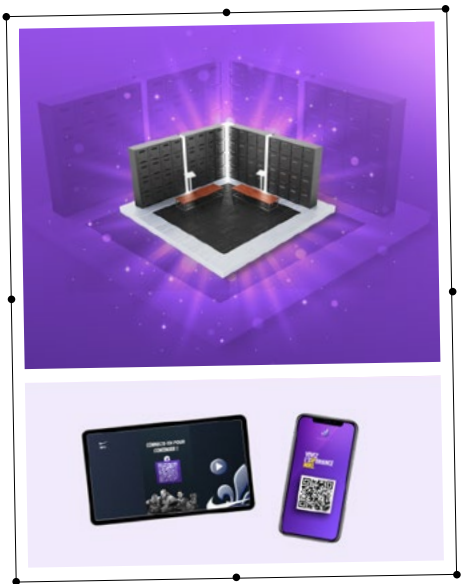
A fun zone where visitors can **design and personalize their own Nike garments**, strengthening their connection with the brand through a unique and interactive experience.



DRIVE-IT 004

Simplified recovery

At the end of the journey, users can **collect their purchases** or creations from a drive locker.



TYPE	Group project
DURATION	2 month
DATE	May 2023 - June 2023
TOOLS	  

Disney x Heineken

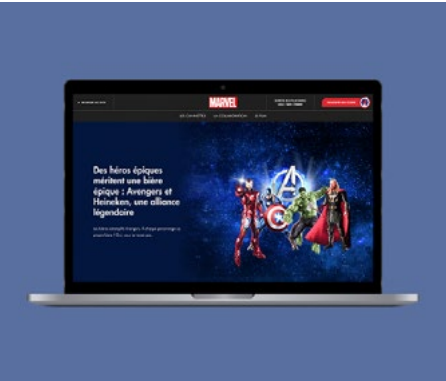
To celebrate the release of Avengers 6: Secret Wars in 2027, Disney and Heineken have launched **an exclusive collaboration**, introducing Avengers-branded beers.

Two ranges have been created: a classic version available in packs of 12 33cl beers, and a 50cl collector's version, available only via Disney+ and Disney Store.

Each beer is associated with an Avengers character, and a QR code allows users to unlock **exclusive content** related to the film.

An integrated age control system allowed access to the products in a responsible manner.

This collaboration is not limited to the film release: it is part of a **long-term strategy**, with exclusive beers designed to enrich experiences in Disney parks, hotels and cruises.



TYPE	Group project
DURATION	1 week <div></div>
DATE	October 2023
TOOLS	<div>Ps</div> <div></div>

Uchronie

Uchronie is an immersive project, providing a first introduction to **artificial intelligence** through the use of **local models**.

The experiment is based on a central question: **What if history had taken a different turn?** We have imagined a world where the continents form a single land, and where dinosaurs and mythical civilizations have never disappeared.

This project offers a **visual and audio exploration of the great civilizations of this alternative universe**: Samurais, Incas, Maoris, Amazonians, Zulus and Vikings.

Each culture is represented through generated images highlighting their architecture, way of life, resources and traditions. The experience is enriched by fluid **navigation adapted to the joystick**, enhancing immersion and coherence of the user experience.

As lead on this project, I oversaw the **design of the prototype**, ensuring an intuitive and engaging experience, while coordinating art direction and user interaction.

PROTOTYPE
www.michelaxel.fr/link/uchronie-prototype-form



