

# Guillaume LOUVEL

Senior UX Researcher  
ResearchOps Expert

10+ years of experience

Reach out to me on [LinkedIn](#)  
or on my [personal website](#)  
to get my phone number  
and/or email.

I accelerate decision-making by bringing user evidence to the table. From C-level strategy to day-to-day product choices, I help organizations make customer-centricity actionable and sustainable. Passionate about research democratization, process optimization, and mentoring.

## Core skills

Strategic UX Research (discovery, mixed methods, JTBD, personas, journey mapping)

ResearchOps (process design, tooling, panel management, knowledge management)

Stakeholder management & facilitation (C-level, Product, Design, Research, Marketing)

Training & mentoring (workshops, coaching, research democratization, AI leverage)

Change management & cross-functional collaboration

Tooling strategy & vendor negotiation

## Latest experience

Now  
2022

RESEARCHOPS EXPERT  
GROUPE SELOGER, AVIV GROUP

Scaled UX & Market Research operations across 3 brands and 3 countries (France, Germany, Belgium)

Built and managed a 1,000+ participant B2B research panel

Implemented knowledge management system (Dovetail) and AI-enabled research workflows

Developed budget tracking system and standardized analysis templates

Now  
2020

SENIOR UX RESEARCHER  
GROUPE SELOGER, AVIV GROUP

Led strategic research projects from Discovery to Delivery, collaborating with Product, Marketing, and C-level stakeholders

Conducted user profiling and *Jobs To Be Done* mapping

Led tactical research, and coached Product Designers

2020  
2018

SENIOR UX RESEARCHER CONSULTANT  
AXANCE, BY DEVOTEAM

Led and did user studies: user tests, exploratory interviews, focus groups, UX reviews, cards sortings

Led two training courses, and mentored Designers and Product Owners on UX Research methodologies and mindset

Involved in strategic thinking to improve deliverables, tools, and methodologies

*Some references Google, Amazon, Air France, Fortuneo, Carrefour Banque, Natixis, Insee, Leroy Merlin, ...:*



# Achievements

Reduced recruitment time from 3 weeks to 3 days

Trained 60+ Product Designers across 3 countries (FR / DE / BE)

Tracked 1.15M€ research budget and negotiated vendor contracts achieving up to 30% cost savings

Democratized research, increasing autonomous studies from 25% to 75%

# Tools

Dovetail, Notion, Airtable, Maze, Lookback, Qualtrics, Hotjar, Figma, Miro, Confluence, JIRA, ChatGPT, Gemini, Claude

# Publications & speaking

[Webinar](#) "Atomic Research: how to structure your research and findings?" (Axance meetup, 2020) 200+ attendees

[Book chapter](#) "Play as if you were home" in the Games User Research Book (Oxford University Press, 2018)

[Article](#) "Relationship between pleasure and psychological needs in the automotive domain" in Ergo'IA '18 Proceedings (2018)

# Languages

English (C1 Advanced)  
French (native speaker)

# Previous experience

2018  
2016

## UX RESEARCHER CONSULTANT HUMAN DESIGN GROUP (HDG)

*Embedded in PSA Group within the Direction de la Recherche, de l'Innovation et des technologies Avancées (DRIA)*

Conducting user tests & co-design on innovative services and HCI: brainstorming, user stories, wireframes, UX reviews

Academic work: collaborating with a PhD student on new ways to measure UX based on hedonomics models.

Supervised an intern

2016  
2014

## GAMES UX RESEARCHER UBISOFT

*Worked in the Editorial User Research Lab on worldwide projects for both dev teams and H.Q.*

Conducting user tests & involved in workshops and R&D studies (biometrics, survey design & psychometry)

2014

# Education

2014

## MSc in Cognitive Engineering "Artificial and Natural Cognition"

Ecole Pratique des Hautes Etudes

Master thesis: "Strategies and behaviors in context: a study of video game players"

2012

## MSc in Psychology "Neurocognitive Processes and Affective Sciences"

Charles de Gaulle University Lille 3