

CALLEN BOLE



From Philosophy

During my undergraduate education, I had the opportunity to develop a solid foundation of research and critical thinking skills while working towards my **bachelor's in political science and philosophy at Boston University**. These skills were bolstered by my professional experience as a researcher that I acquired during and after my undergraduate studies.



To Art

After obtaining my diploma, I interned at two art studios while working as an assistant for a professional artist. Eventually, I received the opportunity to **travel to China for a master's of fine arts on a full scholarship from the China Academy of Art**. There, I was able to further develop my aesthetic and conceptual sensibilities while immersing myself in the local culture.



To Design

During my master's, my interests began to gravitate towards design. I believe that good design requires empathizing with others to solve problems, fulfill needs, and hopefully improve lives. It's a challenge I find both exhilarating and fulfilling. I'm currently **pursuing a master's in industrial design at ENSCI - Les Ateliers in Paris, France**.



EXPERIENCE

Professional

- **Senior Designer, Circl Labs at Station F**
Assisted with all design needs of the startup, including the creation of pitch decks and marketing materials, UX/UI design, and product research and testing.
September 2023 – Present
- **UX Design Lead, ArcelorMittal Distribution Solutions**
Responsible for the redesign of ArcelorMittal's e-commerce platform.
April 2023 – Present
- **Web Design Lead, Estuaire at Station F**
Led the design and re-branding of Estuaire's company website and related research.
March 2023 – May 2023
- **Freelance, UX / UI Design**
Assisted clients with their UX needs via the Fiverr and Upwork platforms.
September 2022 – March 2023
- **Studio assistant, James Hubbell Architecture** : Assisted in the creation and construction of a new residence on the Ilan Lael property.
January 2020 – March 2020
- **Research Analyst, Boston Mayoral Office** : Assisted in the implementation and evaluation of social programs, interviewed constituents to solicit feedback, and summarized and presented research.
January 2017 – May 2017

Educational

- **ENSCI - Les Ateliers** : Masters in Industrial Design
September 2021 – Present
- **Google UX Design Certificate** : Online Degree Course
February 2021 - April 2021
- **China Academy of Art** : Masters in International Fine Arts
September 2018 – May 2021
- **Sciences Po** : Exchange semester
September 2016 – December 2016
- **Boston University** : B.A. in Political Science and Philosophy
September 2013 – May 2017

STATS

References

- **Maxime Meijers** : CEO, Estuaire
maxime.meijers@estuaire.dev
- **Sophie Malou** : Business Analyst, ArcelorMittal
sophie.malou@arcelormittal.com
- **Justyna Swat** : Professor, ENSCI - Les Ateliers
justynaswat@gmail.com
- **Michael Grady** : Professor, China Academy of Art
gradyms@appstate.edu

Languages

- **English** : native language
- **French** : advanced (DELF B2)
- **Chinese** : beginner (HSK 2)

Skills

- **Graphic Design** : Adobe Suite
- **UX/UI Design** : Adobe Xd, Figma
- **3D Modeling and Printing** : Blender, Rhino, Cura Ultimaker
- **User Research / Testing** : benchmarking, competitive analysis, user interviews, personas, market research
- **Web Builders** : Wix, Squarespace, Wordpress, Webflow
- **Front-end Web Development**: HTML / CSS / JavaScript
- **English Writing and Grammar** : professional experience teaching English writing and grammar to all ages
- **Ceramic Sculpture Methods** : clay and glaze composition, firing techniques, wheel-throwing, hand-building
- **Metal Sculpture Methods** : welding (MIG/TIG), lost-wax casting, patina application

Software

- Adobe InDesign
- Adobe Premier
- Adobe Illustrator
- Adobe Photoshop
- Adobe Xd
- Figma
- Photoscape
- Blender
- Cura Ultimaker
- Rhino

PROJECTS

Analog

Nest Coffin



Object Design | 05 – 11

Black Diamond



Graphic Design | 12 – 18

Hamartia



Sculpture | 19 – 25

Digital

E-steel



UX Design | 26 – 32

Estuaire



UI Design | 33 – 39

Hangzhou Archives



Front-end Dev. | 40 – 46

Nest Coffin

- Ecological Coffin
- 2022
- with Clemence Nollim



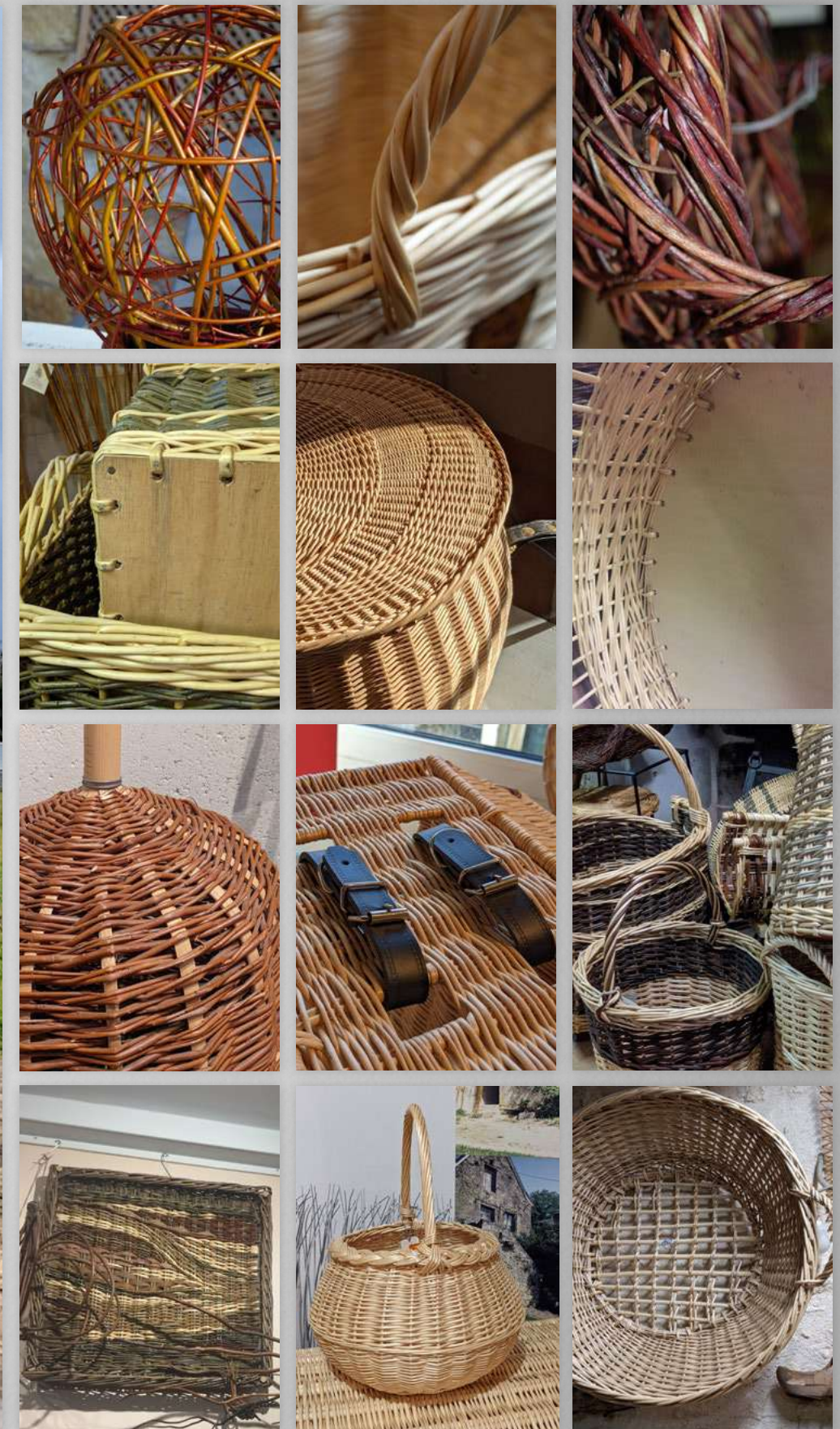
Challenge

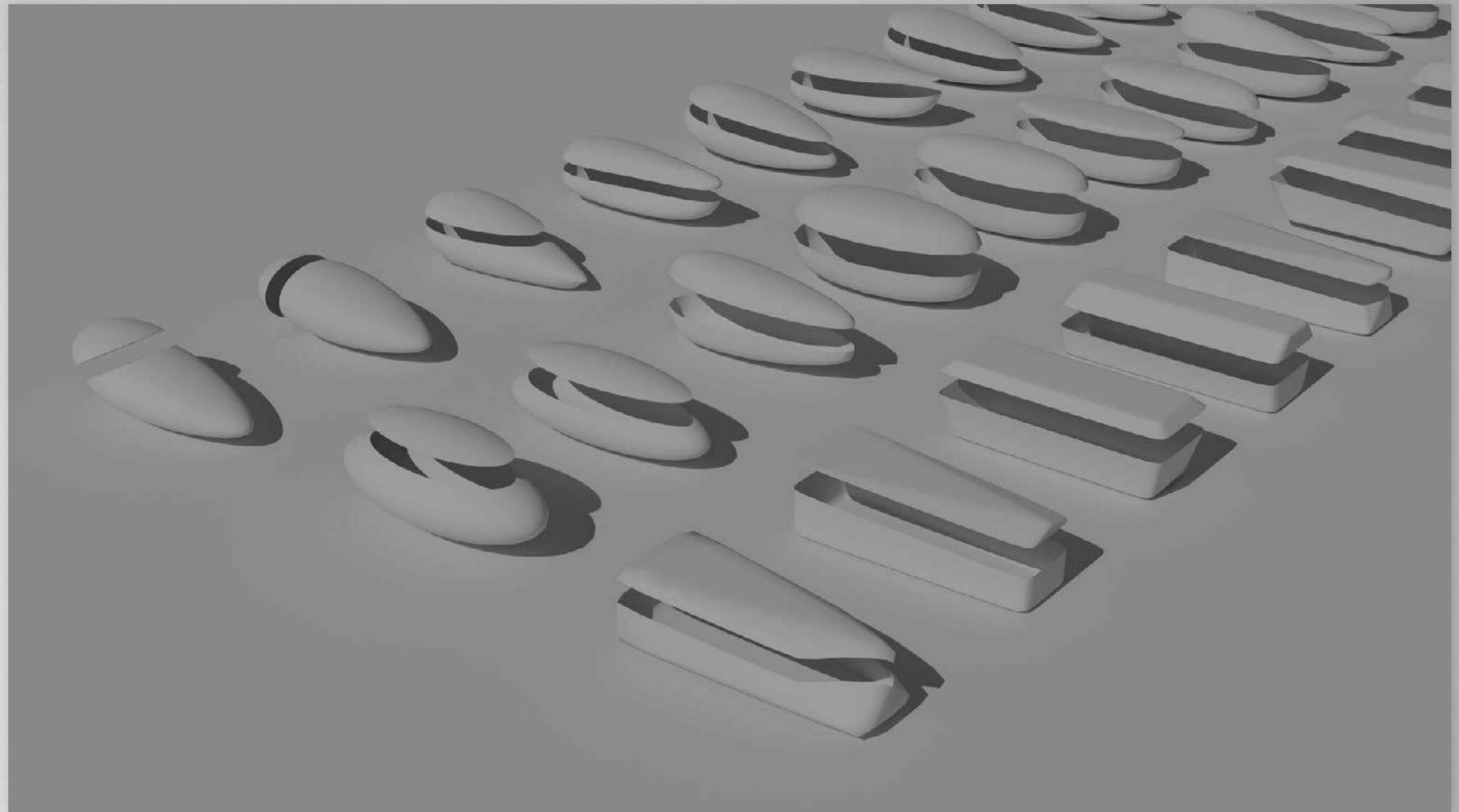
We were tasked with developing a coffin for the eco-conscious consumer in the French market. This required the use of biodegradable materials that comply with the relatively strict French regulations concerning impermeability and structural integrity. The typical coffin, made out of wood or wood-substitutes, contains resins and lacquers that are toxic to bury or burn, so the partner asked that we develop aesthetically pleasing alternatives.



Research

After experimenting with different materials, we settled on wicker, which is relatively inexpensive, produced sustainably in France, and is 100% biodegradable. To verify our research and acquire a better understanding of the material, we took a trip to Villaines les Rochers, a town specializing in the production of wicker goods. There, we spoke to several cultivators and artisans, all of whom confirmed that the material possessed the qualities necessary to meet the needs of the project.





Ideation

Taking inspiration from bird nests, we aimed to create a form that corresponded to the material. In addition, we added a layer of recycled wool felt coated in biodegradable wax to meet the regulatory requirement of impermeability, as well as a “cloud” of raw wool to absorb moisture. A base of untreated beechwood was added to ensure adherence to structural regulations. All materials were chosen on the basis of their local and sustainable production.

Creation

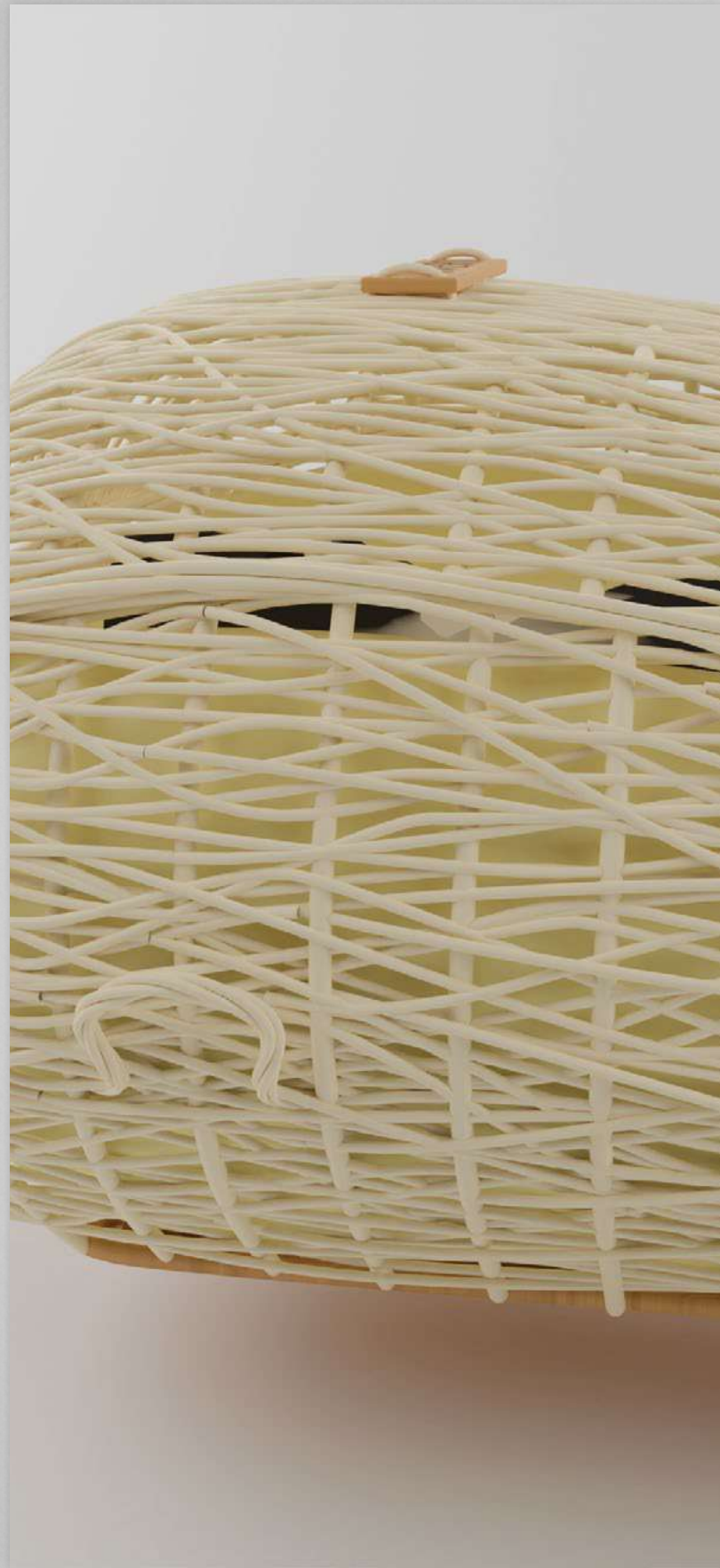
We took a second trip to Villaines les Rochers to work alongside a craftsman who taught us the necessary techniques to create the samples, testing various types of wicker and weaves in the process. We also conducted impermeability tests using different kinds of natural wax, eventually settling on olive wax for its low price, sustainable production, and relatively high melting point.





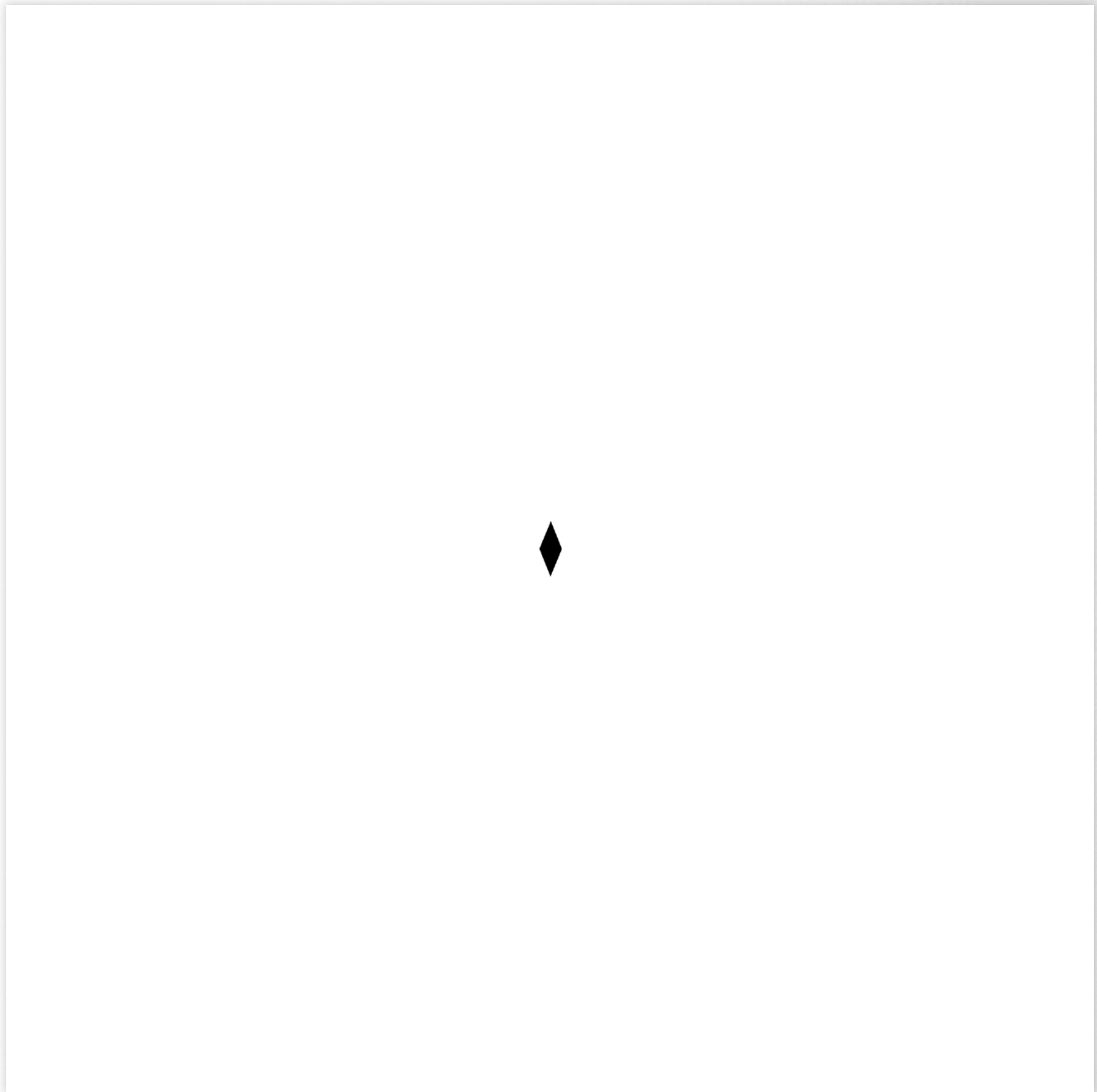
Result

From left to right, we produced a cross section of the coffin at scale, a 3D render of the entire coffin at scale, and two samples at 1/5th scale to represent two ends of a spectrum of aesthetic and structural possibilities. Each sample was submitted to the stress testing necessary to ensure compliance with regulations.



Black Diamond Conversions

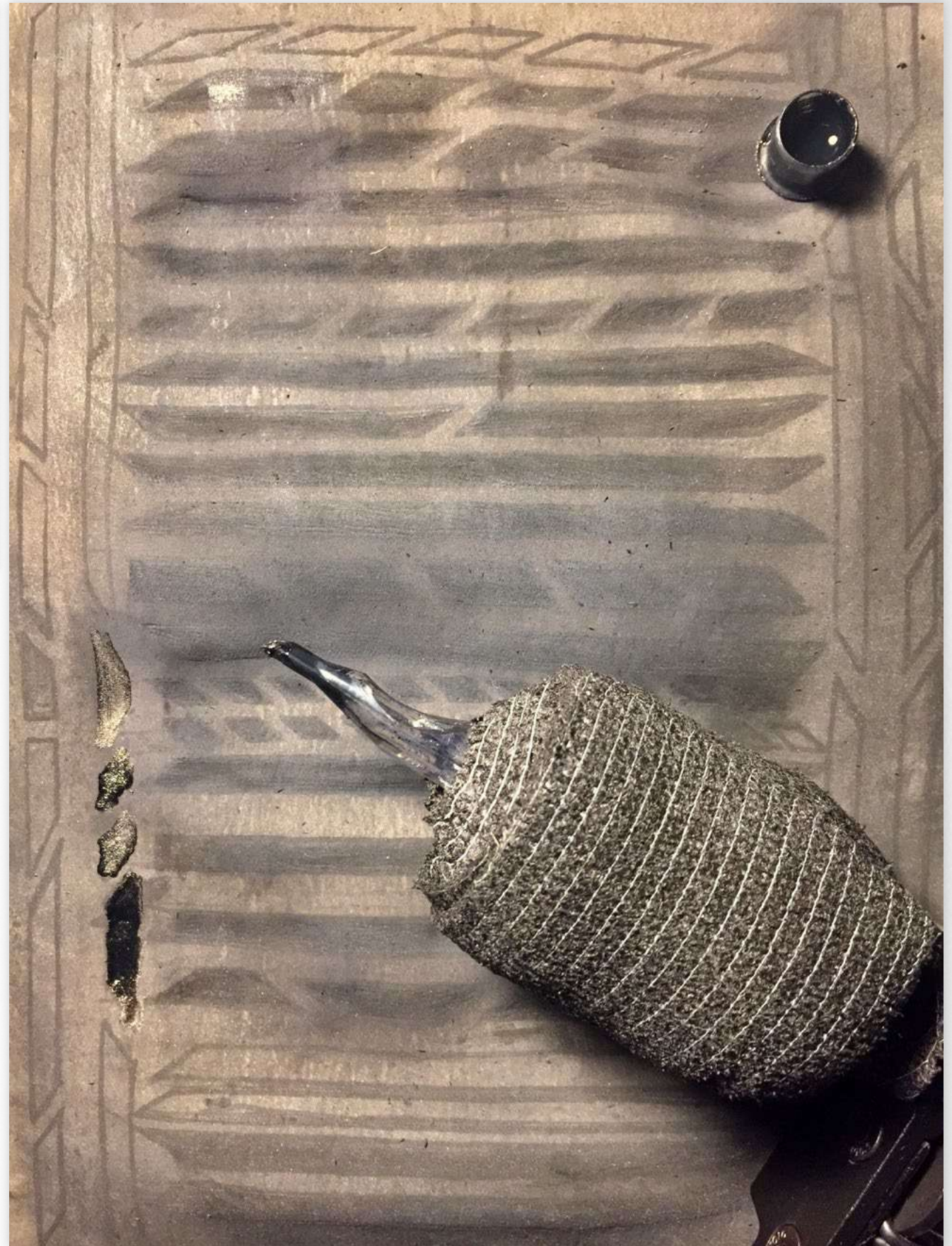
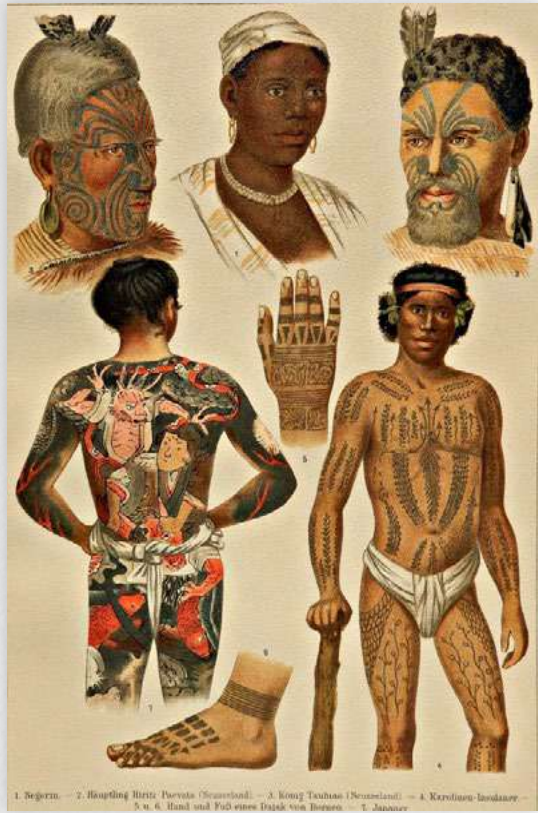
- modular tattoo motif
- ongoing



Challenge

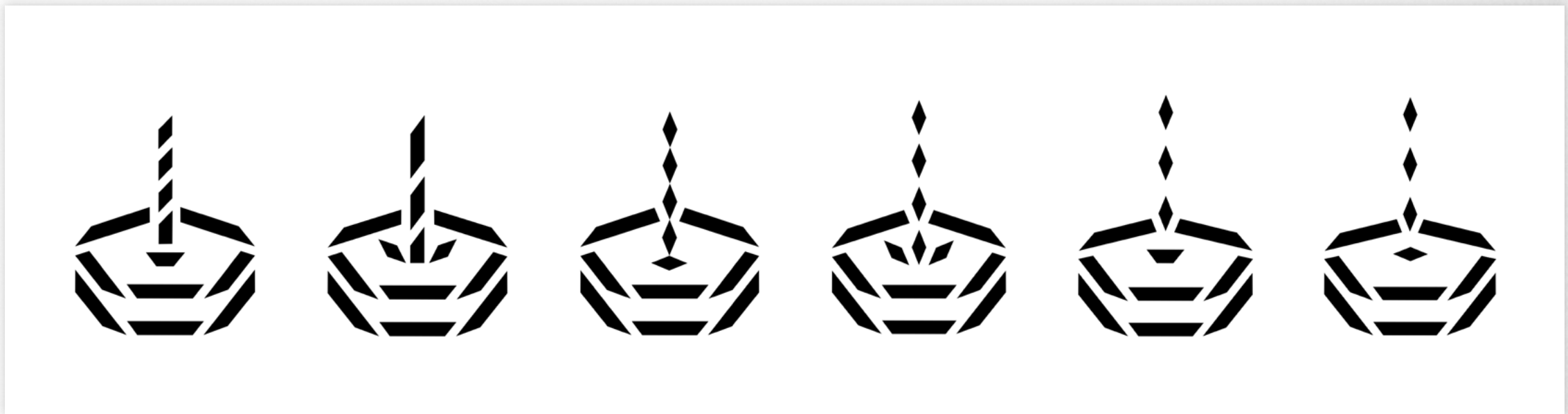
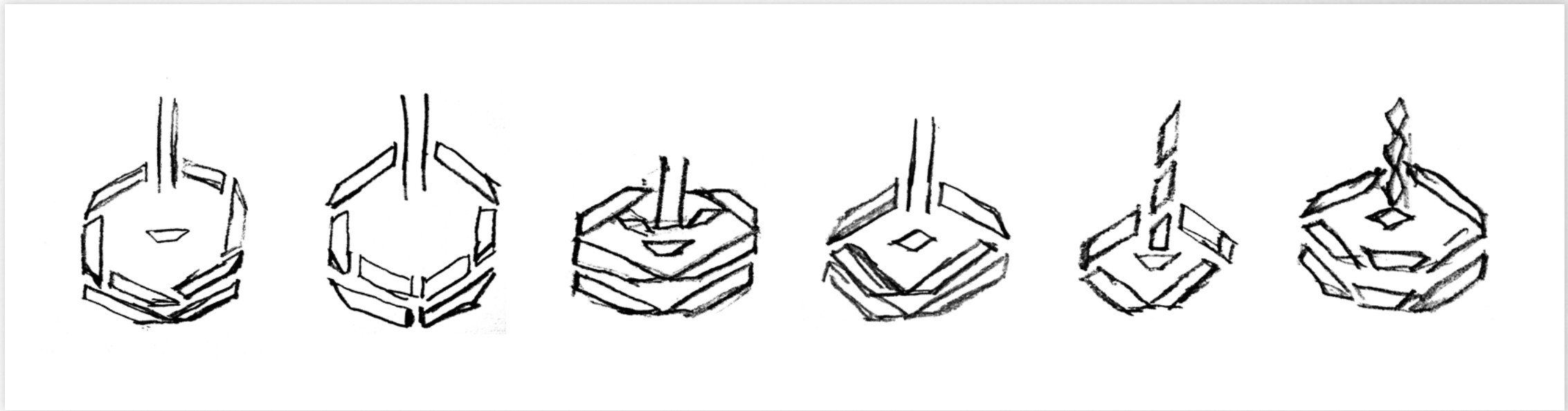
Black Diamond Conversions is an ongoing personal project of rendering ideas and iconography in a modular motif designed specifically for tattooing.





Research

Using traditional tribal tattoos as a starting point, I developed a pattern composed exclusively of black trapezoids. I also taught myself contemporary tattoo techniques and methods to gain a better understanding of the specifics of transcribing the pattern onto skin.



Ideation

I make sketches to “convert” the original idea or reference into the *Black Diamond* motif. Once the basic form is constructed, the design is iterated digitally.



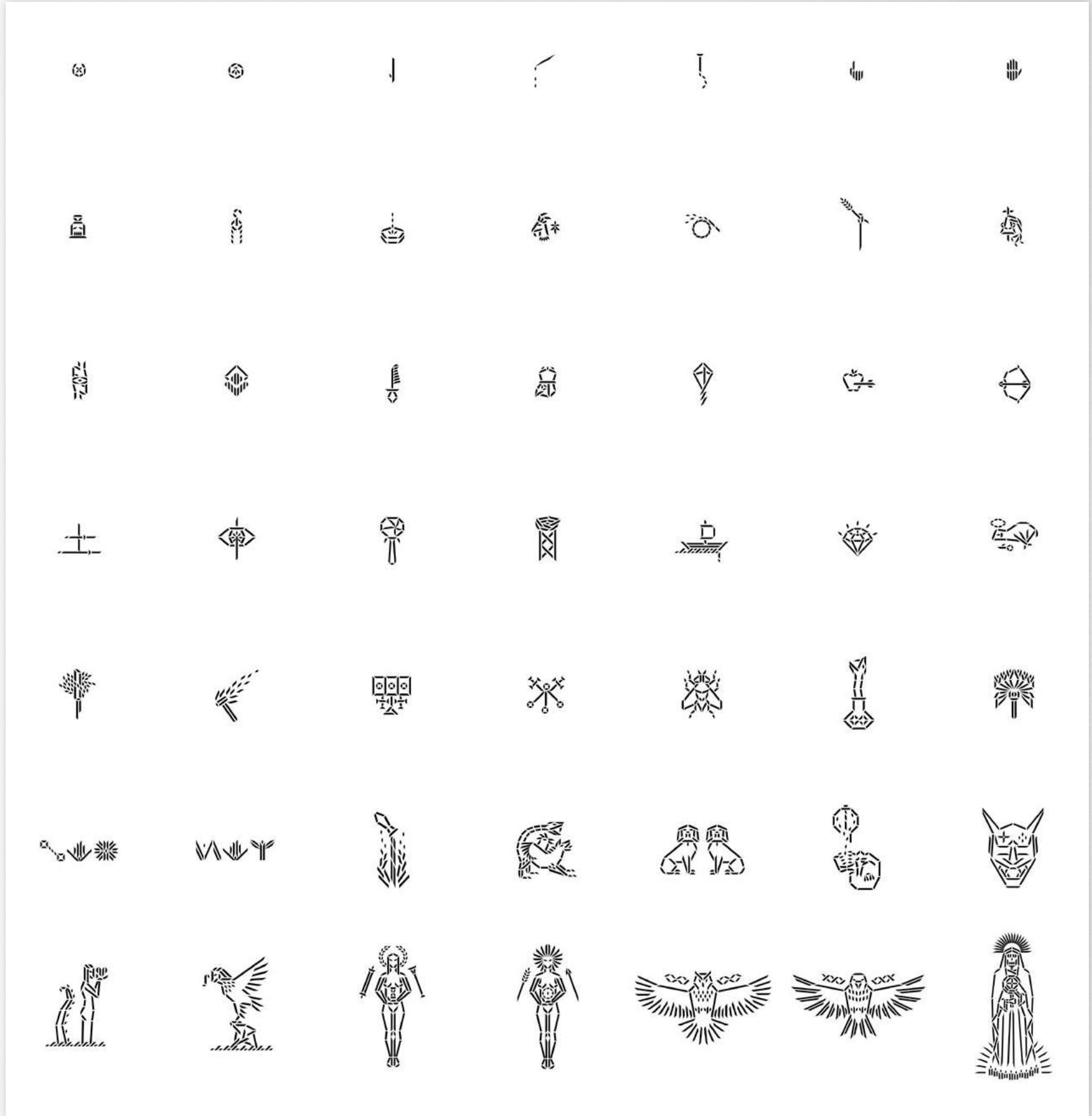
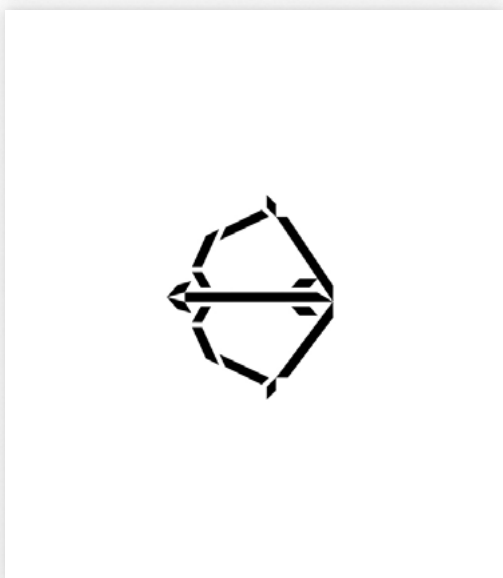
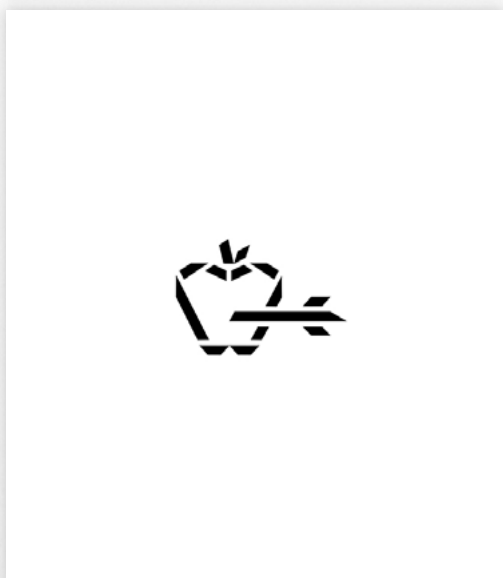
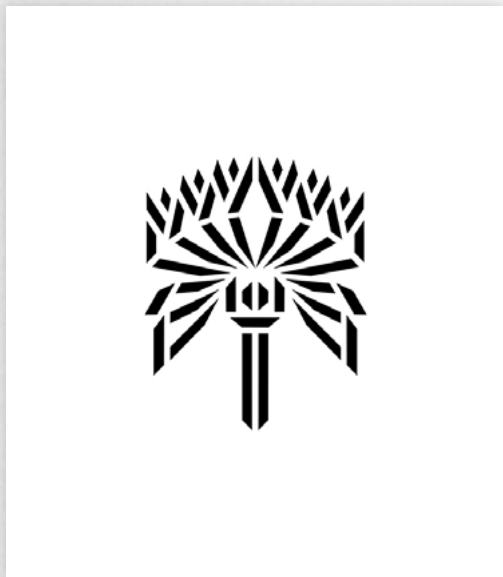
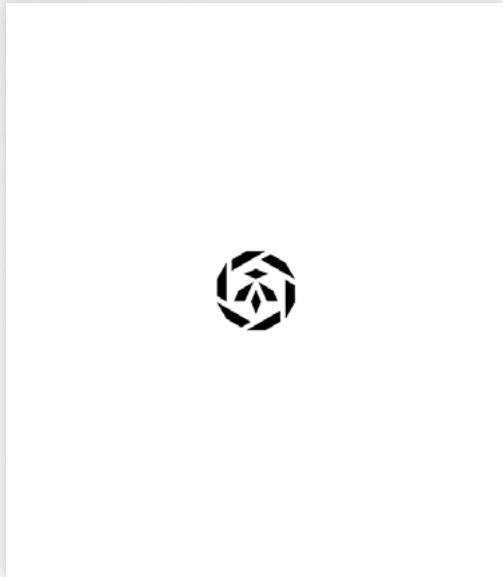
Creation

The design is printed out at slight size variations to determine the best fit in relation to the space to be tattooed. A stencil of the selected size is applied after the skin has been shaved and sterilized. The shapes are then lined and filled in with tattoo ink. In the case of the tattoo shown, it was done by a professional.



Result

Over 50 designs have been created so far. As tattoos age, the ink spreads slightly through the skin, and the lines become less defined. Normally considered undesirable, the developed motif anticipates and incorporates this natural degradation. As the tattoo ages on the skin, the small breaks between the lines start to connect, and the tattoo becomes whole as it is “grown into.” More conversions are available to view at : https://hangzhouarchives.xyz/ha_black-diamond.html



Hamartia

- sculpture series
- 2019





T H E C A M
O U F L A G
E O P I N D
O L E N C E



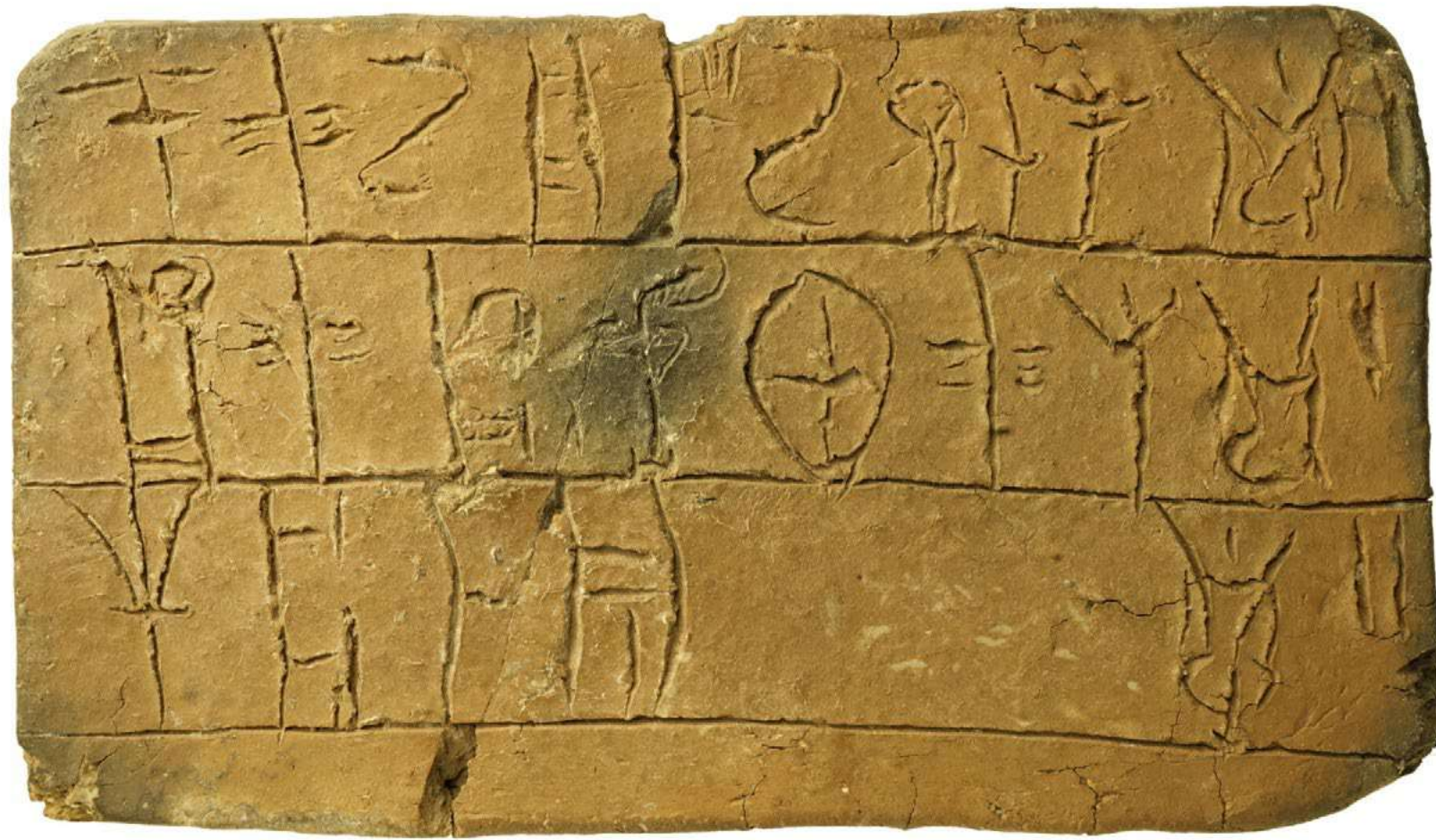
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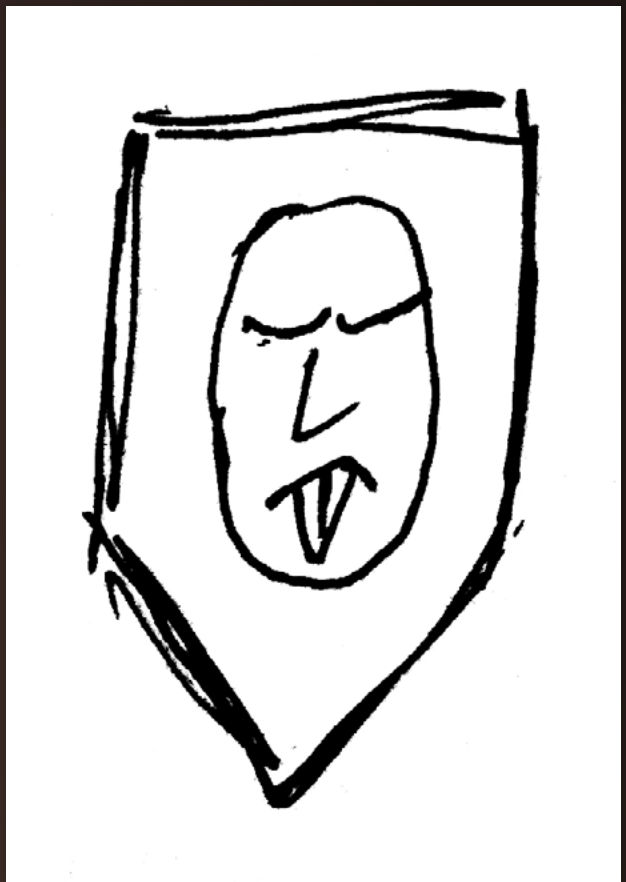
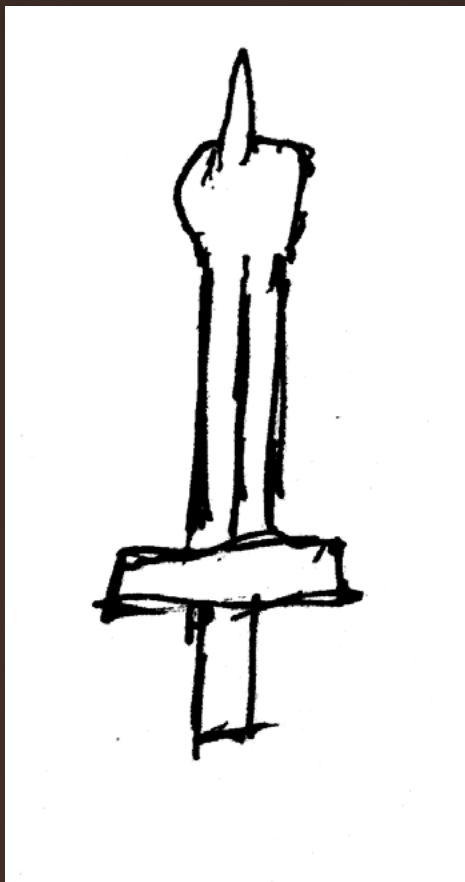
Challenge

Hamartia is a term in Greek tragedy that refers to the personal flaws that ultimately cause a hero's downfall. This series was a personal project that functioned as a means to investigate and represent flaws of character, as well as a reminder to guard against them.



Research

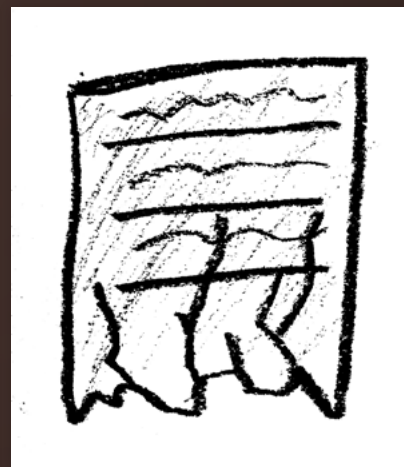
The series took inspiration from the *Mask of Agamemnon*, an ancient Mycenaean funerary mask, and the *Linear B* tablets which contain Mycenaean script. I chose to work with bronze and ceramic earthenware for their resemblance to the source material.



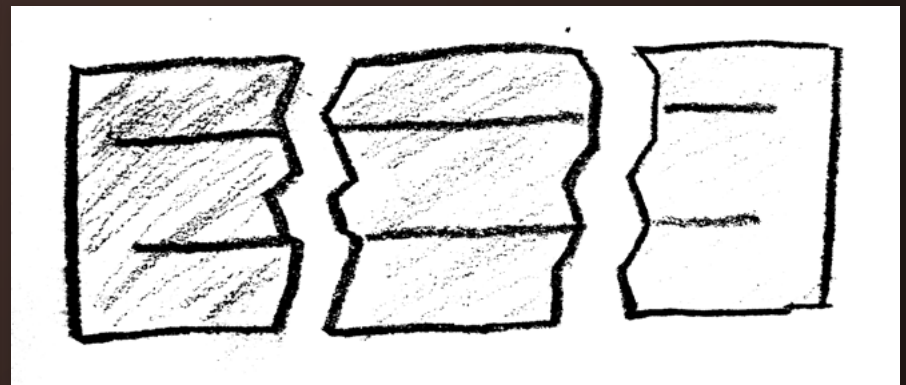
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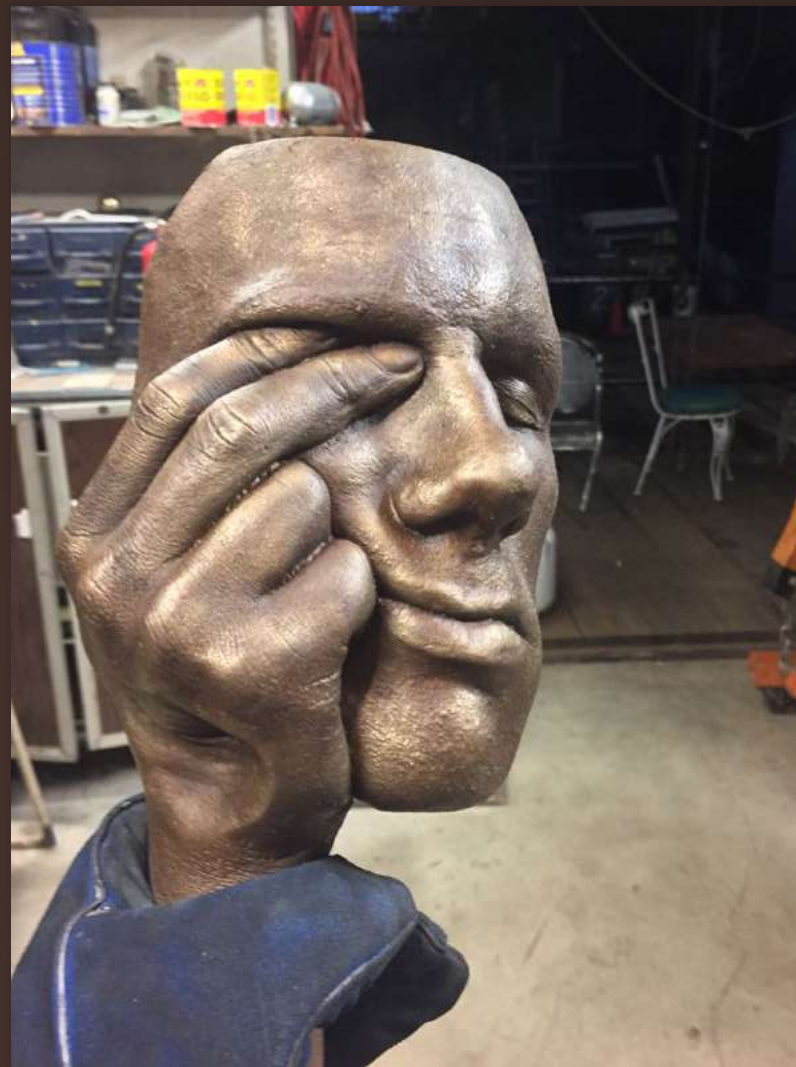


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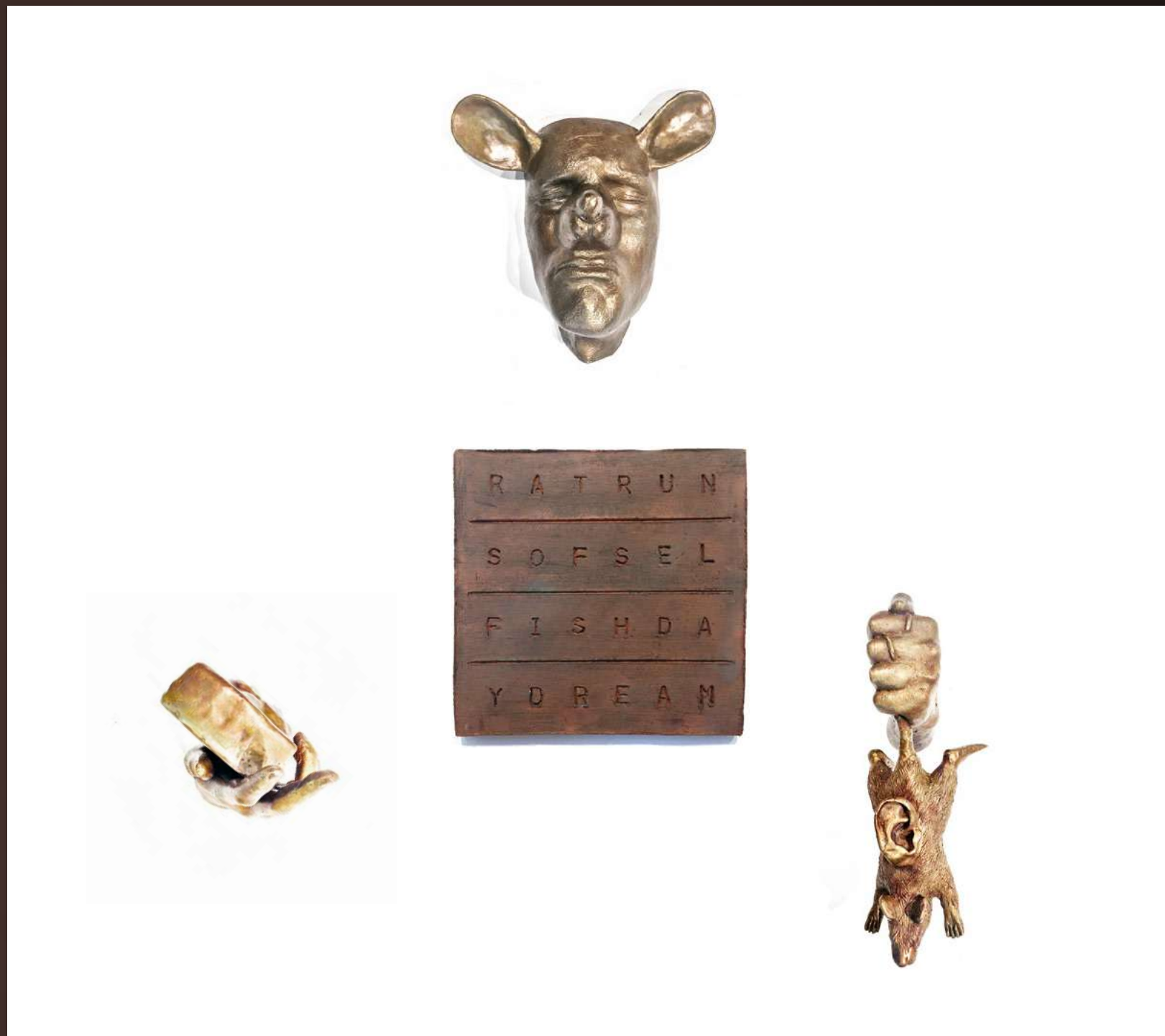
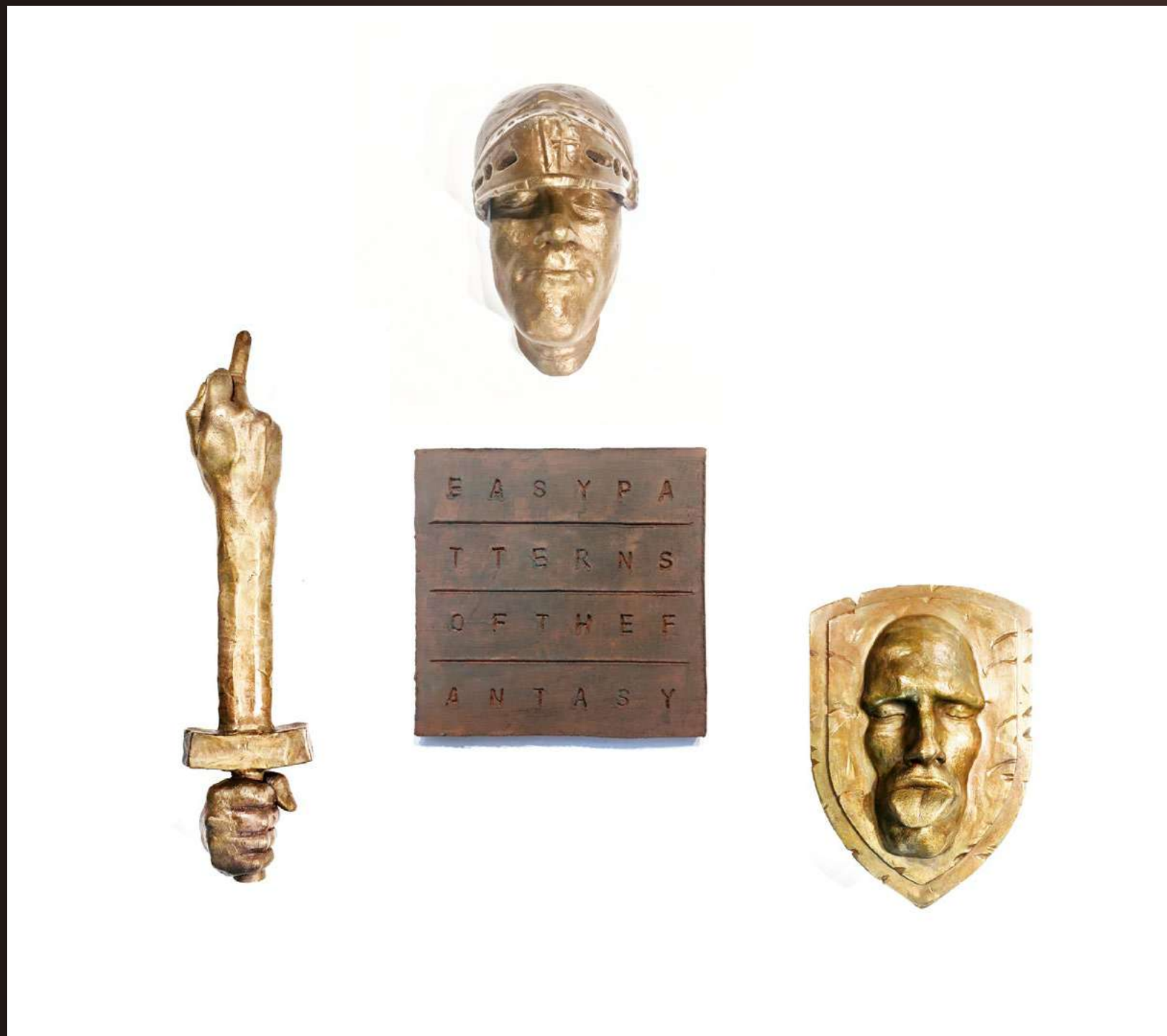
Ideation

All tiles contain phrases composed of 24 letters that reference the bronze pieces that accompany them. I sketched various forms and letter configurations and experimented with different types of clay textures and bronze patinas.



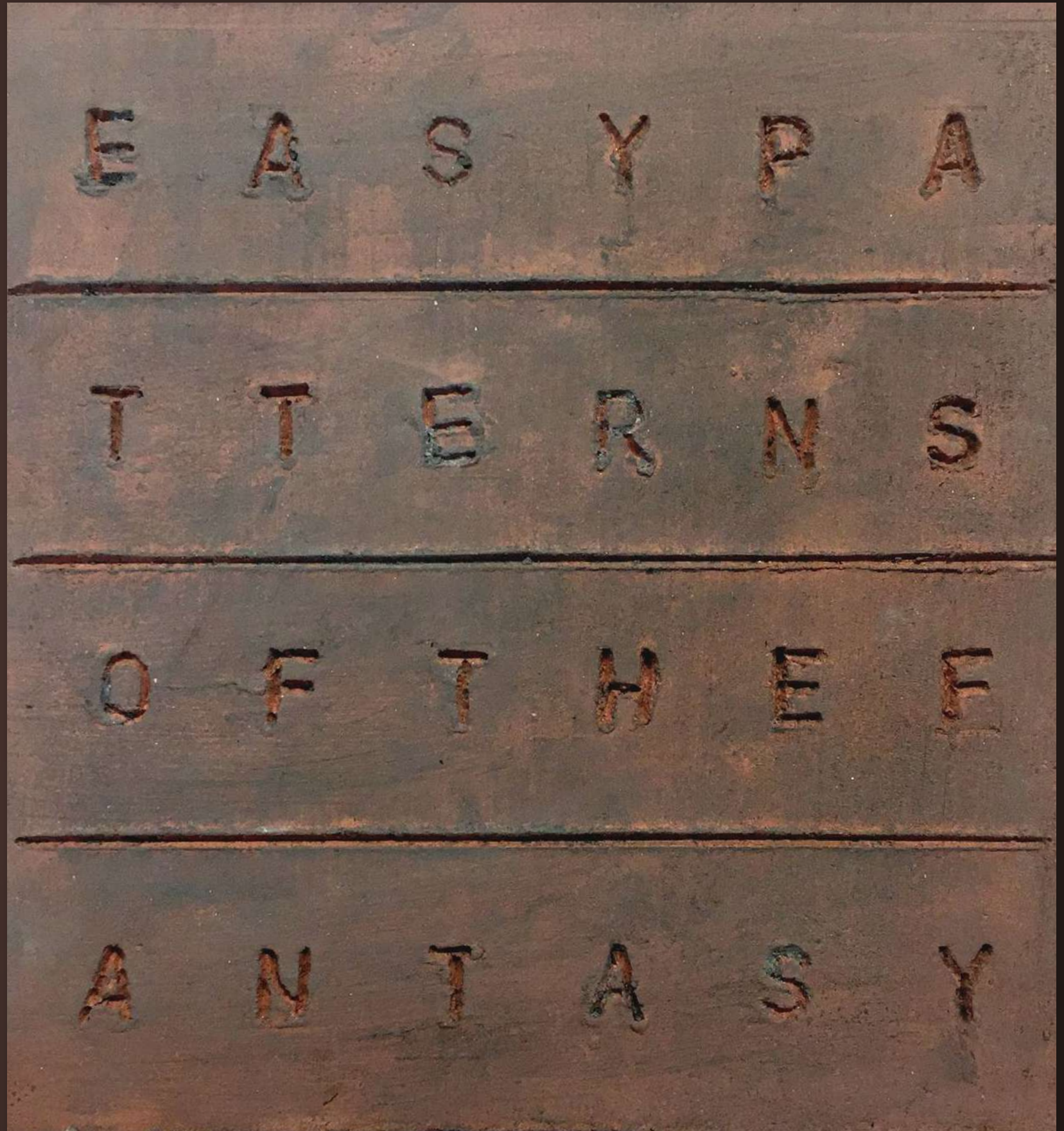
Creation

I created the masks using the “lost wax” method in which a wax positive is made from an alginate mold and used to create the final form in bronze, which is then polished and patinated. The tiles were fired at low temperature and then rubbed with ash to add texture and color.



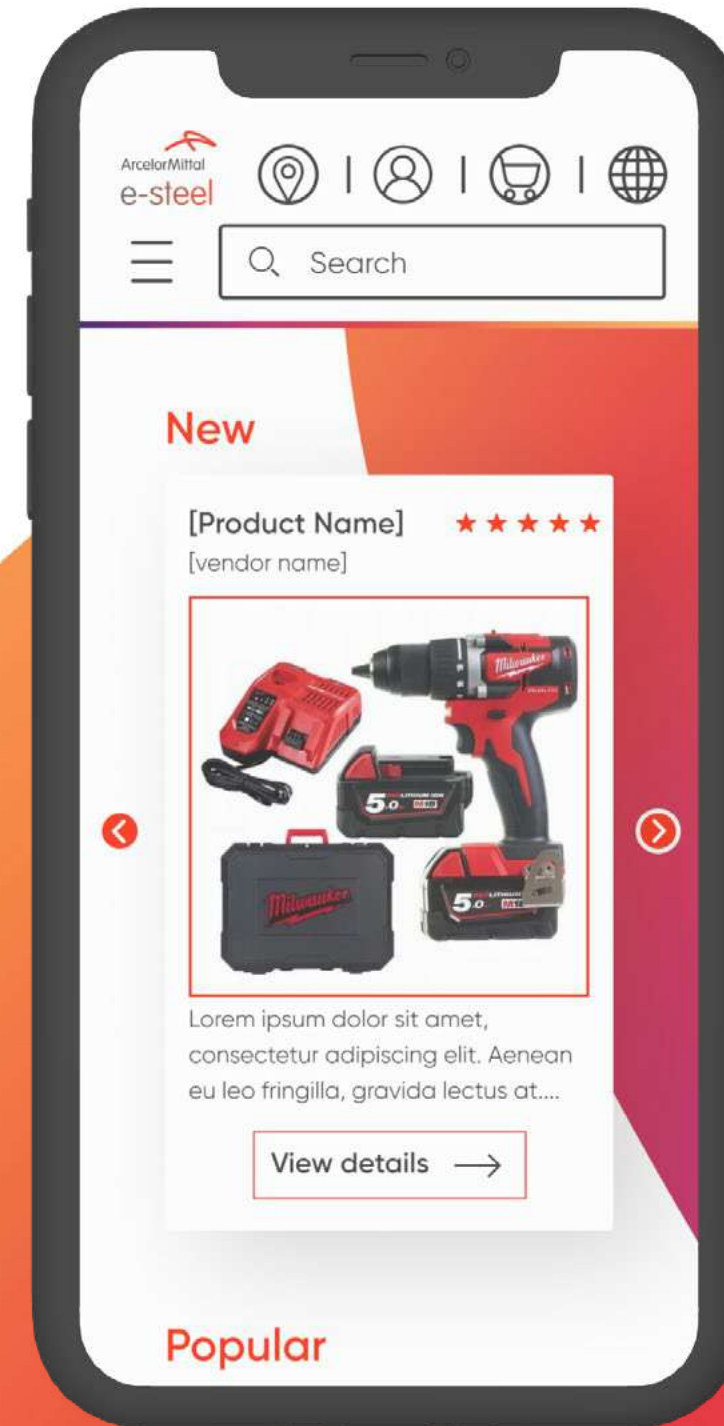
Result

5 masks and 4 arms in bronze, 5 tiles in ceramic earthenware. Each set represents a different character flaw.



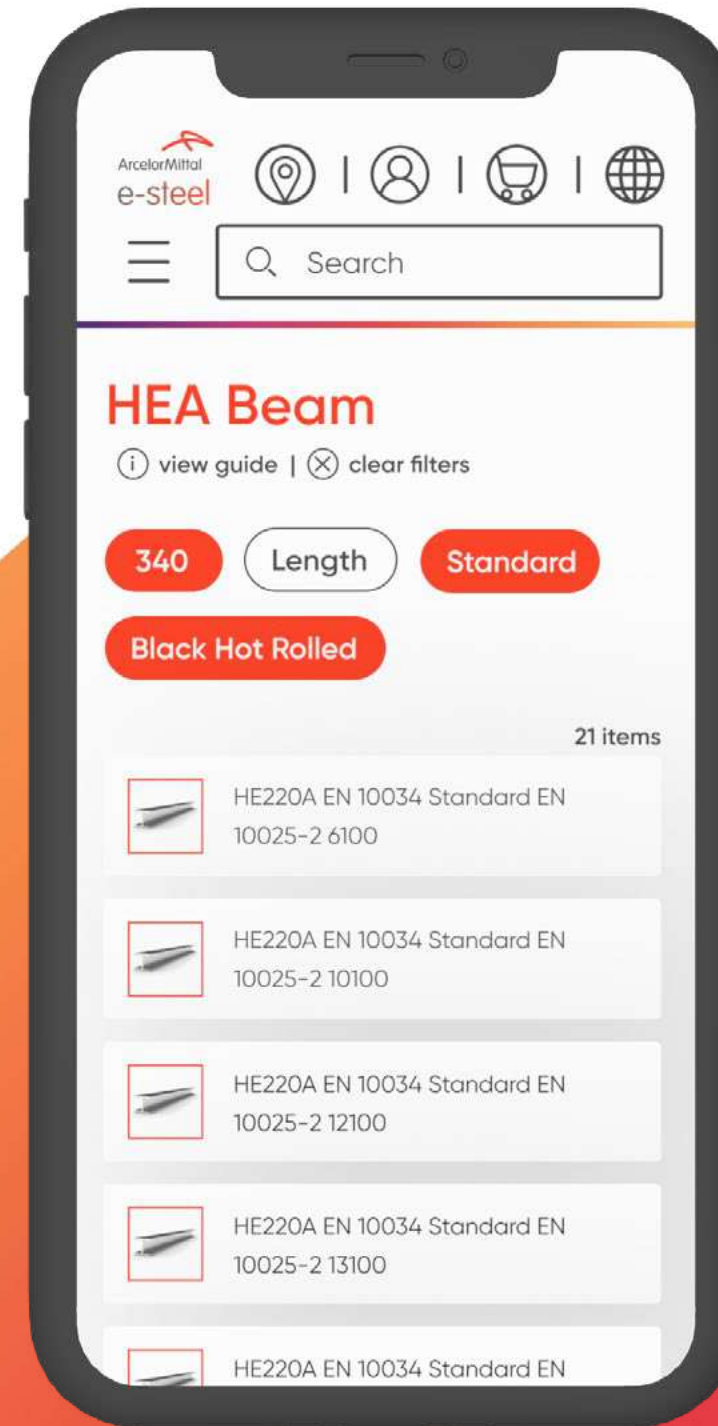
E-steel

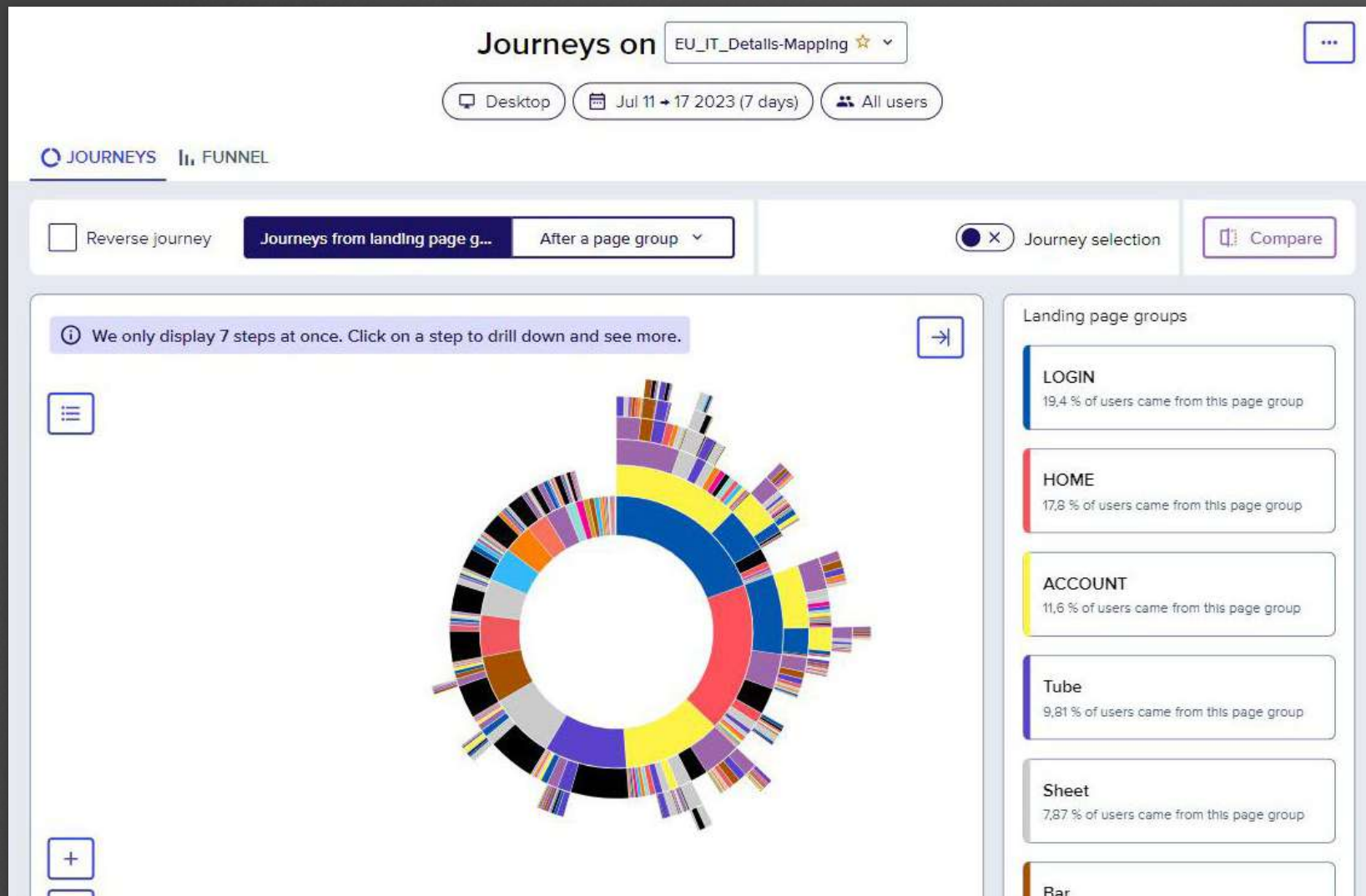
- e-commerce platform
- 2023



Challenge

I was brought on the team to redesign E-steel, the e-commerce platform for all ArcelorMittal products in Europe. As the sole UX designer working on the project, I managed and integrated the needs of each country where the site would be rolled out. The redesign had to adhere to relatively strict technical constraints and style guidelines, as well as preserve the core functionalities of the original site.





Willi, Digital Sales Lead Germany 14/06/23

Client Demo

- Roughly 50% resellers
- 80% of clients who are visiting e-steel are designated buyers
- Clients typically know a sales rep before arriving at the site
- Clients have general technical competency for navigating the site
- Client acquisition typically occurs through direct contact with sales representatives
- The main value point for clients is the range and wait time of delivery
- 95% percent of visits to the site accessed via desktop

Pain Points

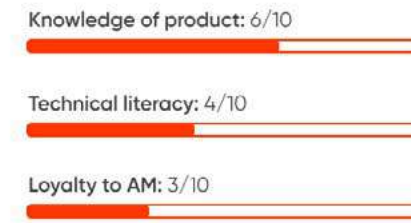
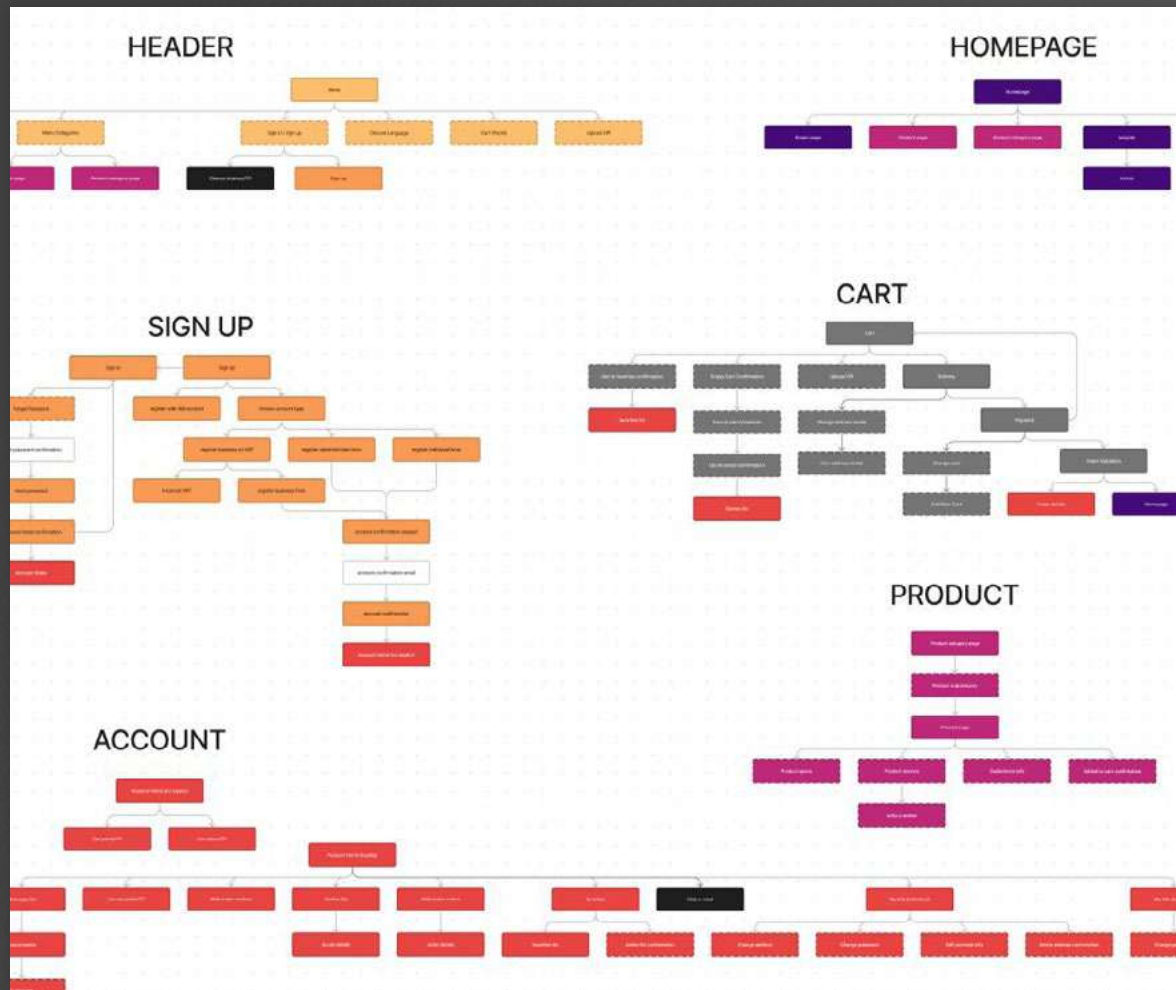
- Site is slow
- Increasing the quantity of the product sometimes increases the price due to the dynamic pricing engine
- Too many clicks to choose a specific product
- Client must log their order twice, once in our system and once in their own
- General lack of explanations for technical descriptions of products
- Clients typically know what they want to buy when arriving at the site
- Small bugs/stability issues
- Site not displaying the correct specifications for beams

Recommendations

- Search by material number/product reference
- Easily visible order upload functionality
- Generate hyperlinks to products for customers
- Less technical explanations to accompany technical descriptions
- Indicator that shows if a sales representative is available for a call?
- Include sales rep contact info with account registration?
- Suggested replacement products in the case that one is not available.
- Dumstahl site for UX reference

Research

I conducted interviews with clients and sales representatives from each country, as well as a thorough analysis of the current site using tools like Content Square. It became clear that, unlike a typical e-commerce site, E-steel clients usually have a very specific idea of the product they need to order before arriving at the site. Due to the industrial nature of the products sold on E-steel, clients rarely made any unplanned purchasing. The stakeholders wanted to change this with the rollout of a marketplace with a greater variety of products, so a balance had to be struck between managing the needs of current users while integrating new features and services.



Arthur is the designated buyer for a medium-sized distribution enterprise. He's typically given a list of materials to order from his superiors, but it's Arthur's responsibility to determine the cheapest and most efficient way to acquire these materials. He has an established professional relationship with the AM rep for his region, who has encouraged him to fulfill his orders on e-steel.

Demographics

- Occupation: buyer for a medium-sized distributor
- Age: 48
- Gender: male

Use cases

- Uses the site daily at his office. He usually knows what he will purchase before arriving at the site.
- Primarily views site on desktop with occasional use on mobile in transit.
- Occasional use on desktop at home.

Goals

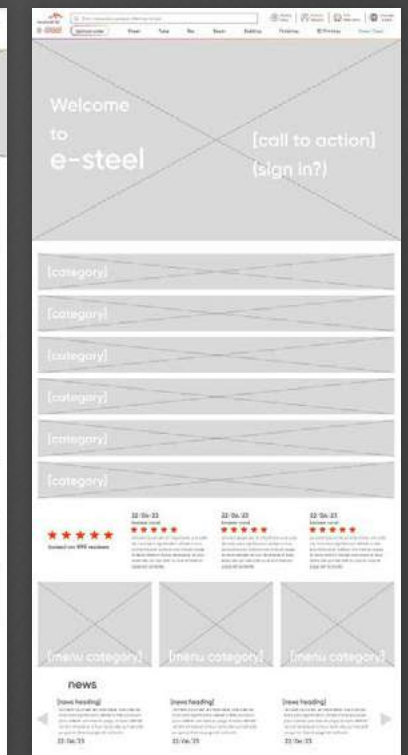
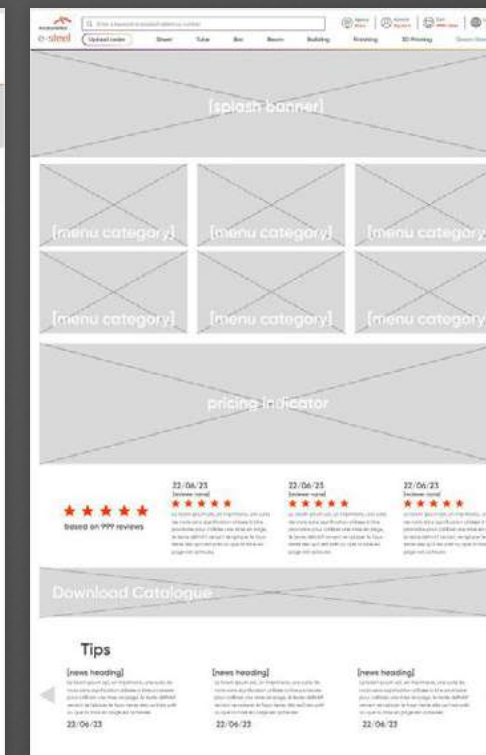
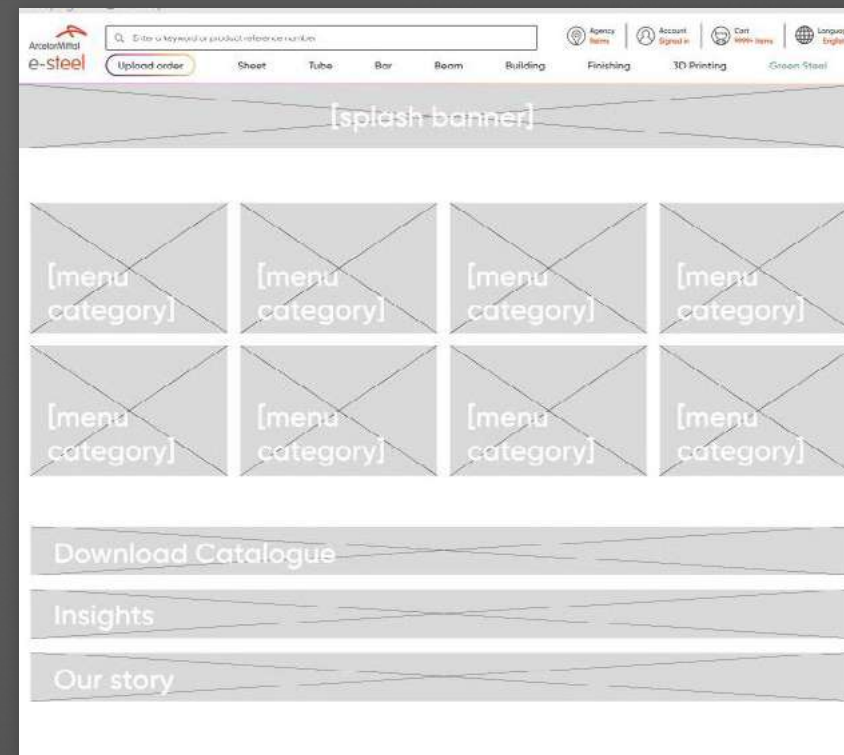
- order products quickly and efficiently
- check prices against other sites
- create quotes for clients
- access certifications
- easily get in touch with AM reps.

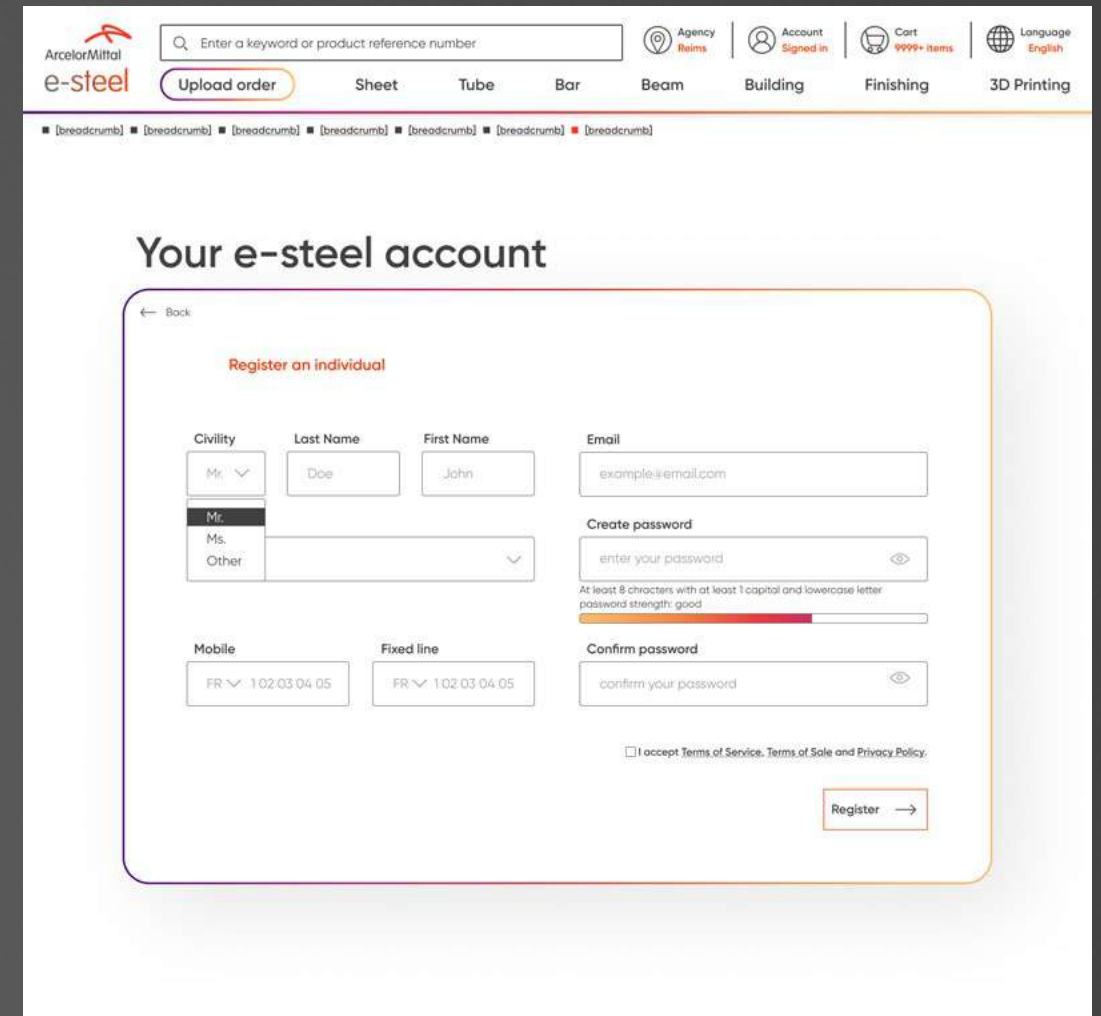
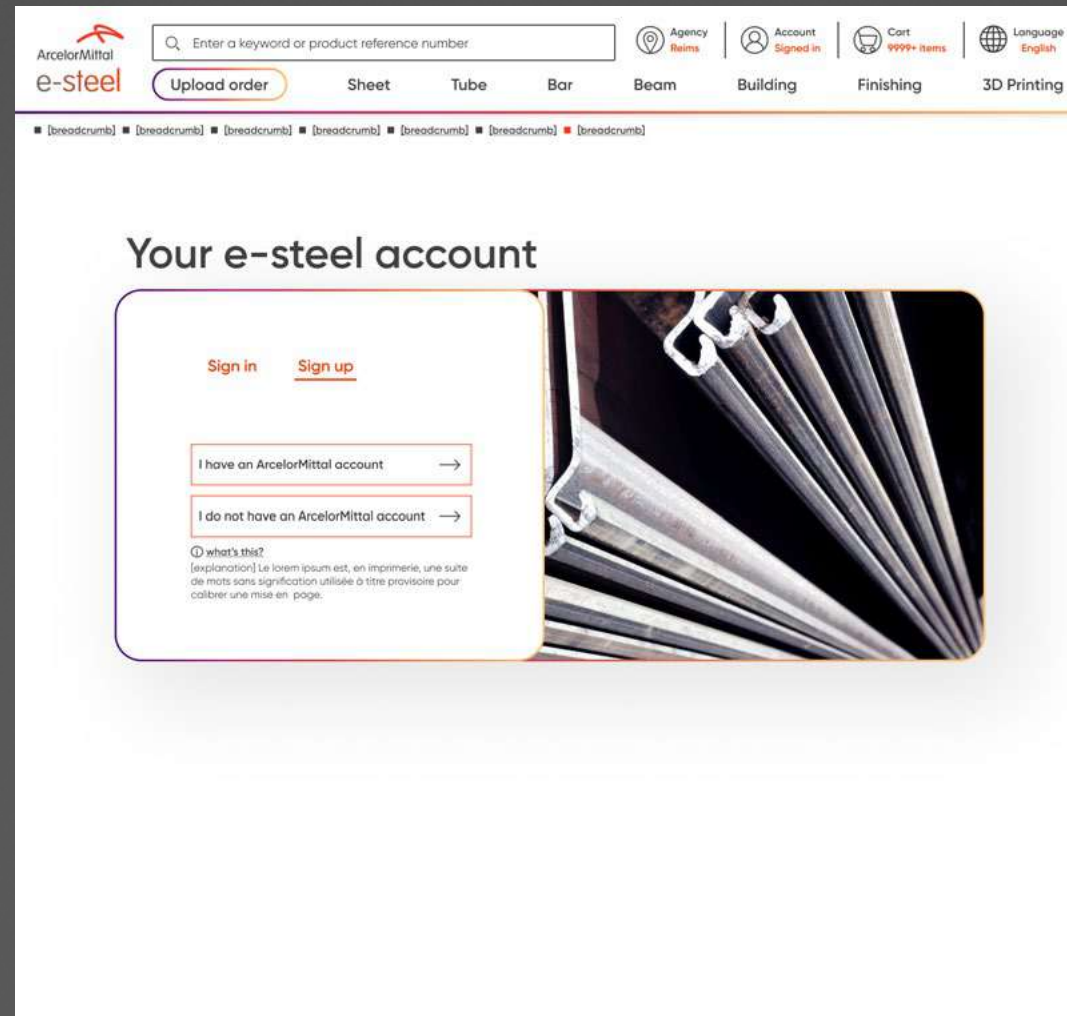
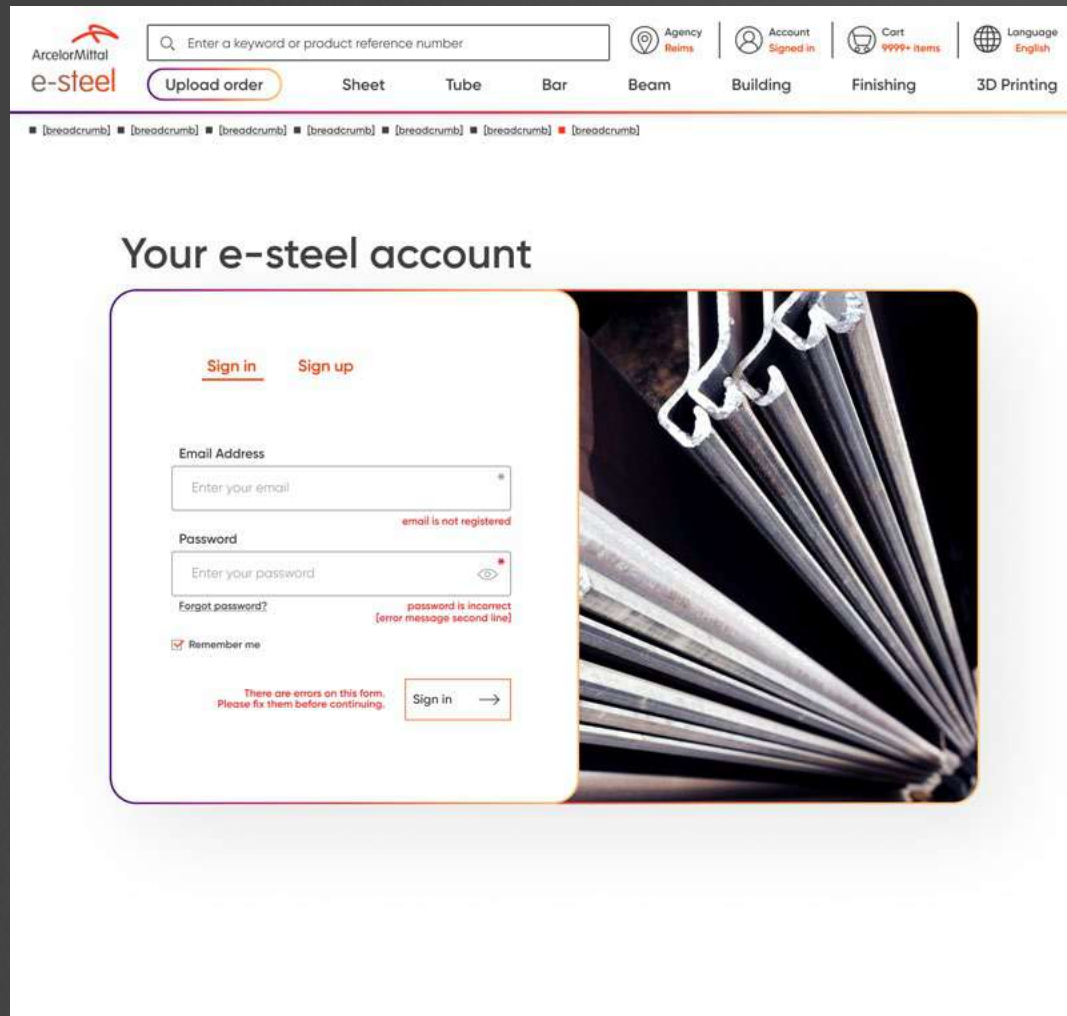
Pain points

- Doesn't rely on sight info to determine if a product is available. Typically checks with AM rep. to verify.
- Frustrated with speed of site when handling larger orders.
- Has to input orders twice: once in our system, once in his.
- Sometimes finds product descriptions too technical, unclear.
- Has to input all the product specifications to find out if the product is available.

Ideation

The original site was immense and complex, with a wide variety of products, services, and types of client accounts. I mapped all of this out in order to determine where the navigation could be simplified and improved. I also created a persona that represented the current clientele in order to ensure that every design decision catered to their needs. Finally, I created low-fidelity mockups to test different content layouts.

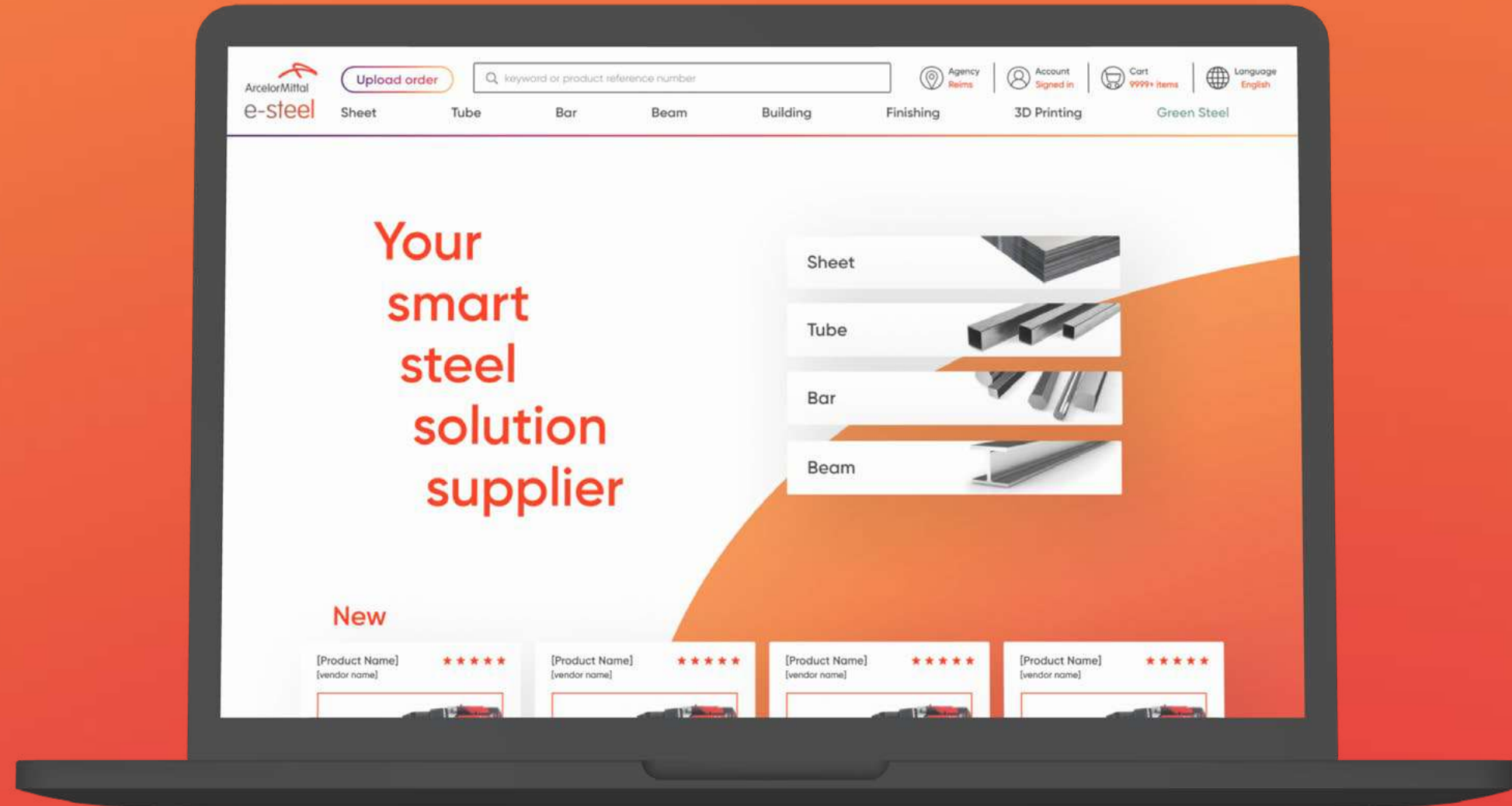
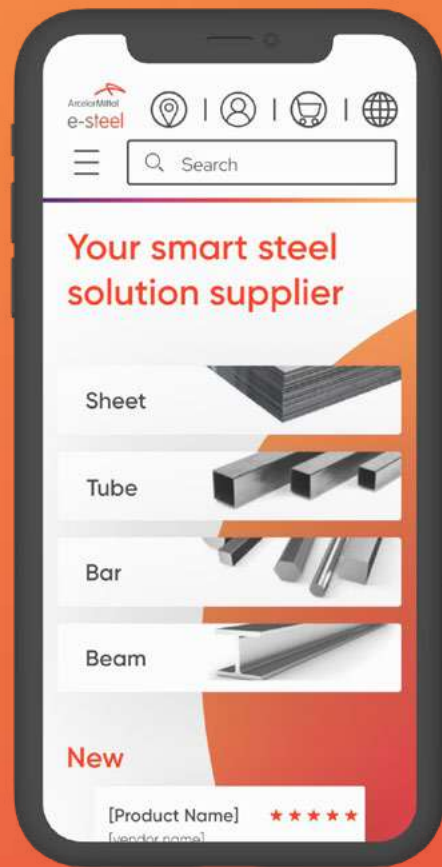




Creation

In collaboration with marketing, business analytics, and IT, I made high-fidelity prototypes in Figma along with a spec for the developers to ensure that the site's responsiveness and services functioned properly.

Title	Functional description & Business rules	Règles de gestion	UI/Mock-Ups (Desktop)
REGISTRATION Sign-in	<p>When the user clicks on the My Account icon on the top-bar, he is redirected to the Sign-in/Sign-up page (as today). From here, he can select the <i>Sign-in</i> or <i>Sign-up</i> form.</p> <p>Top margin :</p> <ul style="list-style-type: none"> 120px for desktop 60px for mobile <p>Space between form elements :</p>		



Result

A complete redesign of the E-steel website. Together with the stakeholders, we developed a user experience that increased the efficiency of the service for current clients. In addition, we integrated new features that met the specific needs of each country where the site will be implemented. As of writing this, the new website is currently in development.



Your smart steel solution supplier

New

[Product Name] ★★★★★
[vendor name]

[Product Name] ★★★★★
[vendor name]

Cart

Product	Quantity	Total
2.  Standard EN 10025-2 16100 + [certification name]	999 999 999,99 €/T 999 999 999,99 KG 999 999,99 € cert.	154 154 421,15 €
Sold by [Vendor Name] 3.  [Product Name] [product description] [product description] + [certification name]	99999 PC 999 999 999,99 €/T 999 999 999,99 KG 999 999,99 € cert.	154 154 421,15 €

Subtotal EXCL Tax 999 999 999,80 €

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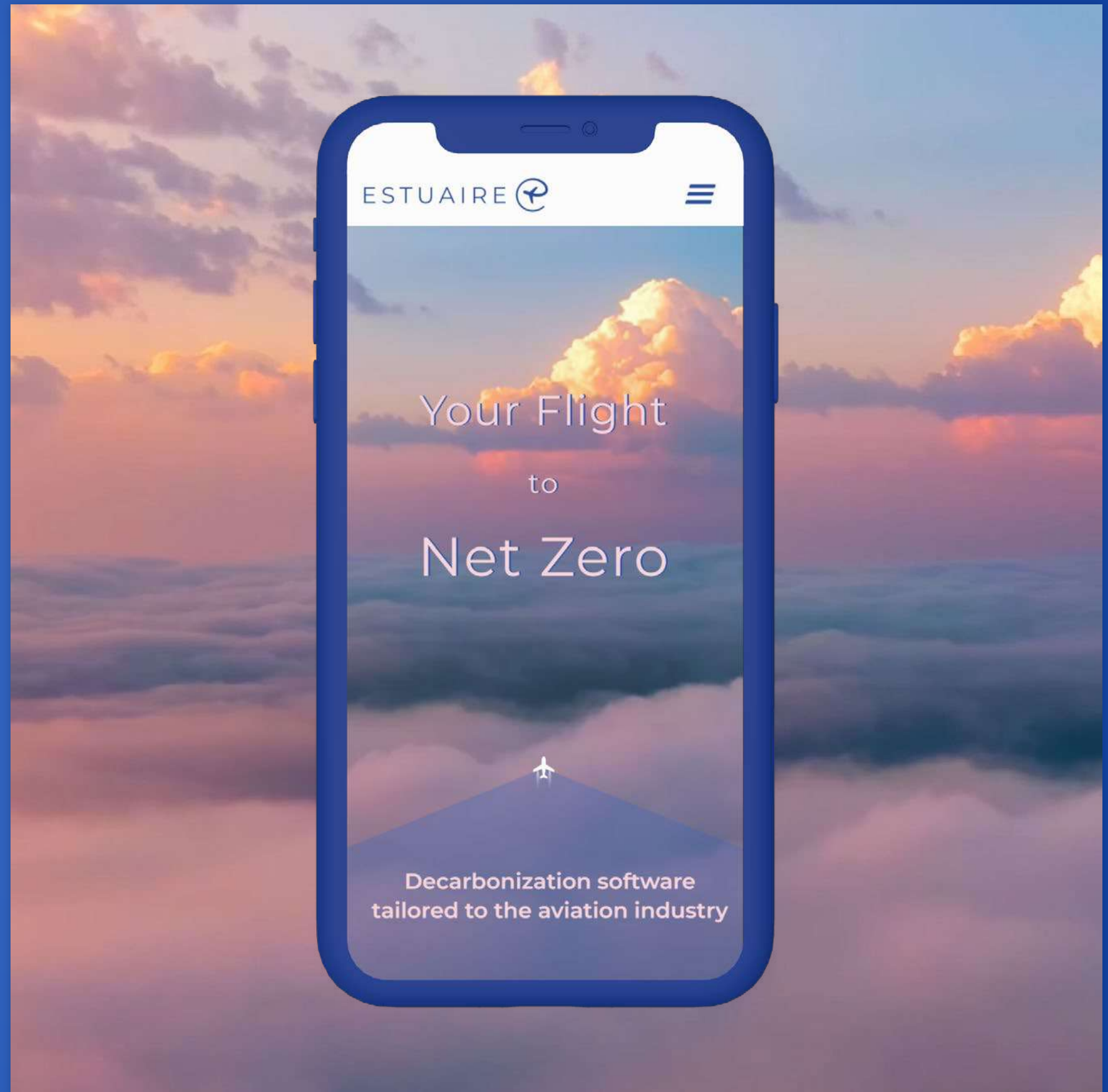
View cart →

Save as a quote →

Save to favorites →

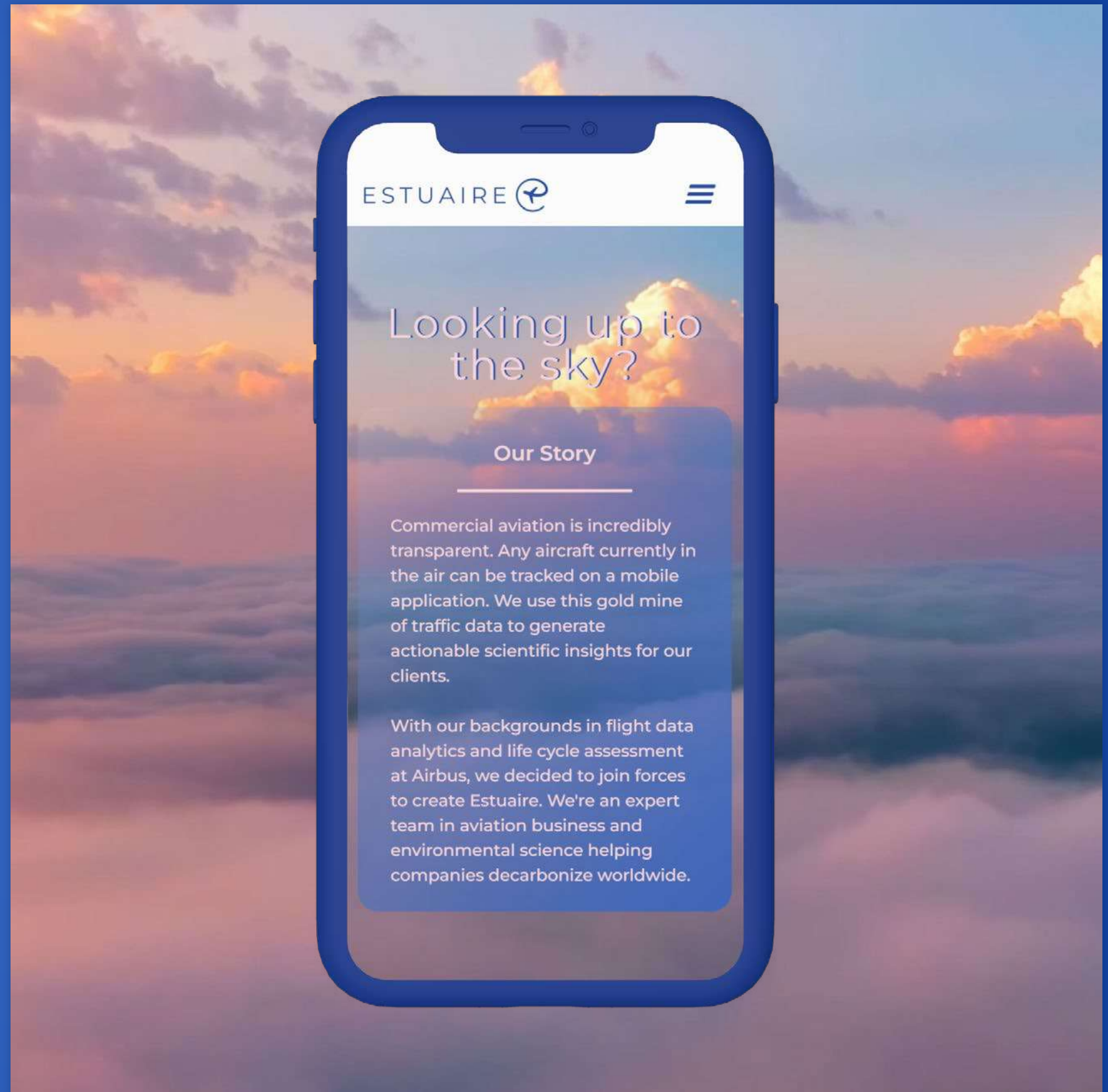
Estuaire

- enterprise website
- 2023



Challenge

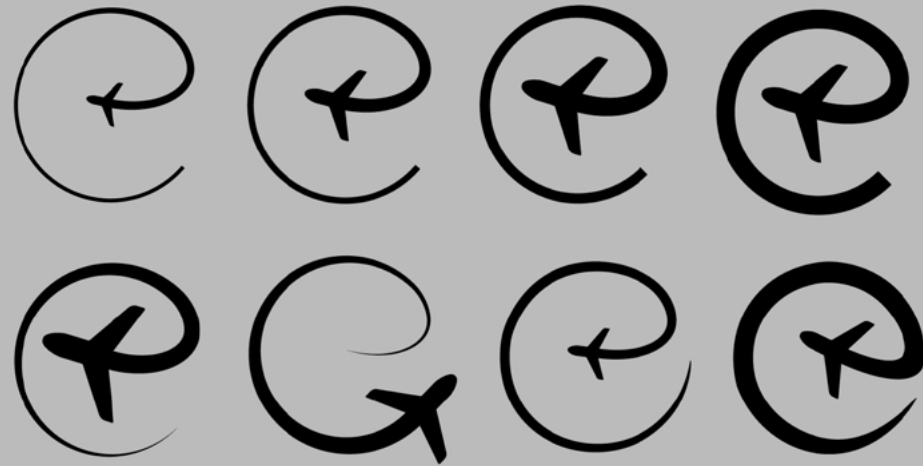
I was put in charge of the redesign of Estuaire's company website. At the time, Estuaire was an early-stage greentech startup at Station F, a world-renown incubator and startup campus located in Paris. I worked directly with the founders to redesign their brand logo and update the aesthetic of their website.



1	Company	Link	Tagline	Menu	Homepage Content	Design	Notes
2	Estuaire	https://estuaire.com	Your flight to net zero	<ul style="list-style-type: none"> - Why Estuaire - Services - Clients - Insights - Join us 	<ul style="list-style-type: none"> - list of product features - static image background - socials - partners 	<ul style="list-style-type: none"> - brand logo does not match website colors - darker text difficult to read against dark background - no clear CTA - no clear logic to "measure" and "reduce" category columns 	<ul style="list-style-type: none"> - grammatical errors in text - text pop overlap and popout on mobile - broken links in "join us" - one of the articles on insights is locked behind a paywall
3	Greenly	https://greenly.com	The go-to carbon accounting platform for your business	<ul style="list-style-type: none"> - Why Greenly - Services - Industries - Pricing - Clients - Resources 	<ul style="list-style-type: none"> - animated demo - clients brands - UI screenshots - business stats - subscription plans with slider based on number of employees - product features list with inputs and outputs - use case scenarios for different businesses - media mentions - newsletter subscription prompt - socials 	<ul style="list-style-type: none"> - relatively crowded UI - customer service chatbot - Get in touch and "request a demo" as main CTAs - use case scenarios presented as interviews with either clients or greenly employees - localized versions of site for US, England, and France. No obvious differences between England and US. - frequent horizontal scrolling sections. - over 20 separate images of people in homepage 	<ul style="list-style-type: none"> - sometimes get stuck in side scroll when scrolling vertically - clients module shown twice on homepage - content categorization is not intuitive. For example, the FAQ is in the pricing page. - multiple sections that scroll vertically or horizontally independly of page scroll. - relatively large amount of pages that often lack clear category placement
4	Minimum	https://www.minimum.com	The Emissions Data Platform for enterprise	<ul style="list-style-type: none"> - Platform - Solutions - Partners - Company 	<ul style="list-style-type: none"> - UI screenshots - product features list with inputs and outputs - clients brands - client testimonials 	<ul style="list-style-type: none"> - "speak to an expert" as main CTA, opens a contact form modal - finally a greentech website that doesn't use green in its brand colors - simple, minimal UI with content never divided into more than two columns - line graphics on every page give consistent visual identity 	<ul style="list-style-type: none"> - most screenshots and graphics aren't visible on a modal - some text appears as buttons but aren't clickable - Each type of client has it's own page and description but with the same CTA.
5	IBM Envizi	https://www.ibm.com/envizi	Simplify your GHG reporting with emissions management software	<ul style="list-style-type: none"> - Product - Solutions - Consulting - Support - More 	<ul style="list-style-type: none"> - demo video - product features list - demo videos of specific features - case studies - additional articles 	<ul style="list-style-type: none"> - sticky side menu that tracks progress on homepage - "request a live demo" and "Start your free 14-day trial" as main CTAs - Seperate page for each feature with video demo and list of key functions and applications 	<ul style="list-style-type: none"> - some links in resources page are broken - no pricing options are displayed - slow load times - every feature has a corresponding demo video
6	Sinai	https://www.sinai.com	Your Smart Path to Decarbonization	<ul style="list-style-type: none"> - Platform - Solutions - Resources 	<ul style="list-style-type: none"> - parralax mountain range splash screen - clients autoscroll bar - sticky request demo button - graph that illustrates diminished carbon footprint - presentation video by CEO - features list - customer testimonials - media mentions 	<ul style="list-style-type: none"> - very sleek design. varied fade in animations, subtle gradients and parralax effects, shadow variations, varied color palate - "request demo" as main CTA 	<ul style="list-style-type: none"> - charts don't seem to have actual data associated with them. They function more as illustrations than infographics - not enough items in blog to justify a search bar. - announcement bar must be removed on every page for optimal experience

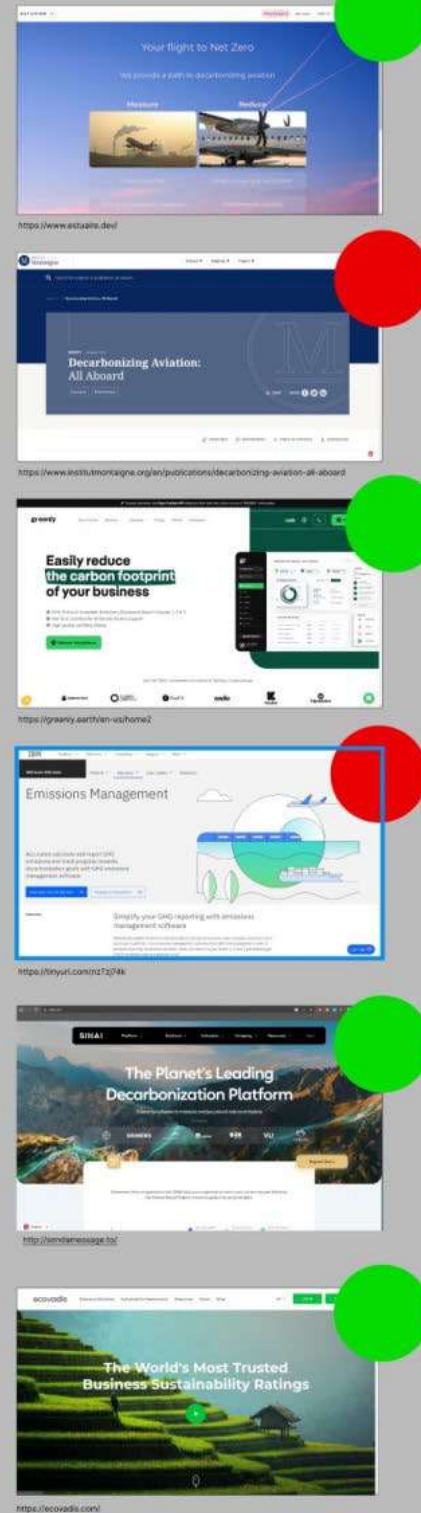
Research

I began by familiarizing myself with Estuaire's service and the different stakeholders/target users for the project. This included a review of their pitch deck and all the content on their initial website. I also benchmarked other sites in the greentech space for their UI and content.



Ideation

I selected a gamut of sites ranging from sober and corporate to distinct and playful to give the founders some references to decide where they wanted their own site to be placed on this spectrum. I created and shared a Figma file with them in which they could clearly mark their style preferences and select from iterations of the redesigned logo.



YES



NO



corporate

creative



minimal

maximal



sober

colorful



À qui s'adresse le site ?

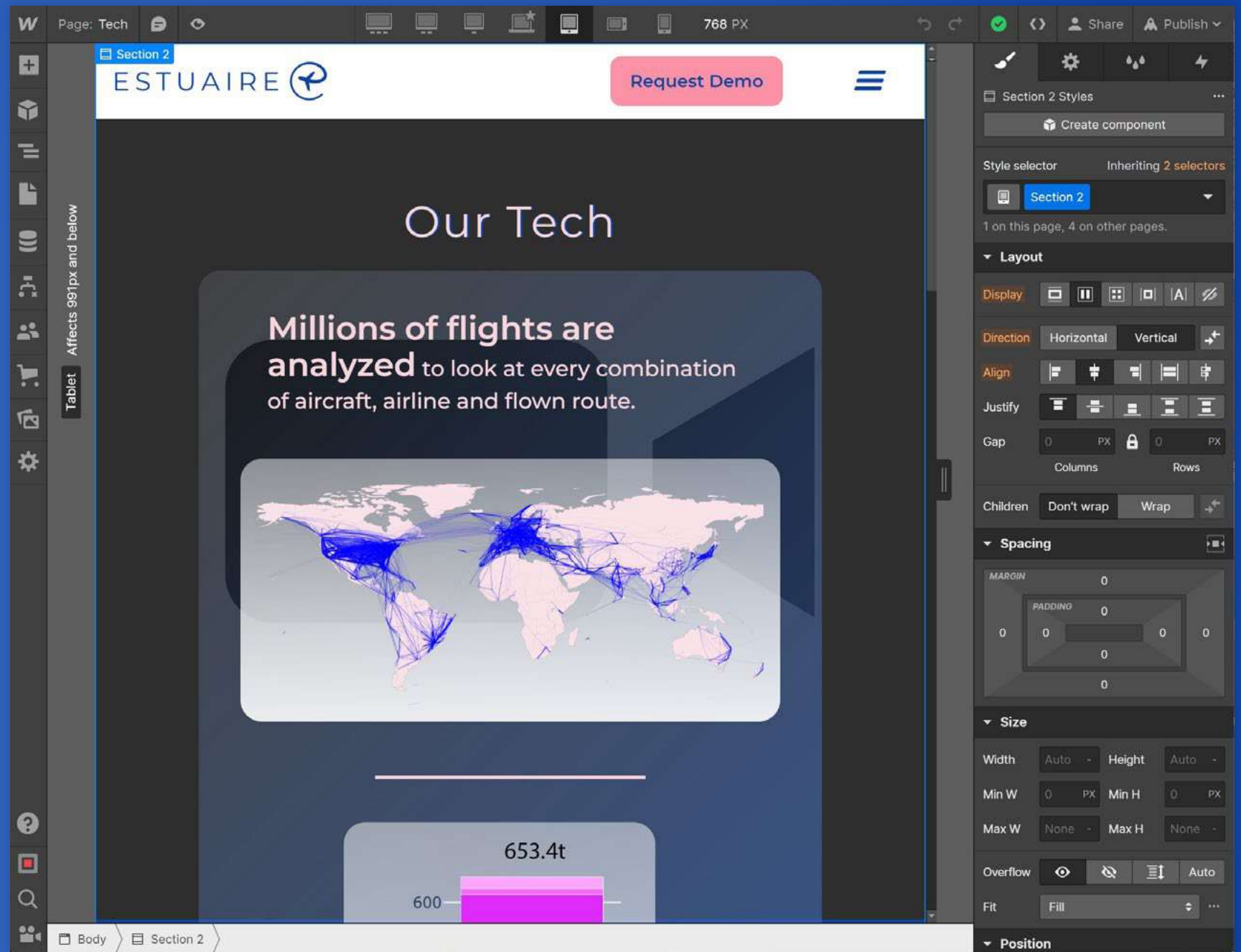
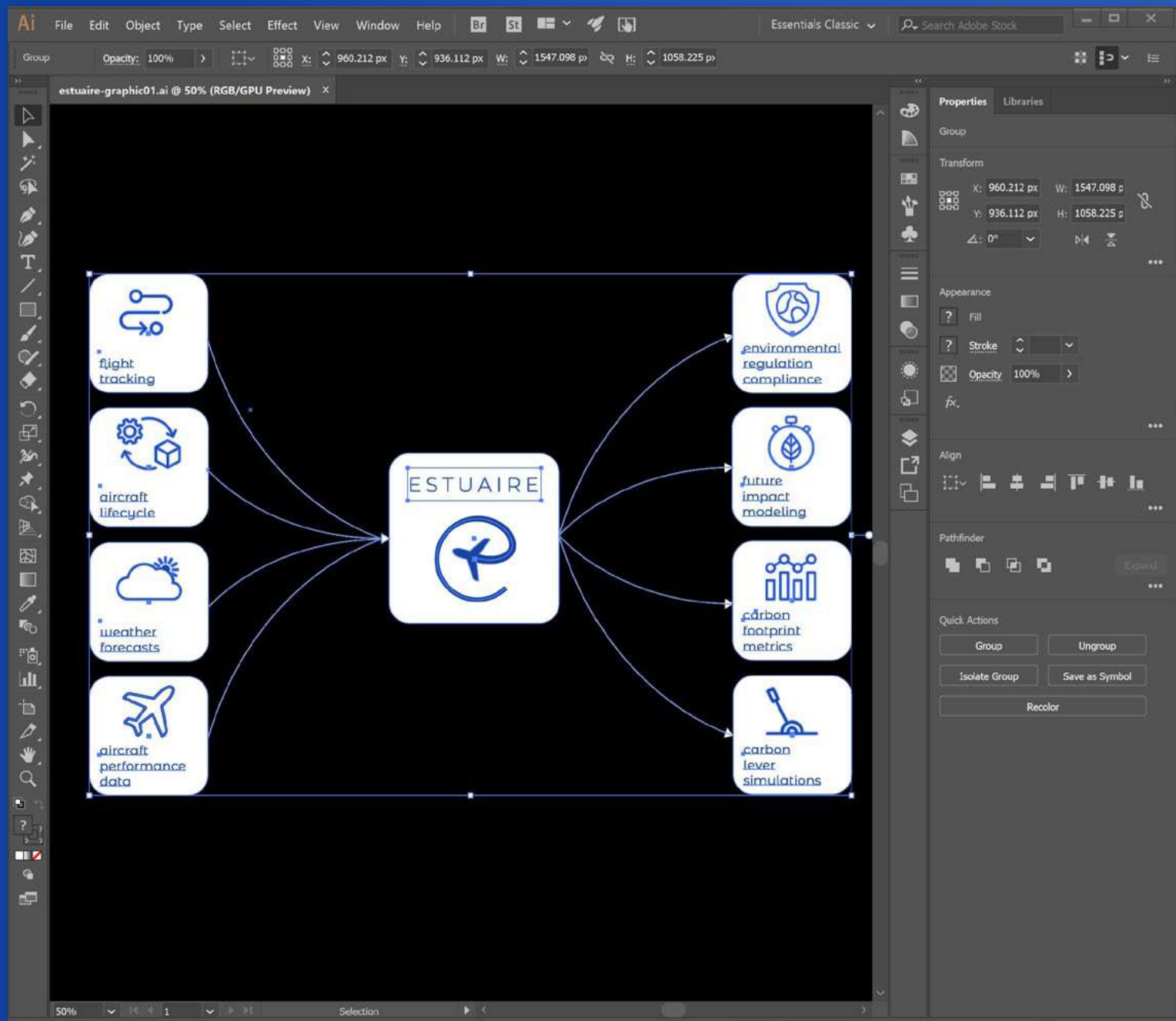
- Les loueurs d'avions
- Les institutions financières (investisseurs)
- Les compagnies aériennes (ils souhaitent économiser de l'argent)
- Les fournisseurs de data (Fournisseurs de données de suivi de vol ; Fournisseurs de données de passagers ; Fournisseurs de données météorologiques).
- (Les chercheurs)
- (les épicuriens)

Quelle connaissance de l'industrie peut-on supposer de la part des utilisateurs ciblés ?

- Estuaire fait du B2B, elle communique et propose des services à des entreprises qui elles mêmes font parties de l'industrie de l'aviation. Par conséquent, toutes les cibles sont censées très bien connaître l'industrie.

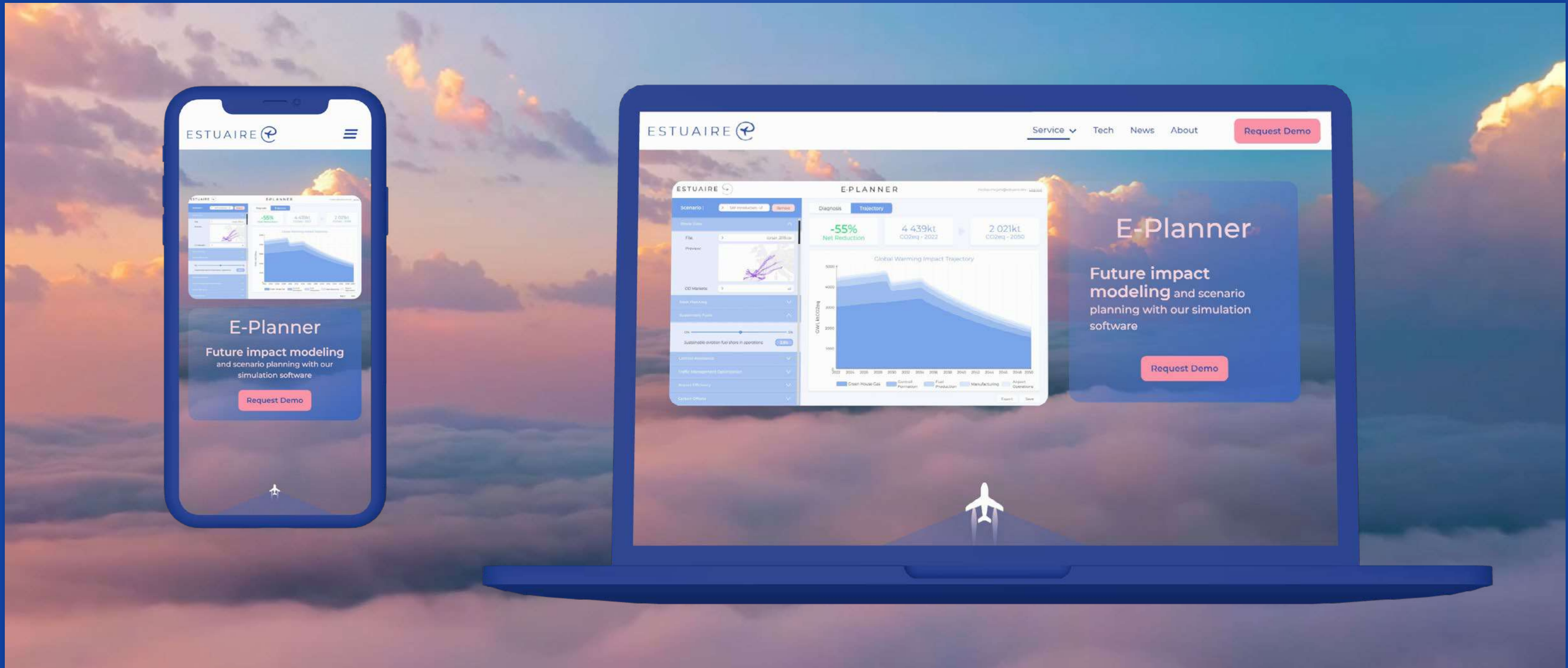
Quelles informations doivent être incluses ?

- Les compagnies aériennes, les loueurs d'avions et les calculateurs de carbone utilisent les métriques d'Estuaire pour mesurer et réduire l'impact du transport aérien.
- Nous allons modéliser le réchauffement associé aux traînées de condensation des avions. C'est important car il sera obligatoire de le signaler à partir de 2025.
- Nous avons créé une base de données alimentant notre logiciel.
- Cette base de données E-tracker contient tous les vols, les avions, les itinéraires, l'impact complet sur le cycle de vie et les demandes d'API.
- Nous fournirons un logiciel E-planner qui aidera à visualiser les données de la base E-tracker, ainsi qu'à fournir une modélisation de l'impact futur et une planification de scénarios.



Creation

I sketched out the layout of the site in Figma. These sketches were used as the baseline reference for the construction of the site in Webflow. Custom graphics and assets for the site were developed using the Adobe suite.



Result

A website that establishes Estuaire's brand identity and value proposition. Formatted for desktop, tablet, and mobile. The website can be viewed at : <https://estuaire.dev/>

Decarbonization software tailored to the aviation industry



We process up to one million flights per day to analyze the CO₂, non-CO₂, and lifecycle impact of commercial aircraft flights.

Hangzhou Archives

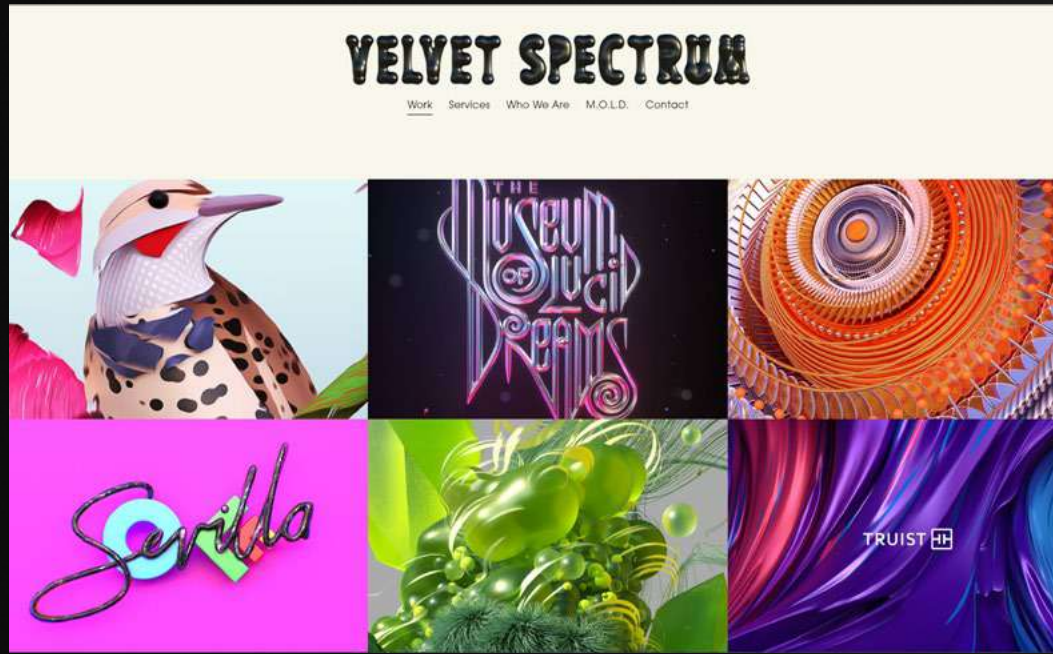
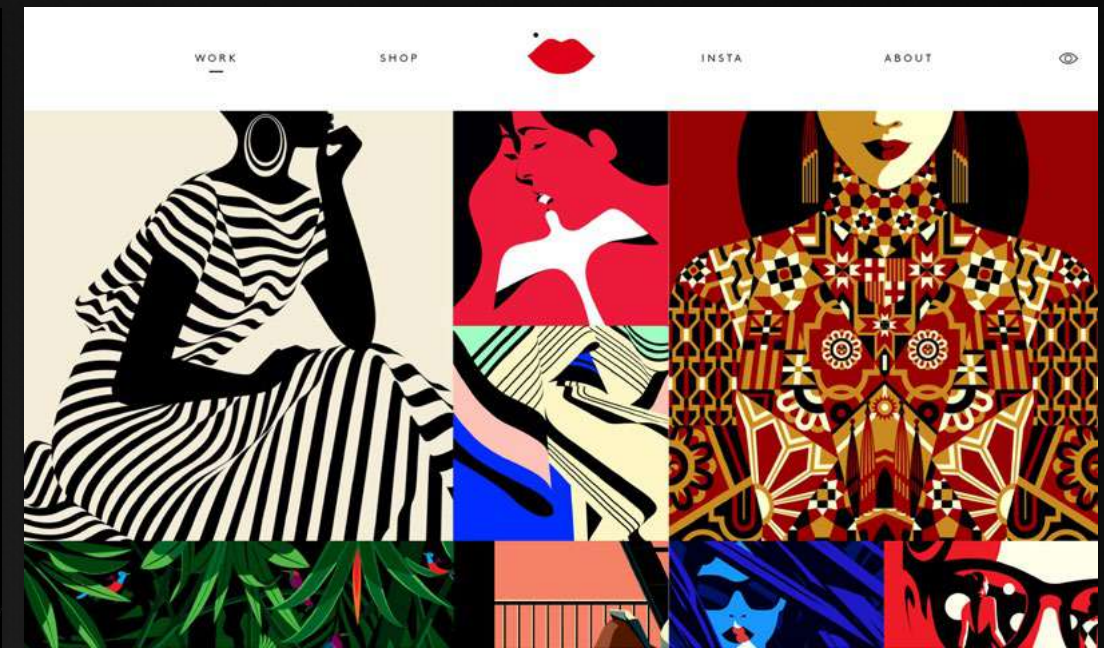
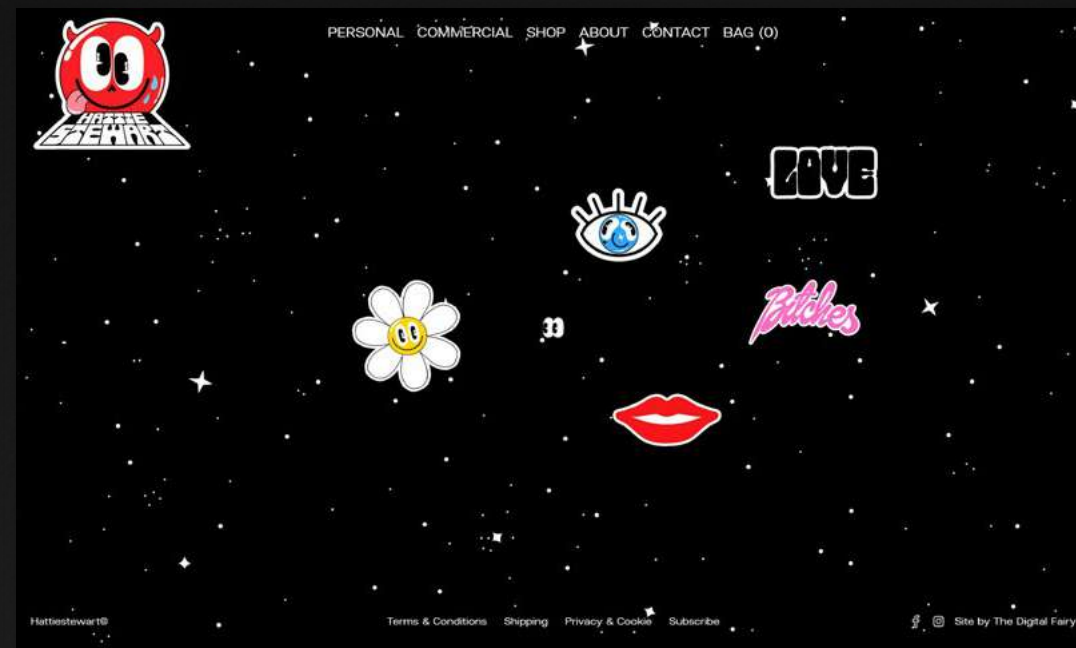
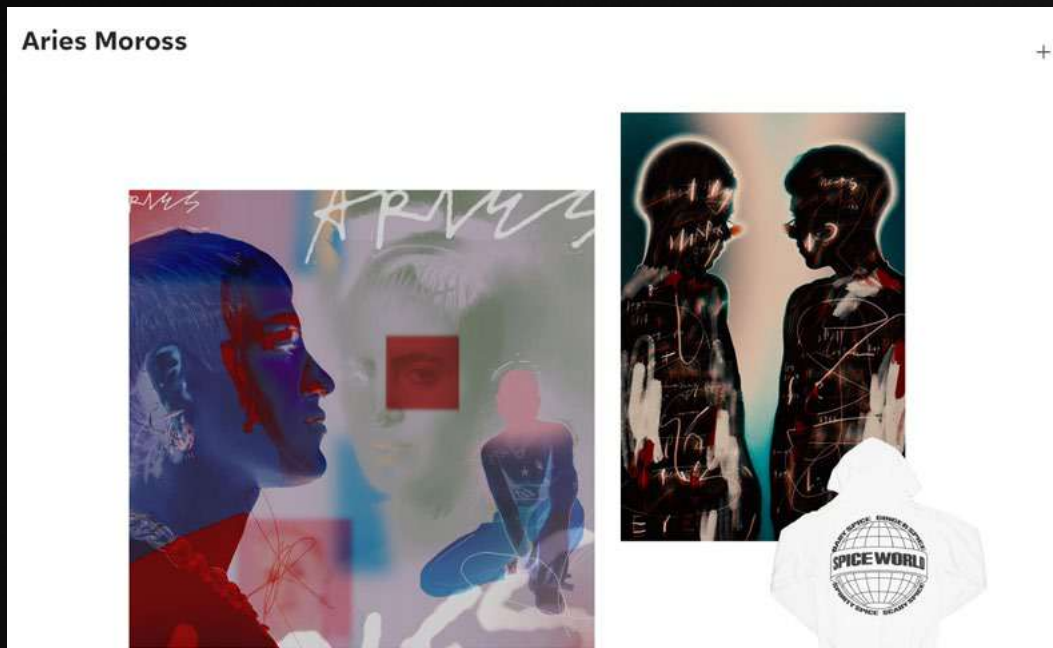
- portfolio website
- 2022



Challenge

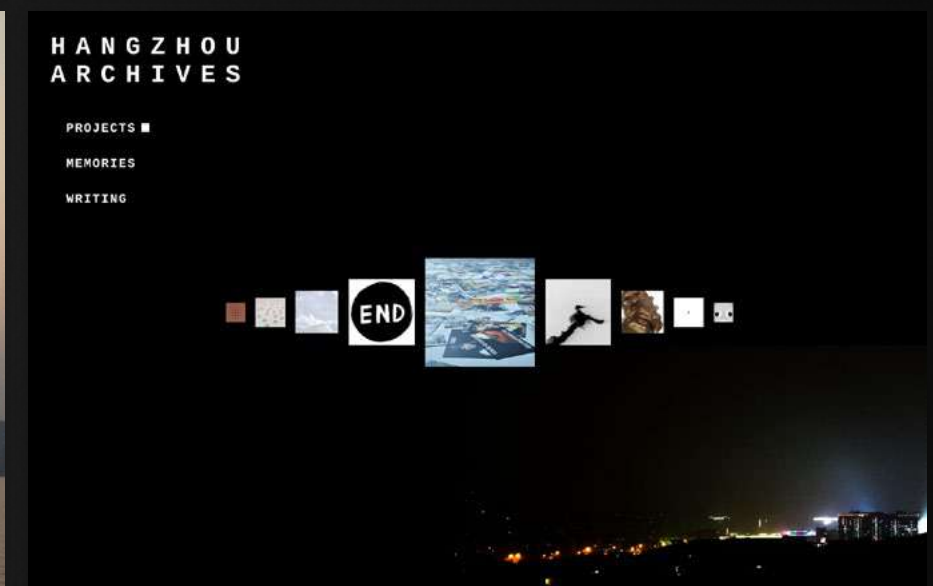
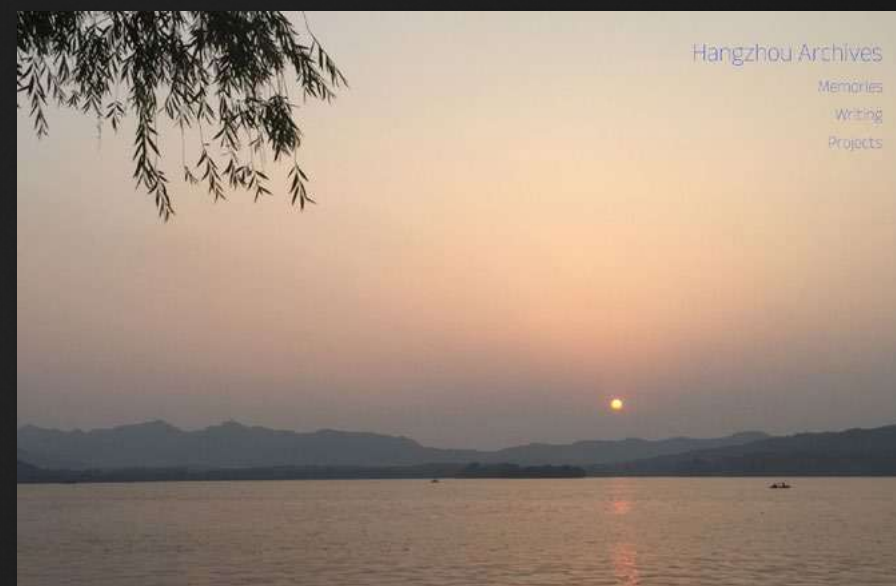
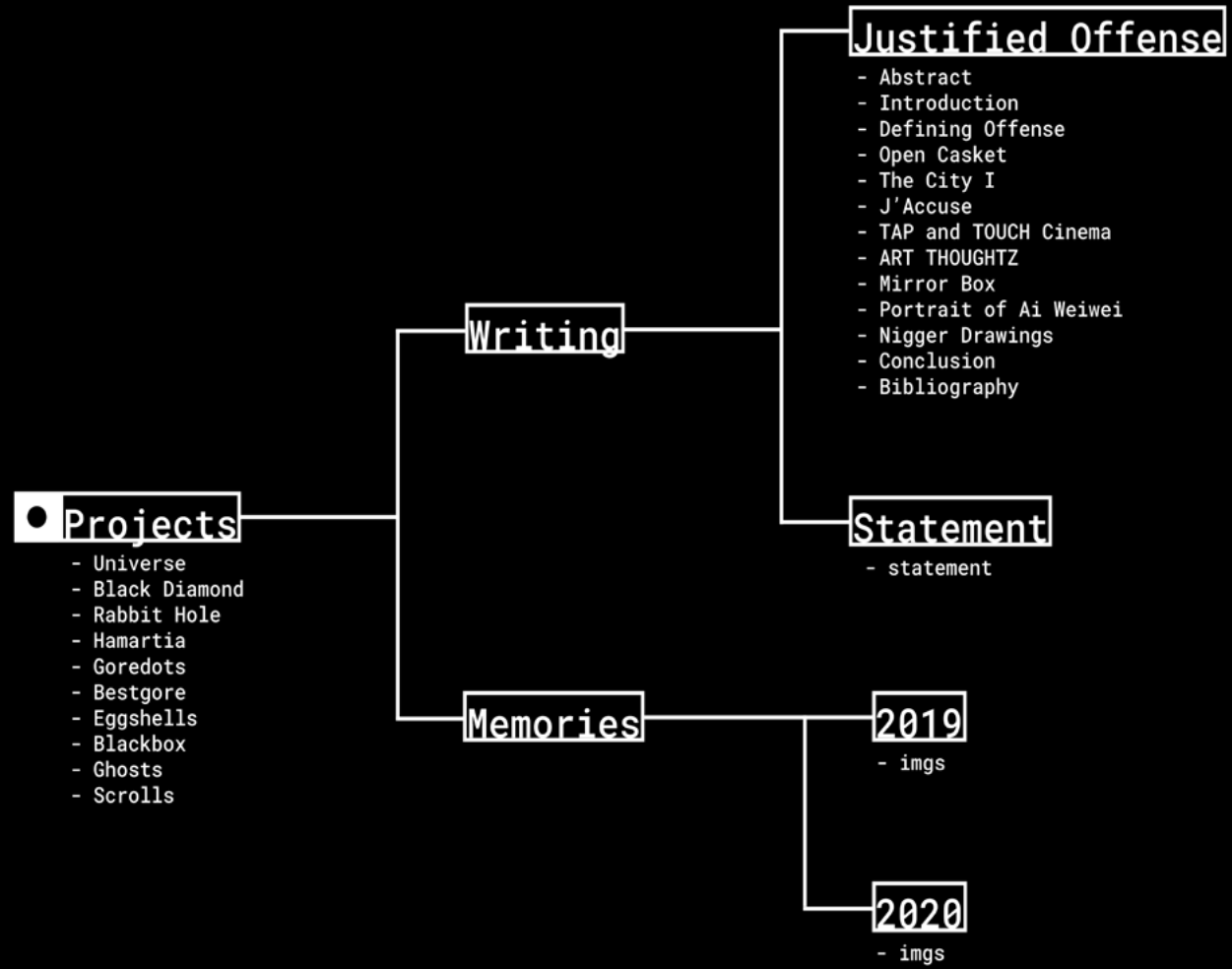
Hangzhou Archives is a website that comprises works and memories made during the two years I attended China Academy of Art. My goal was to code a responsive site from scratch as an exercise in front-end web development.





Research

I studied several other portfolio websites for UI inspiration. Navigation, layouts, fonts, color schemes, and other interactive elements were considered for their potential to be adapted to the content displayed in the archive.



Ideation

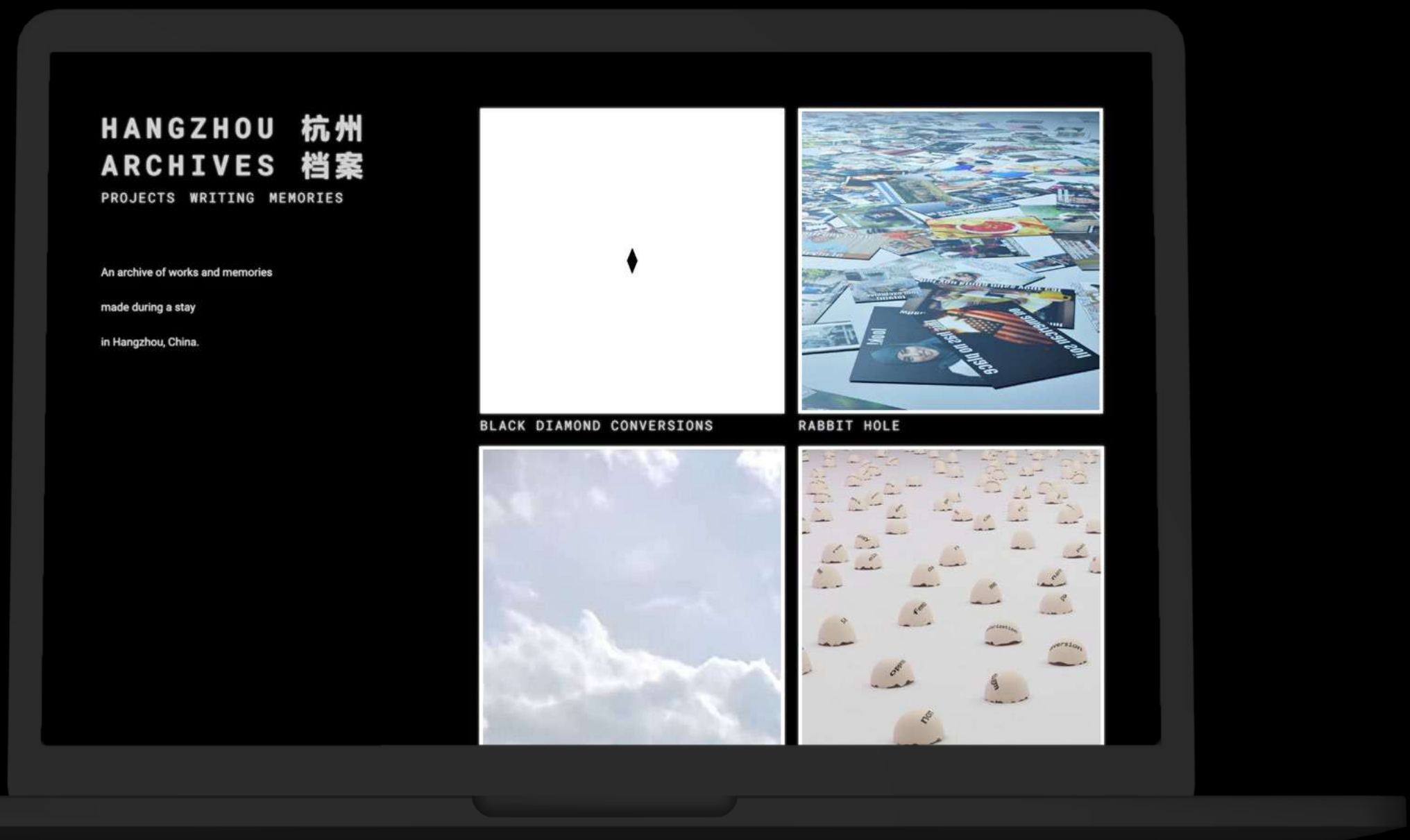
I mapped the basic site architecture before iterating different aesthetics in Figma. My goal was to provide a complimentary backdrop for the content being displayed. I chose a minimalist black and white aesthetic because of its synergy with some of the image assets.


```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <meta http-equiv="X-UA-Compatible" content="IE=edge">
6   <meta name="viewport" content="width=device-width, initial-scale=1.0">
7   <title>STATEMENT</title>
8   <link rel="shortcut icon" type="image/png" href="ha_favicon.png">
9   <link rel="stylesheet" href="ha_styles.css">
10 </head>
11 <body>
12   <div class="text">
13     <header>
14       <h1>STATEMENT</h1>
15     </header>
16     <nav>
17       <ul class="navbar">
18         <span><a href="index.html"><li class="header underline nav-item">PROJECTS</li></a></span>
19         <span><a href="ha_writing.html"><li class="header underline nav-item">WRITING</li></a></span>
20         <span><a href="ha_memories.html"><li class="header underline nav-item">MEMORIES</li></a></span>
21       </ul>
22     </nav>
23     <section>
24       <p>The motivation for my work is derived from a sincere concern for the world I live in. I find value in testing, and sometimes infringing, the limits of our collective sensibilities because it helps clarify what these sensibilities are and whether they are worth reconsidering. By continuing to investigate these limits, I hope to discover new means of relief that might help us deal with living in the current moment.</p>
25       <p class="by">BY 开伦</p>
26     </section>
27   </div>
28 </body>
29 </html>
```

Creation

All pages were written in HTML5, CSS3, and ES6, and then uploaded to a Github repository. The code and assets can be viewed at this link :

<https://github.com/d-u-b-s/hangzhou-archives>



Result

A responsive website containing 10 projects, 1 thesis, and 160 memories. The site is viewable at : <https://hangzhouarchives.xyz/>

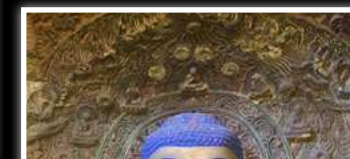
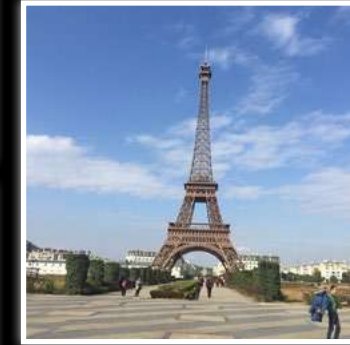
MEMORIES 回忆 2020

PROJECTS WRITING MEMORIES

A nude cat,

a saddled dinosaur,

and the second largest Eiffel Tower.



THANK YOU

