



Mehdi Aoussat

LEAD USER RESEARCHER

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🌐 mehdi-aoussat.com 📍 Paris, France

Lead User Researcher with over 7 years of experience in user research. Specialised in integrating research within agile product teams in international contexts. Strong experience in defining research strategies, structuring teams, and cross-functional collaboration with product, design, and data teams.

PROFESSIONAL EXPERIENCE

● Lead User Researcher

RAJA Group

2022 — present · Permanent · Digital Factory

Principal User Researcher embedded in the Digital Factory, I built and developed the research function within the RAJA group, before evolving into a Lead role managing a team of 3.

- Definition and deployment of a research strategy at European scale.
- Integration of research into agile sprints in close collaboration with POs, PMs and the CRO team.
- Implementation of processes to industrialise research and communicate insights to decision-makers.
- Conduct of qualitative and quantitative studies across diverse B2B markets, with strong impact on product decisions.

● Freelance User Researcher

Ahead Digital for RAJA Group

2019 — 2022 · Freelance · Paris

Responsible for all user research initiatives for the group's digital transformation.

- Conducting user tests, exploratory interviews and surveys to guide design decisions.
- Close collaboration with designers, PMs and developers in an iterative cycle.
- Formalisation of operational insights leading to concrete improvements to the customer experience.
- Participation in multilingual projects to support product scalability across Europe.

METHODS & SKILLS

Qualitative & quantitative methods

User testing

Exploratory interviews

Heuristic evaluation

Card sorting

Eye-tracking

UMUX / CSAT / NPS

ResearchOps

UX Roadmapping

Research Repository

Stakeholder Workshops

Reporting & Presentation

TOOLS

R / Rstudio

ContentSquare

UserTesting

Maze

Qualtrics

Miro

Notion

CERTIFICATIONS

NN Group UX Certification
Fundamentals (4/5)

LANGUAGES

French — native

English — B2

AVAILABILITY

- **UX Researcher**

CHANEL Parfum Beauté

2018 · Pantin

Design and implementation of user studies in lab and remote settings to test new wellness product concepts.

- Running tests with targeted customer panels.
- Analysis of results and formulation of recommendations for R&D and marketing teams.

- **Research Assistant**

VAC Lab — Université Paris Descartes

2015 — 2017 · Vision Action Cognition Lab

Participation in academic research projects in cognitive psychology.

- Assistance with experimental design, data collection and statistical analysis.
- Contribution to the writing of scientific reports.

- **R&D Assistant in Psychometrics**

Central Test

2015 — 2016 · Paris

Work on the development and validation of psychometric tests used in recruitment.

- Item construction, statistical analysis, large-scale pilot testing.

Freelance missions and permanent roles.
Paris / Île-de-France, open to remote.

EDUCATION

- **Master's in Fundamental and Applied Cognitive Psychology**

Université Paris Descartes

With distinction

- **Bachelor's — Chemistry / Physics (through 2nd year)**

Université Pierre et Marie Curie (UPMC)

2011 — 2012