Laurène Smith

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hello@laurenesmith.fr
Current location:
Toulouse, France
Open to:
100%Remote, or
Hybrid in Toulouse or Paris

SKILLS

What I do

Ui Ux Mockups
Interactive Prototypes
Design System
Workshops
UX Writing
Presentations & Tests
Challenging Problems Solving
(Passion For Configurators!)

Tools

Figma ♥, Adobe suite,
Pen & Paper,
G suite,
Jira, Notion, Trello,
Slack, Discord,
Hotjar, Hedgehog, Taktix

Languages

Bilingual French/English
HTML & CSS (design level)
NVC

What I like

Crafting
Hiking & Travelling
Carboot Sales

MORE

Detailed CV

Use Case study (portfolio)

Website (portfolio)

LinkedIn

laurenesmith.fr

Product Designer UX & UI

+15 years XP

***Progression** : Graphic designer > Art director > Web/Mobile designer > UX designer.*
I've been a designer all my life. Today I mostly enjoy creating simplified and satisfying interfaces for SaaS : intuitives dashboards, user-friendly platforms, and all kinds of playfull tools built for users who appreciate an easier life.

PROFESSIONAL EXPERIENCE

October 2025 – Today (3 months)

I-BUYCOTT

Redesigned a former showcase website into a fully functional activist platform, enabling users to launch and manage boycott campaigns.
#User-centered design #qualitative research #co-creation #social media design #facilitation

June 2021 – October 2023 (2,5 years)

GETFLUENCE

The branded content marketplace that enables companies to increase their awareness by making the headlines of the largest outlets in digital media.

UI UX Lead / Crafting the new version of the marketplace : UX interviews / Workshops / Figma Design System + Screens & Interactive Prototypes / StoryBook Manager/ Jira tickets Editing & Follow-up.
#ProductLaunch #Persona #ExperienceMap #UserJourney #Workflow #Wireframes

April 2018 – June 2021 (3 years)

ALTEN

World leader in Engineering and IT Services (Airbus, Skywise, ARS Data,...)

• Design user experience of **AIRBUS Future Disruptive Cockpit** / Organise workshops and evaluation sessions / Collect and understand user (pilot) needs / Imagine intuitives and ergonomics equipments / Sketch prototypes & IHM spécification.
• Conception of a digital platform for the **A350 safety department** / Build a common priority matrix for all correctives packages/ dynamic reporting view of packages to ease following and managing / Analyse package performance to improve corrective actions management / Collect users needs and presenting prototypes.
• Redesign DuoNet **web, pad and mobile application**.
#Research #Agile #DevOps #Responsive

March 2012 – April 2018 (6 years)

FREELANCE

Designer Freelance (UI, UX, Web, Print, Motion) for agencies, SMEs, and entrepreneurs (RTL, Sigfox, PhotoBox, Mairie de Paris,...)

Produce and create digital Web and print solutions • Translate requirements into wireframes and mockups • Provide user-centered design expertise from concept to delivery • Collaborate with stakeholders and IT department to ensure consistency of brand identity • Ensure graphic solutions are optimized for integration, performance, usability and sustainability • Improve the web's look and feel via user experience, content readability, image/icon fixing, Web part placement/ fixing/updates, etc. • UI-UX website and application framework • Responsive conception (WordPress, WooCommerce, PrestaShop, HTML5 & CSS3) • Video • PRINT graphic, layout, illustration, logo, lettering...

May 2009 – May 2012 (3 years)

MATCHBOX

Digital Experience Agency for major luxury brands (Rolex, Tudorwatch, UEFA, Boucheron)

Conception and propositions of new innovating user interfaces and user experiences : events, configurator, new models, etc

February 2008 – January 2009 (1 year)

PHONEVALLEY

World leading mobile marketing agency

Creation of mobile site for major international brands.