

Laure Leduc

SENIOR UX DESIGNER

Just relocated to Canada (Montreal), available today

PROFILE

With 7 years of experience in crafting user-centric digital experiences, I am well-versed in translating complex user and business needs into functional, usable and engaging designs. From user research to wireframing, prototyping, and usability testing, my expertise in each stage of the design process allows me to take a holistic approach to projects. I collaborate closely with stakeholders and cross-functional teams, balancing creativity with pragmatism, to ensure that design solutions are in line with broader business goals.

WORK EXPERIENCE

● **Lead UX Designer** · FundsDLT, Belval (Luxembourg)

April 2023 - July 2024

After working for FundsDLT as a consultant for 2.5 years, I joined the company internally to take UX practice further. My responsibilities included:

- Collaborating with cross-functional teams to gather and understand business requirements
- Conducting user research and usability testing to identify user pain points and needs and test design hypothesis
- Consolidating, analyzing and presenting UX research results
- Building user flows, wireframes, prototypes, and high-fidelity designs, while iterating on them based on stakeholder feedback and user insights
- Maintaining the library of design components and making it evolve into a design system, in collaboration with developers
- Conducting design reviews of the developed interface to ensure it matches the design
- Recruiting, leading and mentoring UX and UI designers of the team (6 in total over 4 years)
- Organizing and facilitating workshops to promote user-centric design across the organization

● **Senior UX Designer** · InTech, Kayl (Luxembourg)

July 2020 - March 2023

As a consultant, I designed solutions in various sectors, in a co-creation approach, from UX research to handover of high fidelity mockups to developers, such as:

- FundsDLT: web app to digitize fund distribution operations through blockchain technology
- Visitme.Doctor: web app to plan and conduct remote medical consultations
- Communes 2030: web app for municipalities to inventory sustainable development initiatives
- POST4You: mobile app to give POST employees access to practical information and group news

PORTFOLIO & CONTACT

-  laureleduc.journoportfolio.com
-  Montreal, QC H2S 0A7, Canada
-  +1 514-700-4109
-  laureleduc60@gmail.com
-  linkedin.com/in/laure-leduc-design

SKILLS

UX Design

User research
Ideation and co-creation
Information architecture
Interaction design
Low to high fidelity prototyping
Design review
Testing with users

Methodologies & frameworks

Design Thinking · Agile Scrum · Kanban
Design system · Atomic Design

Tools

Figma · Adobe Xd · Sketch
Miro · FigJam · Lucidchart
ClickUp · Trello · Notion
Illustrator · InDesign · Photoshop
After Effects · Premiere
HTML and CSS basics

LANGUAGES

French: mother tongue
English: fluent
German: intermediate
Portuguese: basic

WORK EXPERIENCE (CONTINUED)

● **UX Designer** · Versett, Luxembourg (Luxembourg)

May 2018 - June 2020

As a consultant at Saint-Paul, a Luxembourg media company, I worked on various projects, including:

- Wortimmo.lu: redesigned the real estate web portal and conducted tests with users
- Luxembourg Wort: redesigned the news mobile app with a minimum viable product (MVP) approach
- Radio Latina: redesigned the news and radio website keeping consistency with graphic guidelines and building on existing elements from the company's websites
- Performing UX audits and formulating ergonomic and graphic recommendations

● **UX Designer** · Axolotl Créations, Paris (France)

July 2017 - April 2018

In this communications agency, I worked on several projects, including:

- Designing a web app offering freelancer sourcing and project management services
- Reshaping the UI of a mobile and desktop HR application and creating a UI kit

● **Communications Officer** · ArcelorMittal, Luxembourg (Luxembourg)

August 2015 - July 2016

I supported ArcelorMittal Europe's internal and commercial communications managers. My tasks involved:

- Designing and rolling-out internal communication campaigns across Europe
- Organizing events and writing articles for the intranet
- Taking part in the redesign of ArcelorMittal Europe website

EDUCATION

● **Digital Campus Paris** · Paris (France)

November 2016 - June 2017

Bachelor degree in Digital Project Management · UX and UI Design, Web Design, Motion Design

● **Shanghai International Studies University (SISU)** · Shanghai (China)

August 2013 - December 2013

International Semester in Management

● **NEOMA Business School** · Rouen (France)

September 2010 - December 2014

Master Grande École · Marketing Major, minor in Media, Event & Communication and B to B Marketing