

# Margaux Legrand

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## Current role

Freelance Senior UX/UI Designer.

## At work I'm best at...

constantly striving to push my limits and innovate on my projects.

## Introduction

Senior UX/UI Designer with over 7 years of experience transforming complex user needs into intuitive, engaging, and visually appealing digital experiences. Proven expertise in leading end-to-end design processes, from user research and concept development to wireframing, prototyping, and usability testing. Proficient in leveraging user-centered design principles to create seamless and delightful interactions across web and mobile platforms. Skilled in maintaining brand style and voice through strong attention to detail while improving on information presentation and user navigation.

## Core Competencies

- User Experience & Interface Design (UX/UI)
- Desktop & Mobile Design
- Product Strategy
- User Flows
- Wireframing
- Prototyping
- Persona Development
- User Research
- Usability Testing
- Fluent in French

## Professional Experience

### Independent Projects | Biarritz, France Freelance Senior UX/UI Designer

#### September 2023 to Present

- Assist Ventful brand in developing mobile app by directing UX strategy, designing wireframes and building prototypes for effective user interface
- Collaborate with Herbo Vital company on updating business website and implementing social media strategy based on corporate goals and target audience
- Partner with renowned filmmaker to create new portfolio website, overseeing UX and content strategy using Webflow software

### Hatched | London, UK (Remote) Senior UX/UI Designer

#### September 2020 to August 2023

- Hosted client meetings to thoroughly understand goals and user needs; crafted intuitive user journeys, created content strategies, and designed prototypes for digital products
- Evaluated Clore Leadership website and mobile application to provide recommendations in improving online presence and achieving business goals; completed UX research, reviewed benchmarks, mapped user flows, developed personas, built prototypes, and created design system for complete system overhaul, leading to 48% increase in users
- Developed onboarding and gamification strategy for Quorso mobile and tablet app by directing UI design, creating a design system, drawing illustrations, and overseeing animation concepts

## **Hatched | London, UK Digital (UI) Designer**

**April 2017 to January 2020**

- Created stunning and user-friendly digital products for web and mobile applications following UX design lifecycle from research and wireframing to usability testing and building of prototypes
- Developed new e-commerce platform for retail brand, Dune London by serving as a key player in UX strategy development, facilitating A/B testing for user navigation, and creating effective filtering systems
- Built new website platform for Capitals Coalition with smoother user navigation and clear content organization, despite content-heavy site; applied user journey research to determine key audience requirements for filter system and search and tag functions
- Supported design of TVAA Air Ambulance new website by establishing mobile and desktop prototypes with user-friendly interface to easily access valuable information in minimal clicks; in addition, created interactive infographics and impactful layouts to encourage user engagement

## **DPS & Co. | Lille, France**

**Art Director | December 2015 to October 2016**

- Oversaw branding and visual concept projects for key agency brands such completing deliverables on time and within budget
- Developed concept and provided on site direction for Mim photoshoot to capture images for marketing collateral such as banners in shop window displays
- Designed gift packaging for fashion retail brand Devianne, by producing graphics, planning layouts, and leading creative concepts in adherence to brand style guidelines
- Produced promotional web pages, newsletter, and web banners for Nocibe by selecting engaging images and building active layouts to connect with consumers

## **St. John's | Paris, France**

**Assistant Art Director | April 2015 to July 2015**

- Supported Art Director with Jack Daniel's campaign by creating branding assets, establishing style guidelines, and coordinating photoshoot
- Completed several infographics for 'Les huiles végétales' creating illustrations and icons for branded communications

## **Technical Proficiencies**

- Figma
- XD
- Photoshop
- Illustrator
- InDesign
- After Effect
- Jira
- Slack
- Bugherd
- Miro

## **Education**

- UX Design Certification, UX Design Institute (2021)
- Advertising and Art Direction 4 Year Diploma, Sup de création | Lille-France
- 3 Years of Studies in Marketing and Communication, Iscom | Lille-France