

# Laurent Mouflier

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## PERSONAL PROFILE STATEMENT

I'm a Senior UX/UI designer with a passion for crafting digital experiences that blend innovation, aesthetics, and user-centric design. With over two decades of experience in the field, I offer a wealth of expertise in developing intuitive interfaces and captivating user journeys that leave a lasting impact.

## ACHIEVEMENTS

Awarded the title of 'Employee of the Year' for two consecutive years at Gene Commerce, I was honored with the 'Star Player Award 2022 - Striving for Excellence' and the 'Star Player Award 2021 - Delivering Results'.

Promoted to the position of Head of UX/UI Design at Gene Commerce.

## EDUCATION

1993 - Baccalauréat. Lycée Joliot-Curie - Romilly-sur-Seine

1998 - 1999 - SAE Creative Media Education - Graphic Design Course

2019 - 2020 - UX Design Institute. Professional Diploma in UX Design

2021 - 2022 - Interaction Design Foundation. "Design Thinking The Ultimate Guide"

## SKILLS

User Research, Wireframing, Prototyping, User Interface, User Experience, Interaction Design, Responsive Design, CSS & HTML, Accessibility, Design Systems, Trend Awareness, Problems solving, Brainstorming. Animation. Video editing.

## TOOLS

Figma, Figjam, Sketch, Adobe Creative Suite, Protopie, InVision, Balsamiq, Hotjars, Google analytics, User Zoom, Zeplin, The Miro Board, Chat GPT.

## EMPLOYMENT

### **Aug 2022 - Aug 2023. Head of UX UI Design.**

Gene Commerce, Brighton.

I collaborated closely with senior leadership to gain a deep understanding of the company's objectives and effectively translate them into a cohesive design vision that was specifically tailored to meet the needs of our end-users.

I took responsibility for conducting thorough and extensive user research, ensuring that all design assumptions were comprehensively understood and validated.

I was tasked with establishing and maintaining design standards, guaranteeing consistency across all products within the Gene portfolio.

I provided effective design leadership to the UX team, which included supervising an additional Senior UX Designer.

I worked in close collaboration with the product team, frontend developers, quality assurance professionals, and solutions specialists, ensuring the accurate implementation of designs and adherence to the desired user experience standards in the final product.

### **Aug 2021 - Aug 2022. Senior UX UI designer.**

Gene Commerce, Brighton.

In my role, I diligently adhered to the Double Diamond process to ensure that the focus remained on the needs and experiences of our users.

This comprehensive approach encompassed extensive research, analysis, and the collection of insights from diverse sources, including Hotjar analytics, Google Analytics data, unmoderated Users Zoom sessions, and thorough competitive research.

Moreover, I facilitated productive ideation sessions, such as brainstorming, to generate innovative ideas, and subsequently employed prototyping to translate these ideas into tangible design concepts.

### **Sep 2020 - Aug 2021. Senior UX UI designer.**

The Rank Group, London.

Worked under the Product Experience Director's leadership working on critical projects essential to the company's strategy roadmap.

Created a new design system framework in Figma, called Gravity, allowing the team to take on a dozen brand sites from a legacy platform to a new design system-driven framework.

## **Feb 2012 - Sep 2020. Senior Flash Developer & UI designer.**

Spacebar Media Limited, London.

My responsibility involved creating the visual aspects of Spacebar's products, encompassing layout, color schemes, typography, iconography, and imagery. I collaborated closely with UX designers throughout this process.

I developed wireframes and prototypes to establish the layout and fundamental interactions of the interface, considering how it would adapt to various screen sizes and devices. Additionally, I ensured that the interface adhered to accessibility standards.

Designed and developed mini-games using Macromedia Flash for Spacebar Media's bingo products, in addition to creating marketing banners.

2010 - 2012 - Zugo. Web designer

2008 - 2010 - Freelance Macromedia flash & actionscript Designer.

2004 - 2008 - Snappy Snaps Head Office. Graphic designer.

2001 - 2004 - Snappy Snaps. Photographic Developer & Photo Retouching.

1999 - 2001 - Boots. Photographic Developer

1997 - 1999 - Waiter