

# Sandra Laurin

## Senior Product designer

sandralaurin.com

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### Professional experiences

#### Lead Product designer – Meilleurs Agents

since Sept 2019, 1 year and 8 months, Paris

Working on discovery and delivery, closely with product managers, designers and developers.

User research (observations, interviews, user testing, ...).

Workshop management (design studios, card sorting, ..)

Building a design system with designers and developers..

Management of the product design team (5 designers).

#### Mentor UX designer – Openclassrooms.com

since 2019, 2 years

#### Senior UX designer – Orange, Centre de tests clients

2019 (temporary), Paris

Running UX studies for different departments at Orange (Cyberdefense, Cloud, Mobility, ...): audits, field research, interviews, user testing, workshops, card sorting, ...

Working closely with product managers, developers and stakeholders.

#### Product designer and then Lead UX/UI designer – Viadeo, Figaro Classifieds

2015 – 2018, 3 years, Paris

UX methodology management (workshops, design sprints, user tests, ...), improvement of user flows.

UX and UI design of B2C and B2B interfaces, desktop and mobile.

**Leading on the Viadeo mobile app redesign from the beginning to the launch.**

Art direction and maintaining visual consistency in every device or medium.

Management of the product design team, composed of a junior designer and apprentices.

#### Art director – Ogilvy & Mather

2011 – 2015, 4 years, Reunion island, France

UX, UI and digital art direction.

#### UX/UI designer – Freelance

since 2010

### Professional skills

#### Design

UX research / design: field research, interviews, face-to-face or remote user testing, audits, workshops organisation (card sorting, design studios, design sprints, ...).

UI design: building and maintaining a design system with accessibility issues in mind. Web and mobile design, art direction.

#### Organisation

Team management, sharing knowledges, priorities, planning.

#### Tools

Sketch, Adobe suite, Marvelapp, Invision, Axure, Trello, Notion, Google suite, Word, Excel, Powerpoint, ...

#### Languages

French : native speaker.

English : Upper-intermediate level B2+.

#### Technical

Basic knowledge of HTML/CSS.

### Education

#### 2014

“From webdesigner to UX designer”  
Les Gobelins, Paris.

#### 2010

Bachelor's degree in activities and communication techniques, specialize in Product and services conception. IUT, Blois.

#### 2009

Two-year technical degree in multimedia visual communication.  
Léonard de Vinci high school, Montaigu.

#### 2006–2007

Preparatory class in applied arts.  
Saint-Geneviève Institut, Paris.

#### 2006

A-Levels: Economic & social, english specialization. Notre Dame de Sion high school, Evry.

### Interests

Drawing / lettering / watercoloring –  
Swimming – Escape games – Travels  
Volunteering: teaching Photoshop, HTML & CSS basics lessons.