

# Flora Dogneton

LEAD UX/UI DESIGNER

FLORAROBERT.COM

## CONTACT

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+ 44(0)7 459 760 660

## PROFILE

Experienced UX/UI Lead with an international profile and a proven ability to deliver user-centered, impactful digital solutions. Skilled in guiding teams to success through strategic vision, data-driven design, and a focus on usability and accessibility.

Open to relocation.

## SKILLS

### UX/UI Tools:

Figma, Sketch, Miro, Mural, Adobe Creative Suite, InVision.

### UX Methods:

User research, usability testing, wire-framing, prototyping, accessibility (WCAG compliance)

### Leadership:

Team mentoring, stakeholder management, strategic planning, cross-functional collaboration, project management

### Technical Skills:

Data-driven design (GA, Mouseflow), information architecture, HTML/CSS

## EXPERIENCES

### BMI – Lead UX/UI Designer

Reading, England | May 2022 – April 2025

- Led a team of 2 designers to deliver a scalable B2B platform, enhancing customer satisfaction by 25% and reducing support tickets by 30%.
- Directed the design and optimisation of a feature for roofers, increasing sales revenue.
- Established a data-driven design process, incorporating GA and Mouseflow insights into workflows, and aligned with KPIs and business goals.
- Maintained a cohesive design system across web and mobile platforms, ensuring brand consistency and usability.
- Conducted usability tests and user interviews, improving features, components and workflows.
- Mentored and supported designs, fostering growth through training and challenges.

### Actegy – Lead Designer

Bracknell, England | April 2018 – May 2022

- Redesigned 18 websites across 7 countries, enhancing user journeys using data insights and UX principles.
- Designed and implemented A/B and multivariate tests, improving user engagement and conversion metrics by 20% using Hotjar and Google Analytics.
- Collaborated with agencies to improve usability and align deliverables with user needs.
- Partnered with the Head of Design to maintain cohesive branding across all platforms.
- Led user-focused digital campaigns, ensuring consistency across media.
- Conducted UX research and benchmarking to inform designs and identify trends.
- Mentored the design team, fostering skill development and goal-setting.

## EDUCATIONS

### Bachelor's Degree

#### Digital Design

University La Rochelle -  
2015

### BETC

#### Communication

CFA-CIEFA Lyon - 2014

## CERTIFICATES

### Marketing digital

Knowledge Academy  
Google

### UX Design

Jelly Fish Agency

### UX Management: Strategy & tactics

IxDF

### Journey Mapping

IxDF

### AI for Designers

IxDF

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## EXPERIENCES

### Amazon Filters – Graphic Designer

Camberley, England | January 2017 – September 2017

- Created compelling designs aligned with company requirements and brand guidelines.
- Developed consistent visual identities using colour theory and design principles.
- Produced impactful communication assets for print and digital in collaboration with Sales and Marketing.
- Managed global exhibitions, overseeing the production and shipment of marketing materials.

### EDF Energy – Web Designer

Poitiers, France | August 2014 – September 2015

- Built web pages to simplify complex processes, improving engagement and comprehension.
- Updated intranet sites, ensuring usability and accessibility for employees.
- Produced newsletters and promotional materials to support organisational communication.
- Aligned design solutions with business objectives in collaboration with stakeholders.

### Groupama – Communication assistant

Lyon, France | September 2012 – June 2014

- Developed communication strategies, briefs, and specifications to align with business objectives.
- Organised regional events for 2,500+ attendees, managing communication assets and promotional activities.
- Facilitated cross-team collaboration to optimise user engagement and brand consistency.