Flora Dogneton

UX/UI Lead

[Link to Flora's portfolio](#)

📍 **Currently in England**

Open to remote roles

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Lead UX Designer with 10+ years of experience delivering user-centred, data-driven digital products across B2B and international markets. Strong background in design leadership, accessibility (WCAG), and cross-functional collaboration. Experienced in owning UX strategy, mentoring designers, and driving measurable product outcomes.
Open to UK-based or remote roles.

Core expertise

UX & Product Design
UX strategy, user research, usability testing, journey mapping, information architecture, wireframing, prototyping, accessibility (WCAG compliance), design systems

Leadership & Collaboration
Design leadership, mentoring junior designers, stakeholder management, cross-functional collaboration, workshop facilitation, strategic planning

Tools & Technical
Figma, Sketch, Miro, Mural, Adobe Creative Suite, InVision
Analytics: Google Analytics, Hotjar, Mouseflow
HTML / CSS

Experience

Freelance UX Consultant
APRIL 2025 - MARCH 2026 | WORLDWILD

Provided UX and accessibility reviews for small business websites built on Squarespace and WordPress.

YD Studio – UX & Accessibility Review
- Carried out a 3-week UX review of a website built on Squarespace.
- Reviewed navigation, layout and content structure using UX best practices.
- Checked accessibility using Web Content Accessibility Guidelines (WCAG).
- Provided clear recommendations to improve usability and accessibility.

FightHome – UX Review
- Reviewed the website built on Squarespace to identify usability issues.
- Suggested improvements to navigation, structure and content clarity.
- Recommended changes to better follow UX and accessibility best practices.

FlowerinDesign (Chile) – UX Discovery & Website Improvement
- Reviewed an 18-year-old florist website built with hard-coded pages that were difficult to update.
- Analysed the business needs and the challenges of moving to a new site built on WordPress.
- Identified technical blockers and opportunities to improve the user

experience.

- Provided guidance to support the redesign and modernisation of the website.

BMI / Lead UX/UI Designer
MAY 2022 - APRIL 2025 | READING, UK

Led UX strategy and delivery for multiple B2B and B2C products, with a strong focus on usability, accessibility, and business outcomes.

- Owned the end-to-end UX process across several products, from discovery and user research to delivery and optimisation.
- Led UX strategy on complex B2B platforms, simplifying user journeys and improving overall usability for key user flows.
- Drove accessibility improvements across products, ensuring WCAG compliance and raising accessibility awareness within teams.
- Designed and evolved a scalable design system, improving consistency, efficiency, and collaboration between design and development.
- Facilitated stakeholder and discovery workshops to align product, UX, and business priorities, reducing friction and rework.
- Used qualitative and quantitative data (user feedback, analytics, A/B testing) to inform design decisions and validate improvements.
- Improved user engagement and task completion by iterating on critical user flows based on usability testing insights.
- Acted as the main UX point of contact for cross-functional teams (product, engineering, marketing), influencing roadmap and priorities.
- Produced clear UX documentation, design specs, and guidelines to support smooth development handoff and delivery.
- Mentored junior, mid and senior designers, supporting their growth and contributing to a higher UX maturity within the organisation.

Actegy Ltd / Lead Designer
APRIL 2018 - MAY 2022 | BRACKNELL, UK

Led UX and design initiatives across global digital platforms, working closely with product, marketing, and external development teams.

- Improved UX across global websites using data insights from Hotjar, Google Analytics, and A/B testing.
- Delivered UX/UI enhancements across multiple international markets, applying accessibility and usability best practices.
- Collaborated with external development agencies, providing UX documentation, interaction specs, and QA support.
- Contributed to the research phase of the Revitive mobile app and mentored a junior designer through UI execution.
- Designed and delivered 360° digital campaigns across 7 international markets.
- Created motion graphics, video content, and paid ads using Premiere Pro and After Effects.
- Designed packaging artwork for new product launches, ensuring brand consistency.
- Coordinated project workflows and timelines with eCommerce and marketing teams.

- Delivered CMS (Contensis) training to internal teams to support content consistency.

Amazon Filters / Graphic Designer
JANUARY 2017 - OCTOBER 2017 | CAMBERLEY, UK

- Developed cohesive brand identity by creating logos, visuals systems, and style guides aligned with the business goals.
- Applied colour theory and typography principles to craft high-impact layouts that enhanced readability, emotion and brand recognition.
- Managed the end-to-end production of marketing materials, including brochures, banners, packaging, and digital assets.
- Designed and executed logo concept from research to final vector artwork.
- Coordinated with printers, suppliers, and cross-functional teams to ensure accurate prepress preparation, efficient workflows and brand consistency.
- Produced and edited promotional videos, including storyboarding, and motion graphics using Adobe Premier Pro.
- Collaborated with marketing teams to deliver multichannel campaigns.

EDF/ Digital Designer
AUGUST 2014 - SEPTEMBER 2015 | POITIERS, FRANCE

- 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.

Education

La Rochelle University / Bachelor in Digital Design
2015

CFA CIEFA /BETC Communication
2014

Certificates

IxDF / UX Management: Strategy & tactics
JANUARY 2024

IxDF / User Research: Methods & best practices
NOVEMBER 2024

IxDF / Journey Mapping
MARCH 2023

LINKEDIN / Motion graphic for Social Media
FEBRUARY 2022

JellyFish training / UX Experience basics
FEBRUARY 2020

Google / Digital Marketing Fundamentals
FEBRUARY 2019