

# Flora Dogneton

## UX/UI Lead

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[Access Flora's portfolio](#)

+44 07380349606

### Currently in England

Open to remote roles

Lead UX/UI Designer with 10+ years of experience delivering user-centered, data-driven digital products across B2B and international markets. Skilled at combining **strategic thinking, high-end UI craft, and digital creativity** to drive measurable outcomes. Experienced in **design leadership, accessibility (WCAG), mentoring teams, and cross-functional collaboration**.

### Core expertise

#### UX & STRATEGY

UX research, journey mapping, wireframing, prototyping, usability testing, information architecture, design systems, accessibility (WCAG)

#### UI & DIGITAL DESIGN

Visual design, motion graphics, video production, branding, 360° digital campaigns

#### COLLABORATION & LEADERSHIP

Mentoring, stakeholder management, cross-functional teamwork, workshop facilitation, strategic planning

#### TOOLS & ANALYTICS

Figma, Sketch, Miro, Mural, Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro, After Effects), InVision, Google Analytics, Hotjar, Mouseflow, HTML/CSS

### Experiences

#### Freelance

##### UX Consultant

APRIL 2025 - MARCH 2026

WORLDWILD

Conducted UX audits for websites on Squarespace, analyzing navigation, layout, and content structure.

Verified accessibility (WCAG) and recommended improvements for usability and compliance.

Formulated actionable recommendations for migration to new WordPress platforms.

Identified technical obstacles and opportunities to improve user experience.

#### BMI

##### Lead UX/UI Designer

MAY 2022 - APRIL 2025

READING, UK

Owned UX strategy across B2B and B2C products, simplifying complex journeys and improving usability.

Led accessibility initiatives (WCAG), embedding inclusive design practices across products.

Designed and evolved scalable design systems, improving consistency and efficiency.

Facilitated workshops and aligned stakeholders on product, UX, and business priorities.

Mentored designers from junior to senior, elevating team performance and UX maturity.

Used analytics, user research, and A/B testing to iterate on critical flows and improve engagement.

## Actegy Ltd

### Lead Designer

APRIL 2018 - MAY 2022  
BRACKNELL, UK

Led UX and digital design across 18 websites in 7 countries, improving usability, engagement, and brand consistency.

Delivered UX/UI enhancements using Hotjar, Google Analytics, and A/B testing insights.

Created motion graphics, video content, and 360° digital campaigns across multiple markets.

Collaborated with agencies and internal teams to ensure seamless delivery of campaigns and digital assets.

Mentored junior designers through research, prototyping, and UI execution.

## Early Career

**Amazon Filters** – Graphic Designer | JAN 2017 - OCT 2017 | CAMBERLEY, UK

**EDF** – Digital Designer | AUG 2014 - SEPT 2015 | POITIERS, FRANCE

**Groupama** – Communication | SEPT 2012 - JULY 2014 | LYON, FRANCE

Created digital and print campaigns, branding assets, and visual content across multiple channels.

Built and updated websites and intranet pages, improving usability and accessibility.

Produced newsletters, posters, promotional materials, and videos for internal and external audiences.

Planned and executed events, coordinating logistics, copywriting, and creative activities.

Applied Adobe Creative Suite, motion graphics, color theory, typography, and visual storytelling.

## Education

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**La Rochelle University** - Bachelor in Digital Design | 2015

**CFA CIEFA** - BETC Communication | 2014

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## 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