# FANNY-LOUISE DELHAYE

## UI / UX Designer

## WORK EXPERIENCE

### MOTEEFE - UI UX DESIGN

**August 2022 - December 2022, Remote**

- Collaborated with cross-functional teams of engineers, product managers & stakeholders to adopt a user-centered approach to product design
- Managed implementation of new features after user testing, user research, and stakeholder talks
- Designed and validated visual redesign of customer-facing webpages through UX flows and iterations

### MVF - UX DESIGN

**November 2020 - November 2021, London**

- Collaborated with other UX Designers, optimisation specialists, engineering, writers, and researchers to improve the user experience across the websites
- Organise information architecture based on insights from research (polls, search queries analysis, market research, personas, etc) and iterate following user testing (tree sorting, card sorting, and usability testing)
- Conducted moderated user testing, and workshop facilitation

### SANGO - UI UX DESIGN

**December 2019 - October 2020, London**

- Conceptualised and implemented interactive UX solutions for mobile application platforms, such as Android/iOS/ Web
- Independently managed user experience design projects, from start to finish, with user search-based decisions (user testing, qualitative and quantitative data, etc.)
- Created user personas and user journeys to help define key features
- Experience with visual design skills (high-quality UI Illustrations, visual and interactive)

### UX/UI DESIGNER / GRAPHIC DESIGNER FREELANCE

**January 2018 - May 2020 / January 2022 - May 2022 / January 2023 - Present**

- Worked with clients to create a vision, and transform it into designs while meeting deadlines and requirements
- Created branding, logos, illustrations, packaging, and other digital assets for a variety of clients following user analysis, competitive audit, market research, and UX principles
- Responsive Webdesign and website management

## CONTACT

+ 32 456 11 58 15
fannylouisedelhaye@gmail.com
fannylouisedelhaye.com

## ABOUT ME

Hello! I am a designer from Belgium passionate about the process of getting from idea to realisation.

## SKILLS

- UI/UX design
- User research
- Usability testing
- Design strategy
- Illustration and UI graphics
- User flows
- Low to high fidelity design and prototyping
- Information architecture

## TOOLS

- Figma
- Sketch
- Adobe XD
- Photoshop
- Illustrator
- Indesign
- After Effect
- Premier Pro
- HotJar
- Miro
- GA
- HTML / CSS

## EDUCATION

### BACHELOR IN MARKETING - 2017

**Haute-École de Mons (Belgium)**