Hello, I'm Lorène

Freelance UX & UI Designer

+ 30 satisfied businesses supported | ⭐ ⭐ ⭐ ⭐ ⭐ On Google

Loren ipsum

What if we made it simple, human, and accessible?

You're working on a brilliant product. But is your digital experience holding it back?
Whether you're building a SaaS, a complex website, or a game, your users deserve clarity and ease — no friction, no frustration.

I help forward-thinking start-ups and companies turn digital complexity into intuitive, inclusive, and high-performing experiences.
Let's make your product not just work, but feel good.
➡️ Keep reading to see how we could work together.

Who am I?

Because a digital product should never be a barrier, but a bridge between people, I support businesses and start-ups **in creating intuitive, accessible, and engaging interfaces**. As a freelance UX/UI designer since 2020. I bring my expertise to **crafting digital experiences that respect users** by combining **inclusive design, seamless interactions, and meaningful impact**.

My approach? Human-centred design, where every pixel has purpose, and every interaction is thoughtfully designed to connect, simplify, and enrich the user journey.

Loren ipsum

Hello, I'm Lorène UX&UI designer

My Approach: Human-Centred by Design

Every pixel I design serves a purpose: to **make your product easier, kinder, and more human to use**.

My process is rooted in empathy and clarity, not assumptions or trends. I combine inclusive design, user insight, and meaningful interactions to craft **digital experiences that truly serve people**.

- Accessibility & Inclusion: Everyone should be able to use your product, regardless of ability, background, or device.
- Human Insight: I uncover real needs through research, user journeys, and testing.
- Creative Empathy: I adapt to your vision and culture while staying aligned with your users' real needs and context.

Because digital experiences should feel like a helping hand not a locked door.

My services
How I Can Help You

I partner with forward-thinking startups and companies to turn digital complexity into intuitive, inclusive and high-performing products.

UX & UI Audits

Quick or deep insights to boost clarity and usability.

✔ Live express sessions (1h + 48h report)
✔ In-depth analysis with mockup proposals

Bespoke UX/UI Design

Custom interfaces for SaaS, apps, and web platforms, designed to feel good and work even better.

✔ Research, wireframes & prototypes
✔ Human-centred, accessible design
✔ Branding if needed

Customisable Website Templates

Pre-designed websites, easy to customise and UX-ready, ideal for solo founders or small teams.

✔ 100% responsive, UX-optimised design
✔ Easy to edit (no code)
✔ Optional add-ons: installation or full customisation

I design every project with a clear vision: to **humanise digital experiences** so they **truly serve those who use them.**
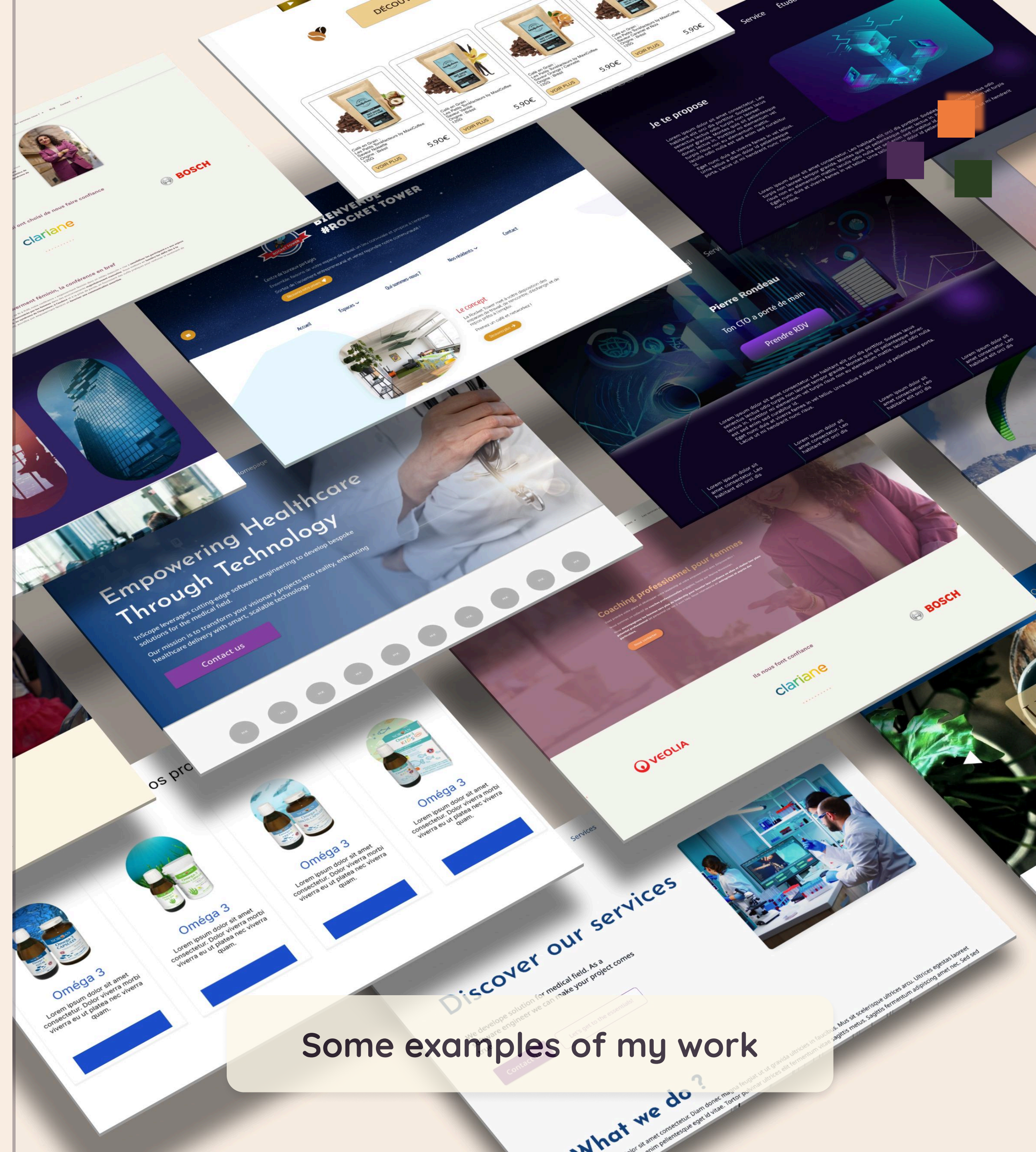
Loren ipsum

25+ Businesses Transformed Through Human-Centric Design

I've had the privilege of **supporting 25+ companies in crafting fluid and intuitive digital experiences,** whether through **website creation, mobile app design, or UX/UI audits, e-commerce in both French and English**. In different fields like: Graphic design, AI and business consulting to food, medical, and tech industries.

I help businesses **transform their digital presence into something intuitive, accessible, and human-centric.**

Discover my work in the following slides

Some examples of my work

Explore my work

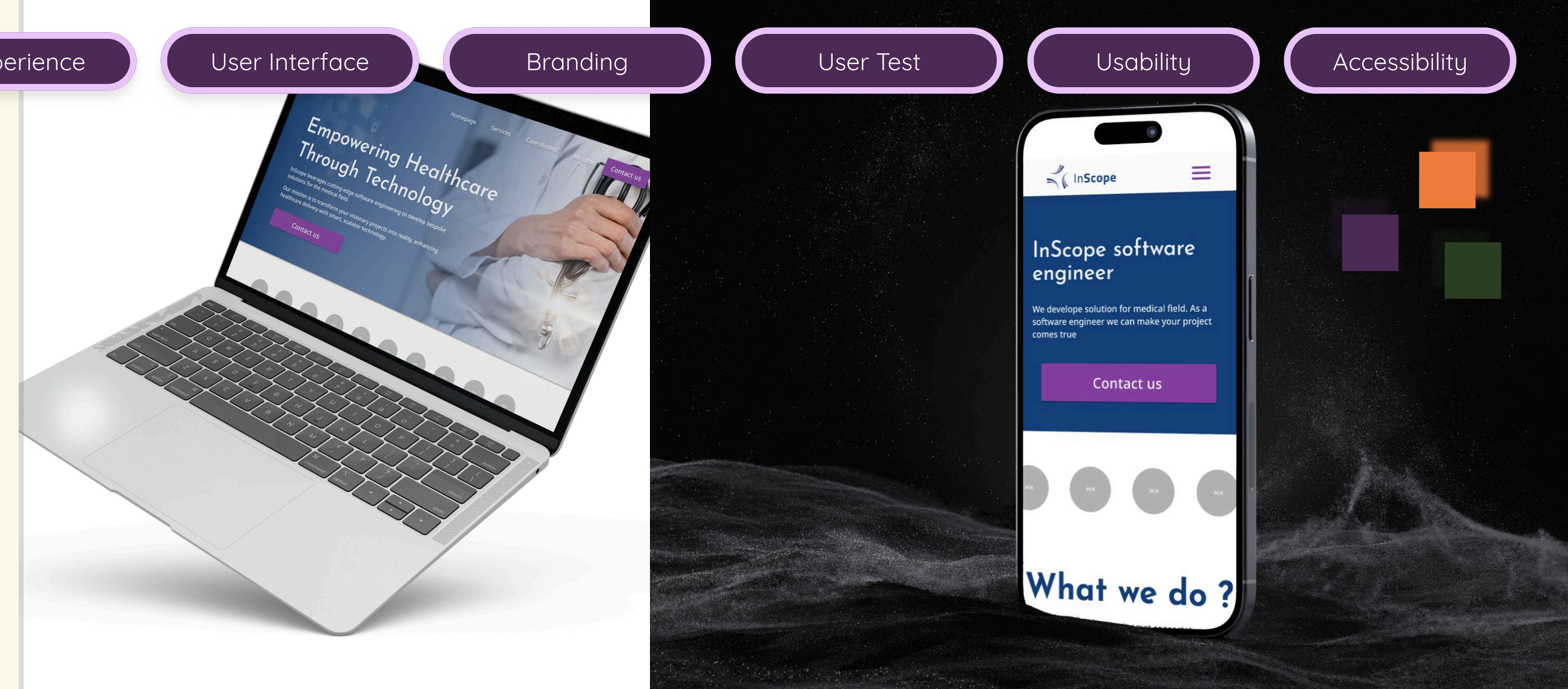# Redesign of a website for a Software Engineering Agency

Inscope is an agency specialising in Software Engineering for the medical sector, research, and development. Their mission: to design tools tailored for medical and R&D professionals.

Why this project? The company approached me to modernise its website and project a more professional and contemporary image.

The mission:
✔ **Completely rethink the user journey**
✔ **Create a new visual identity**
✔ **Prototype the website for both desktop and mobile**
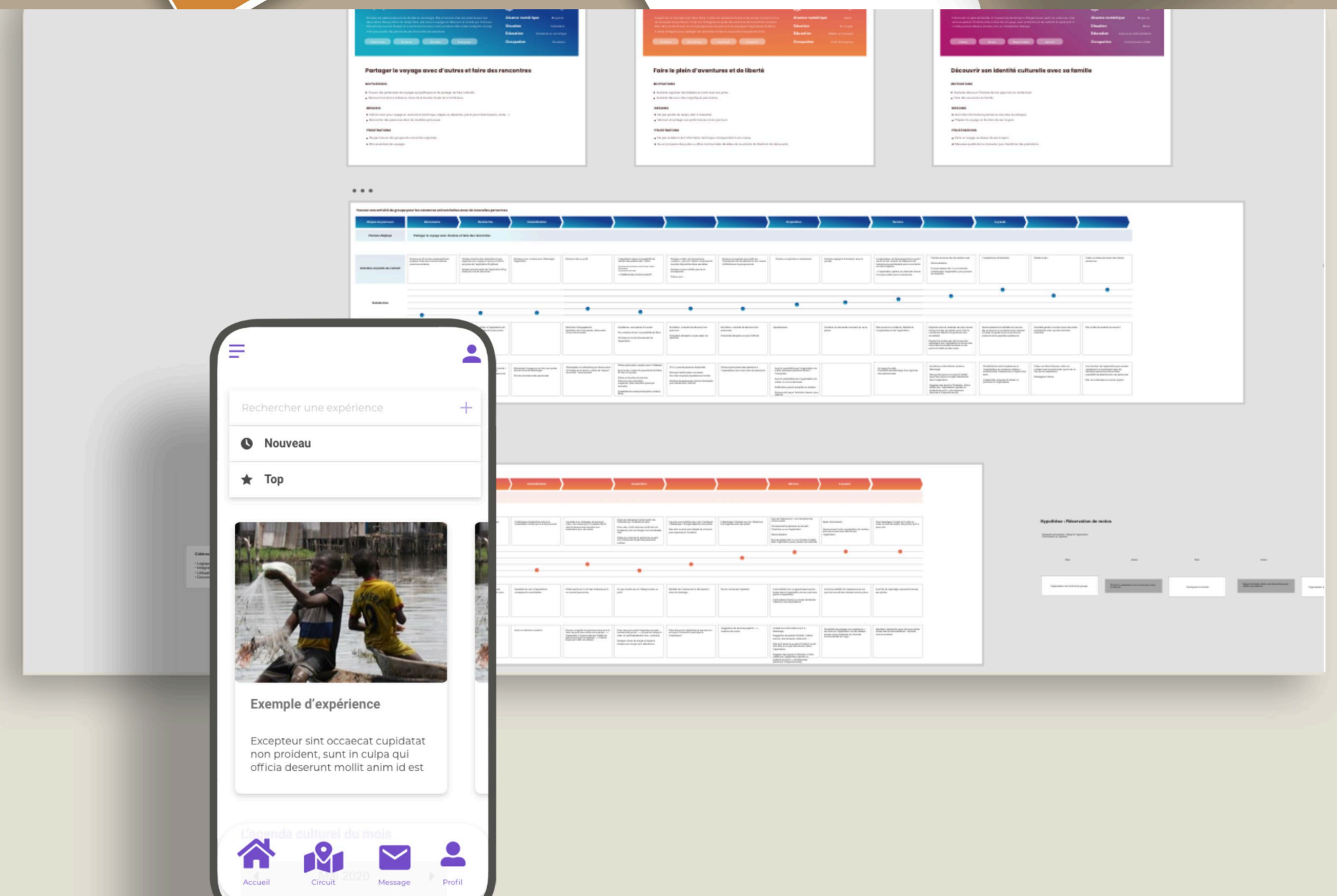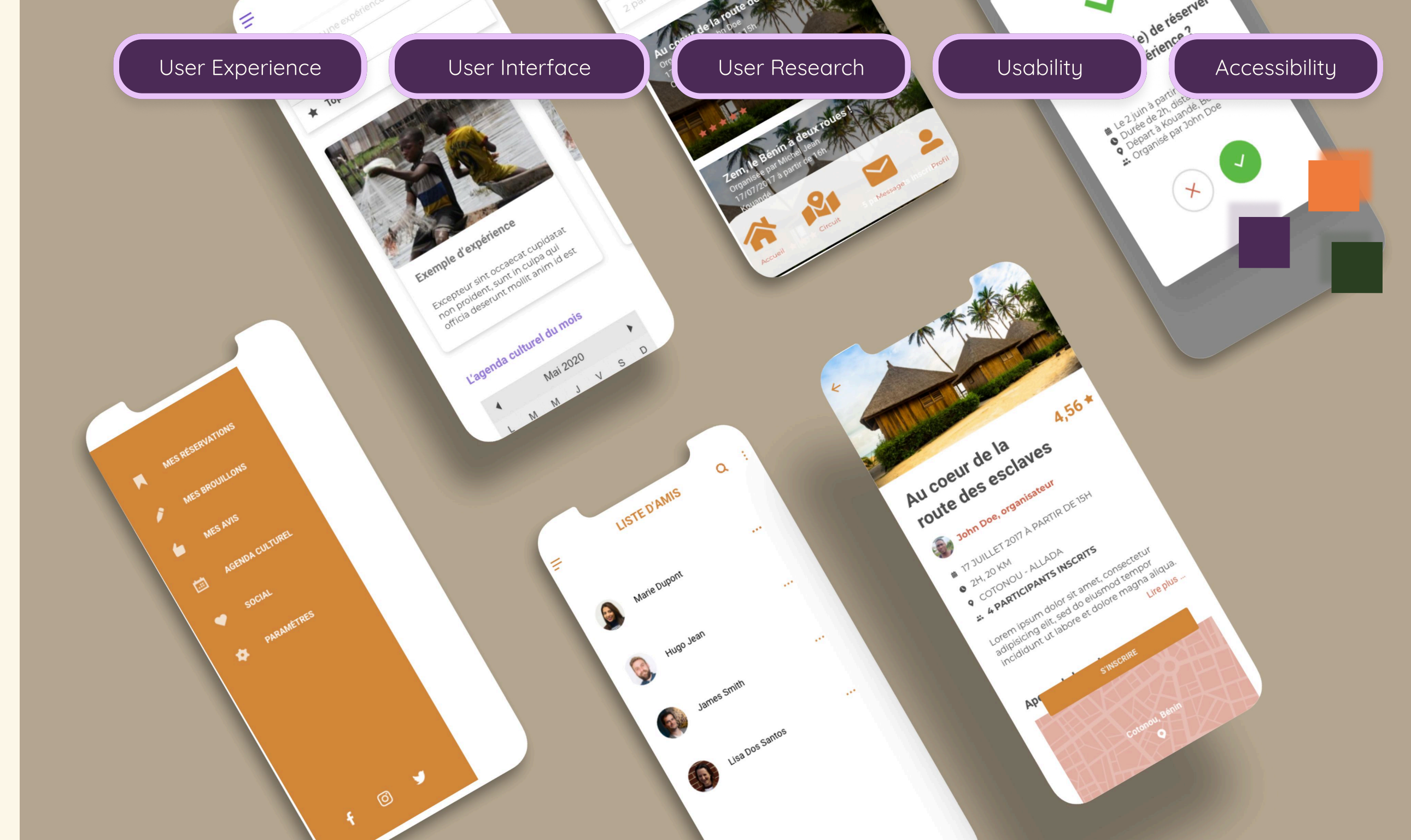
Visit the website

Mobile Travel App Development

Development of an app dedicated to showcasing the richness of African countries, with the option to book guided tours led by local experts.

Why this project? As part of the app launch, it was essential to design an accessible experience tailored to a multicultural audience.

The mission:
✔️ **Full user journey design**
✔️ **Creation of a bespoke mockup and prototyping of the mobile app**

User Experience   User Interface   User Research   Usability   Accessibility

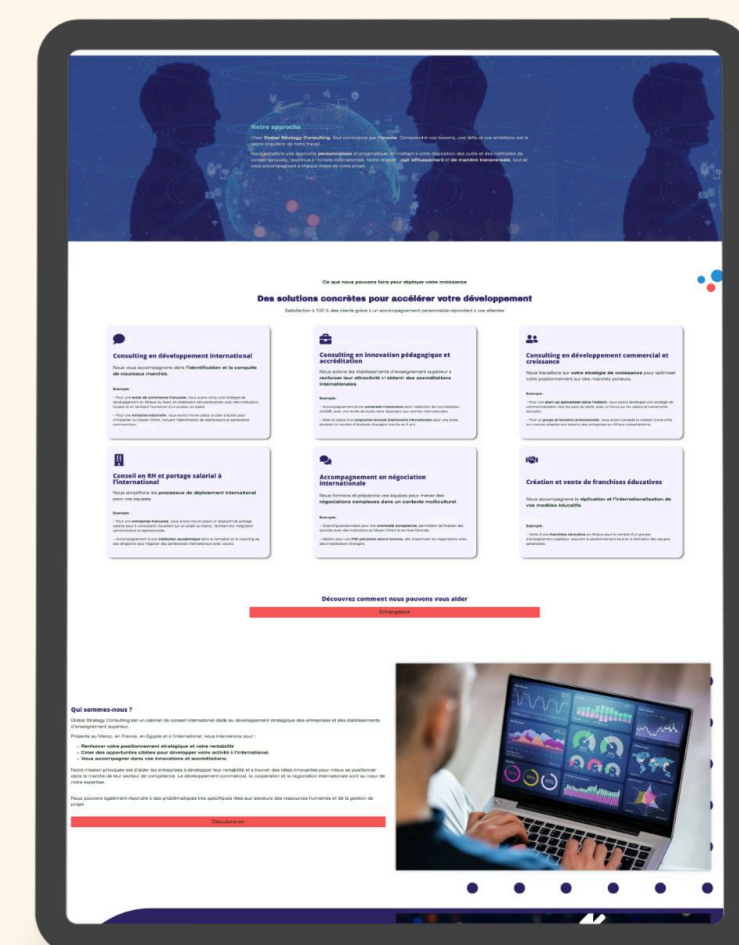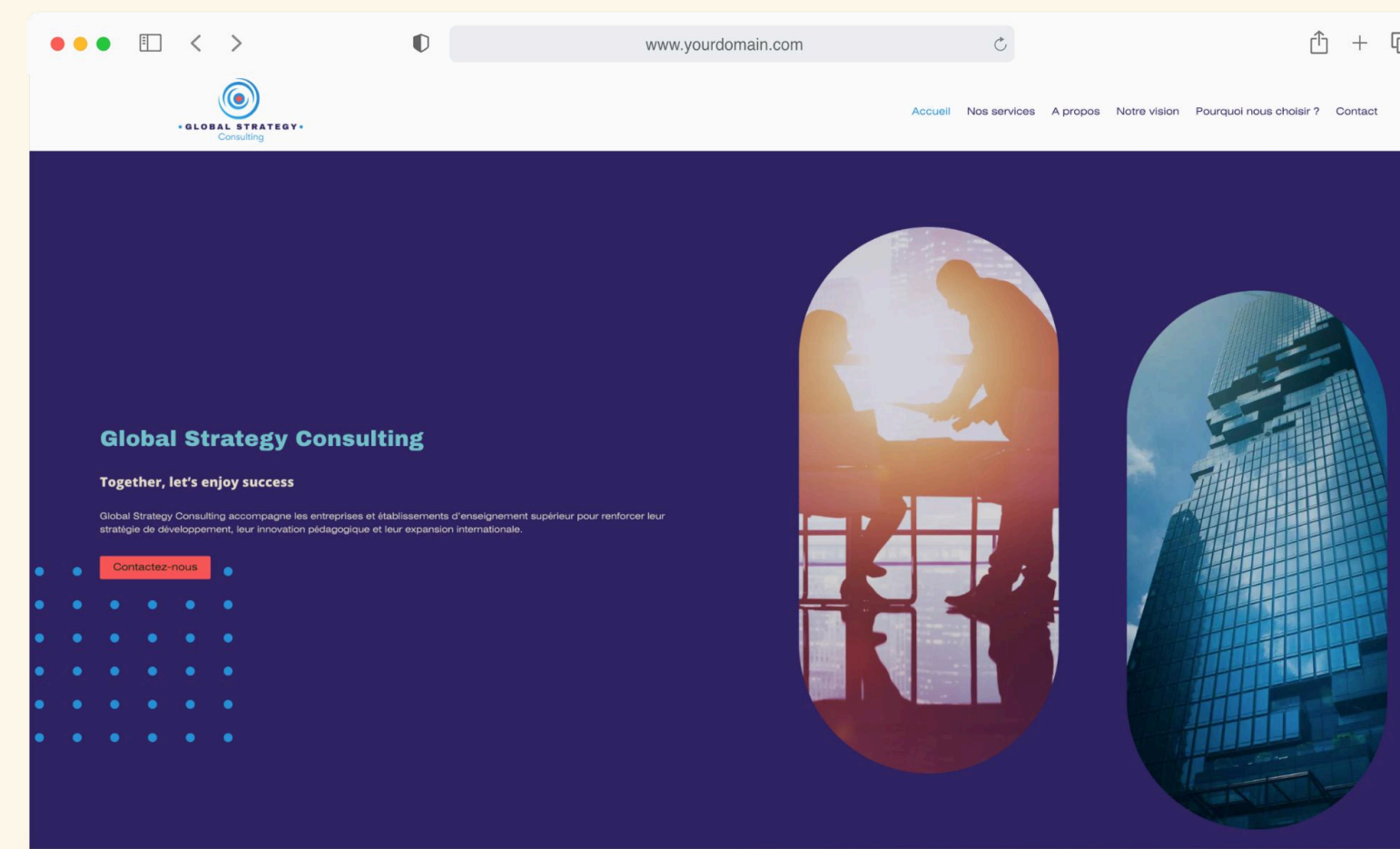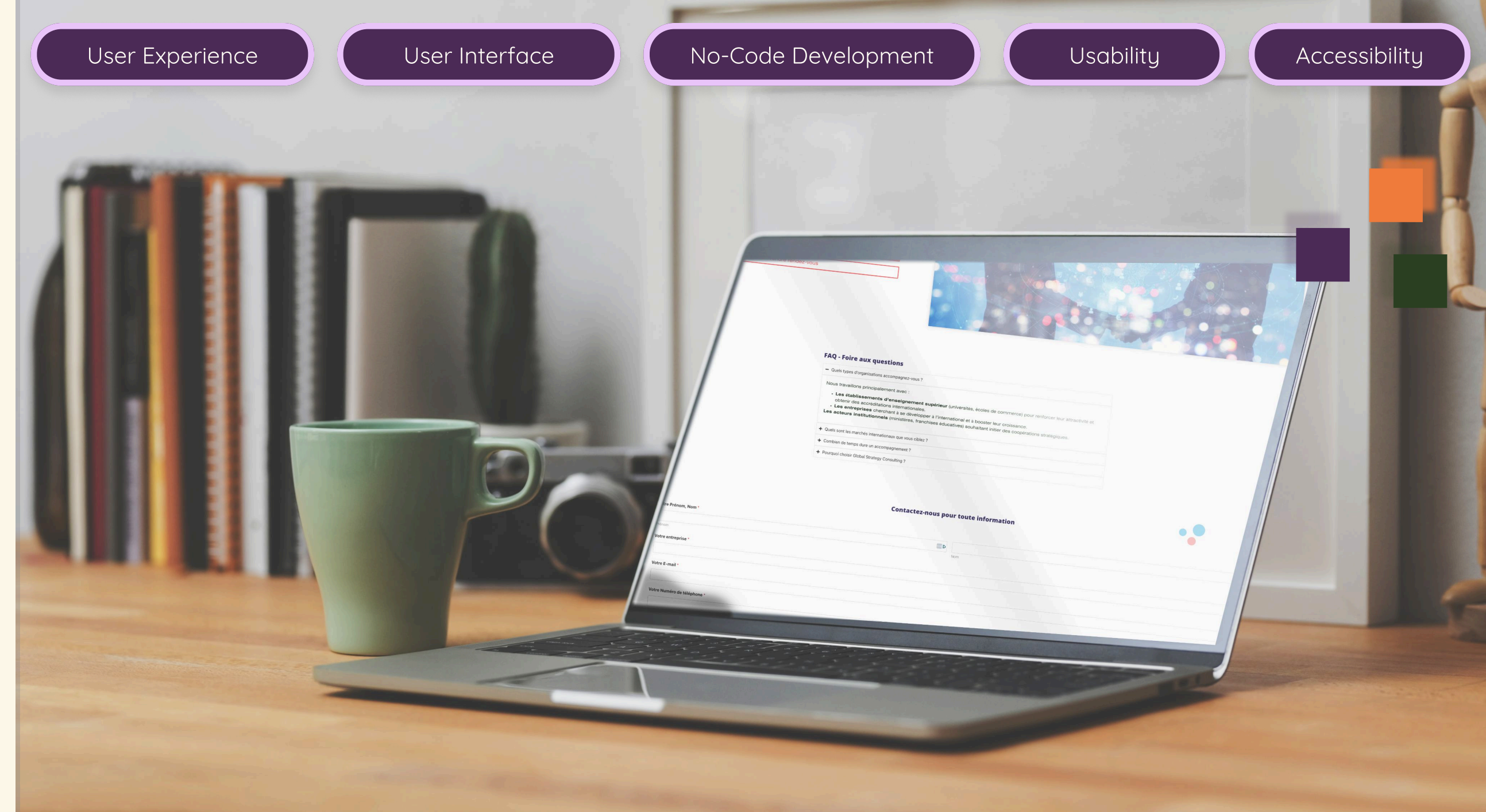# Landing Page Creation for a Consulting Firm

Global Consulting Strategy is a Morocco-based company that helps businesses and educational institutions expand internationally through bespoke strategies in growth, innovation, and accreditation.

<u>Why this project?</u> In collaboration with Réinvent Factory, the customer wanted to strengthen its online presence with an effective landing page.

The mission:
✔ **Design a bespoke mockup**
✔ **Integrate the design into WordPress using Elementor**

Visit the website

User Experience   User Interface   No-Code Development   Usability   Accessibility

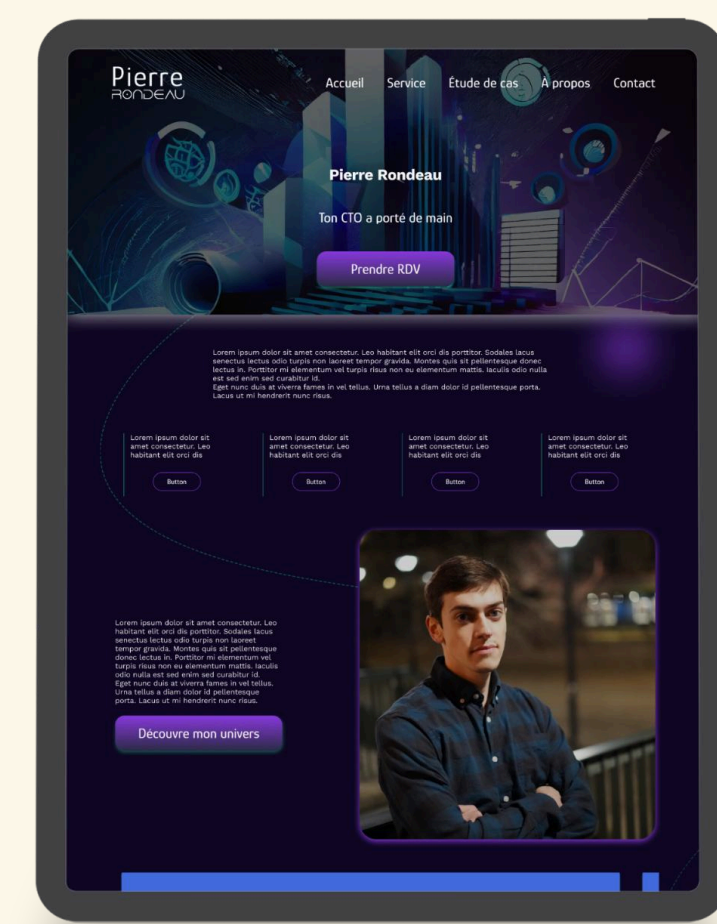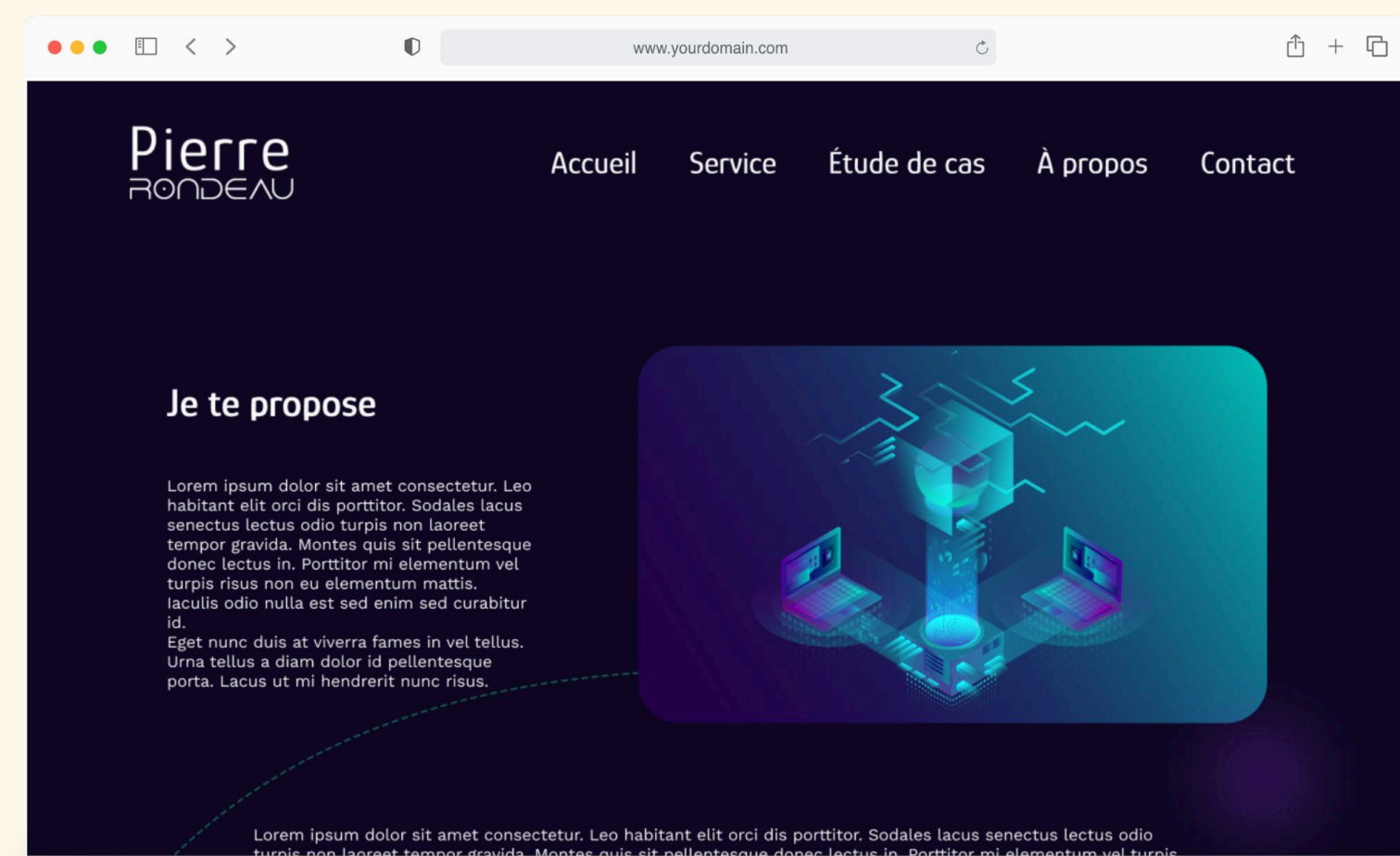# Website Creation for an AI and Automation Integrator

Pierre Rondeau, a former full-stack developer turned expert in artificial intelligence and automation.

Why this project? As part of his evolving positioning and expertise, company wanted to strengthen his online presence and highlight his new area of specialisation.

The mission:
✔ Completely rethink the user journey
✔ Create a visual identity aligned with his positioning
✔ Prototype the website for both desktop and mobile

Visit the website

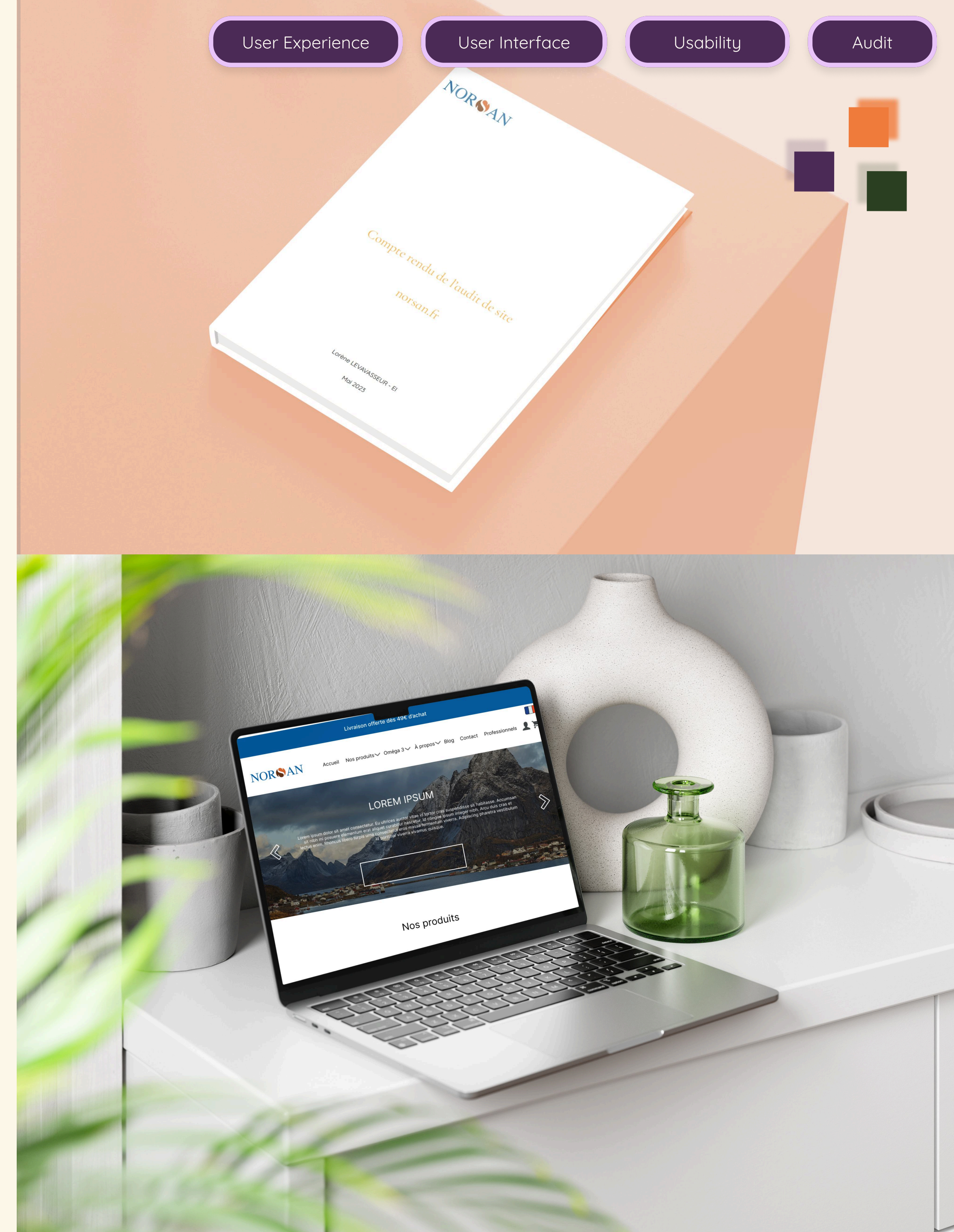# E-commerce Website Audit for a Food Supplement Brand

Norsan is a brand specialising in the sale of omega-3-based food supplements.

Why this project? The company approached me because its French website was generating very little traffic and had an excessively high cart abandonment rate. Additionally, many customers preferred to place orders over the phone, indicating friction in the online user experience.

The mission:
✔ **Analysis of the user journey and website usability**
✔ **Review of brand consistency with the visual identity**
✔ **Accessibility audit**
✔ **Detailed report written in both French and English**
✔ **Proposal of an optimised homepage mockup**

Visit the website

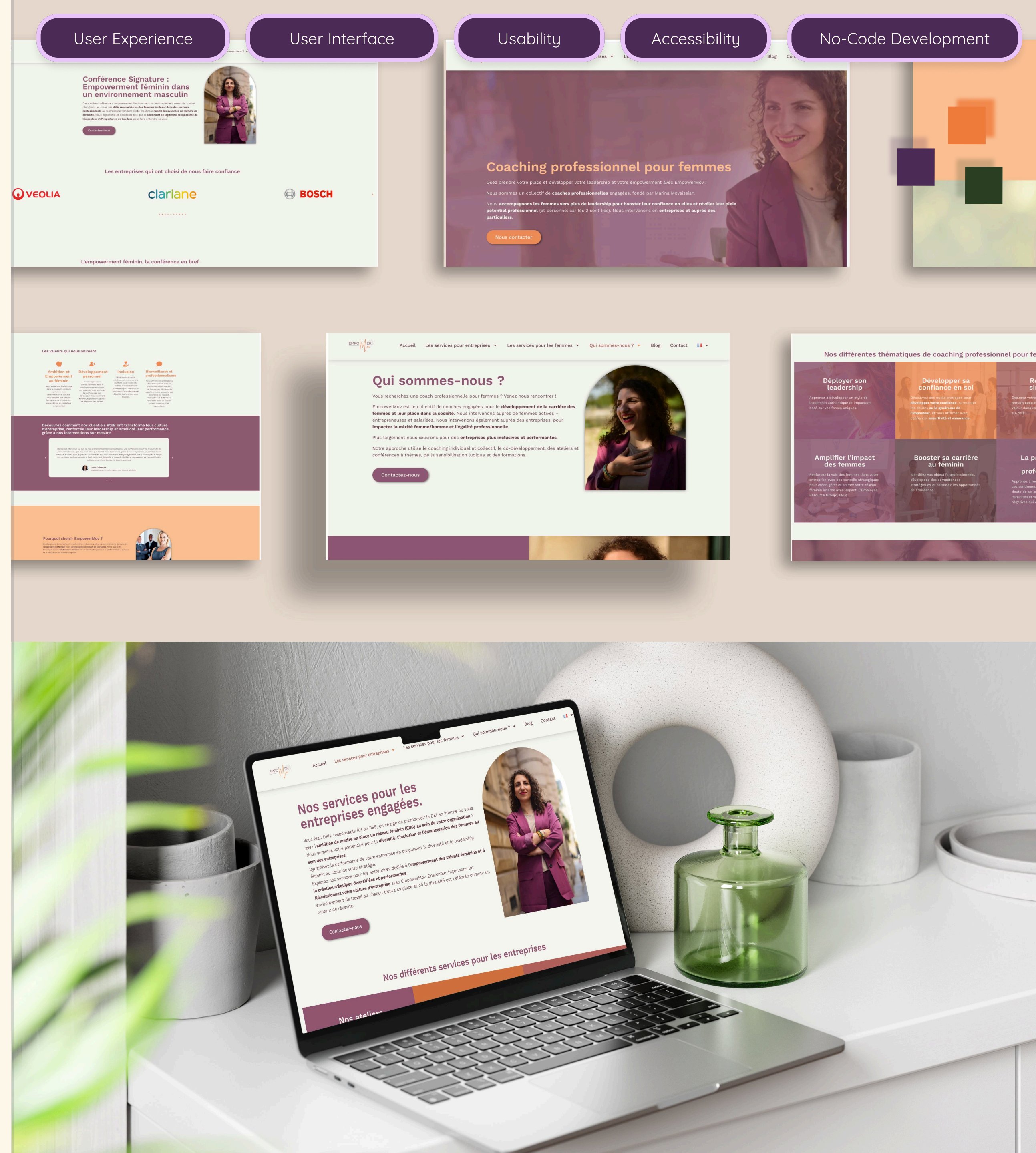# Website Creation for a Coach x Reinvent Factory

EmpowerMov is a collective of coaches dedicated to promoting female leadership.

Why this project? The founder was launching her collective and wanted to establish credibility while showcasing her expertise.

The mission:
✔️ **Full user journey design**
✔️ **Creation of a bespoke mockup and website prototyping for desktop and mobile**
✔️ **Website integration into WordPress with Elementor, in both French and English**

Visit the website
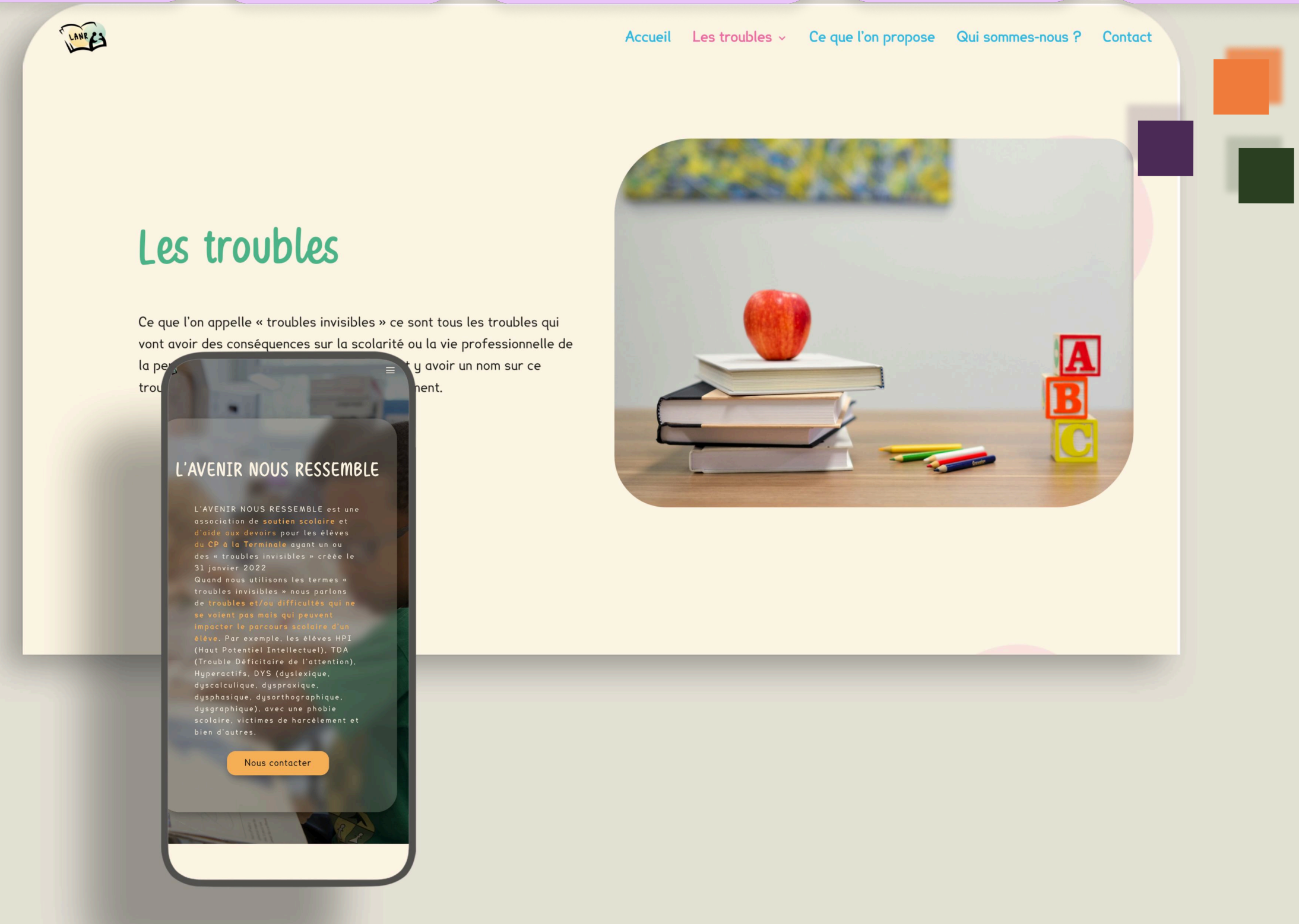
Website Creation for an Association

L'Avenir Nous Ressemble is an association providing academic support and homework assistance for students from primary to sixth form who have one or more "invisible disabilities".
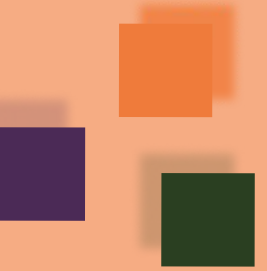
Why this project? Recently founded, the association needed an online presence to raise awareness and grow. The website had to be accessible to both the children concerned and their parents.

The mission:
✔ **Full user journey design**
✔ **Creation of a bespoke mockup and website prototyping for desktop and mobile**
✔ **Website integration into WordPress using Divi**

Visit the website

Testimonials

Cadre Rocket

"Lorene gave our a project structure and collaboration that allowed me to achieve my vision and speak to my customers."
Ricke Williams, Cadre Rocket Ltd

Pierre RONDEAU

"I thoroughly enjoyed working with Lorène. She is passionate and knows her craft inside out. She truly understands the needs and challenges involved and is highly organised. The structure of her support brings real peace of mind regarding the goals to be achieved, whether it's for a landing page, a website, or starting a project from scratch. I highly recommend Lorène!"
Pierre Rondeau, IA expert and web-developer

LET'S WORK TOGETHER

LET'S WORK TOGETHER
Because great ideas deserve great experiences.

Bespoke Digital Product Design

Services tailored to your users and your goals

For digital products like SaaS, web platforms, mobile apps and more.

A collaborative design journey, rooted in Design Thinking, to **create digital products your users will truly love**.

✔ Research & user journey mapping

✔ Wireframes & high-fidelity prototypes

✔ Conduct accessibility & usability audits

✔ Craft visual identity if needed

⏱ Typical timeline: 4–8 weeks depending on scope

UX/UI Audit – Quick or Deep

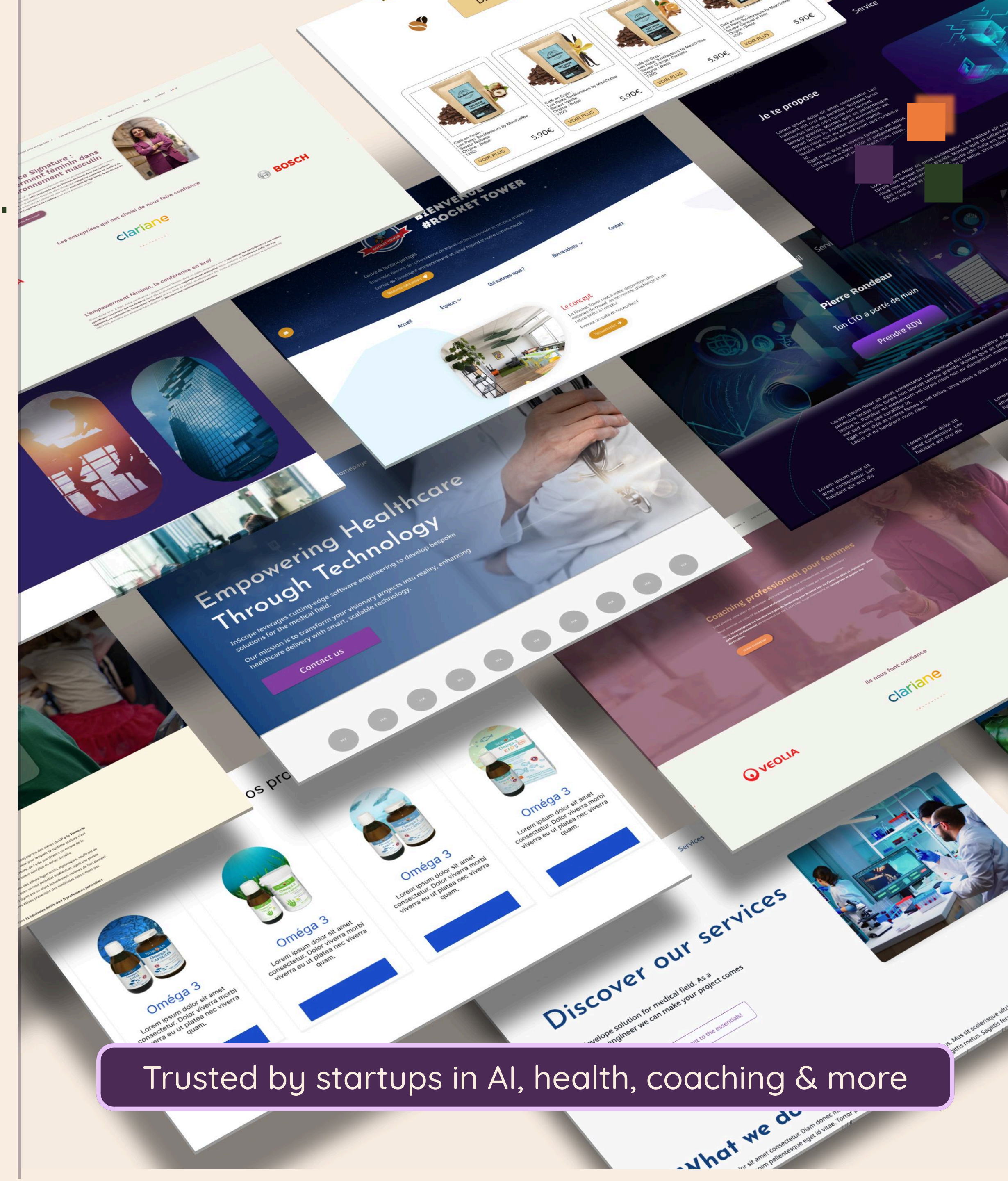Get expert insights to improve your product today.

Express: 1-hour live session + summary within 48h

Full: In-depth UX review with usability testing & mockup proposals

Ready to build something meaningful?

Let's co-create a digital experience your users will love.

Book a free discovery call

Trusted by startups in AI, health, coaching & more

Curious to learn more?

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Let's build something brilliant together

Book a free call

30+ digital products shaped with care & empathy

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