



Hello, I'm Lorène

UX and UI Designer: Turning Complex Ideas into Intuitive Digital Experiences



Who am I?

UX/UI Designer with 5+ years of experience crafting complex digital products for Tech, Health, and B2B sectors. Passionate about creating intuitive interfaces that simplify complex workflows and respect the user journey.

Tech-Aware Designer: Solid foundation in HTML/CSS, allowing me to design feasible solutions and collaborate seamlessly with development teams.

My goal is to **craft 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.



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.

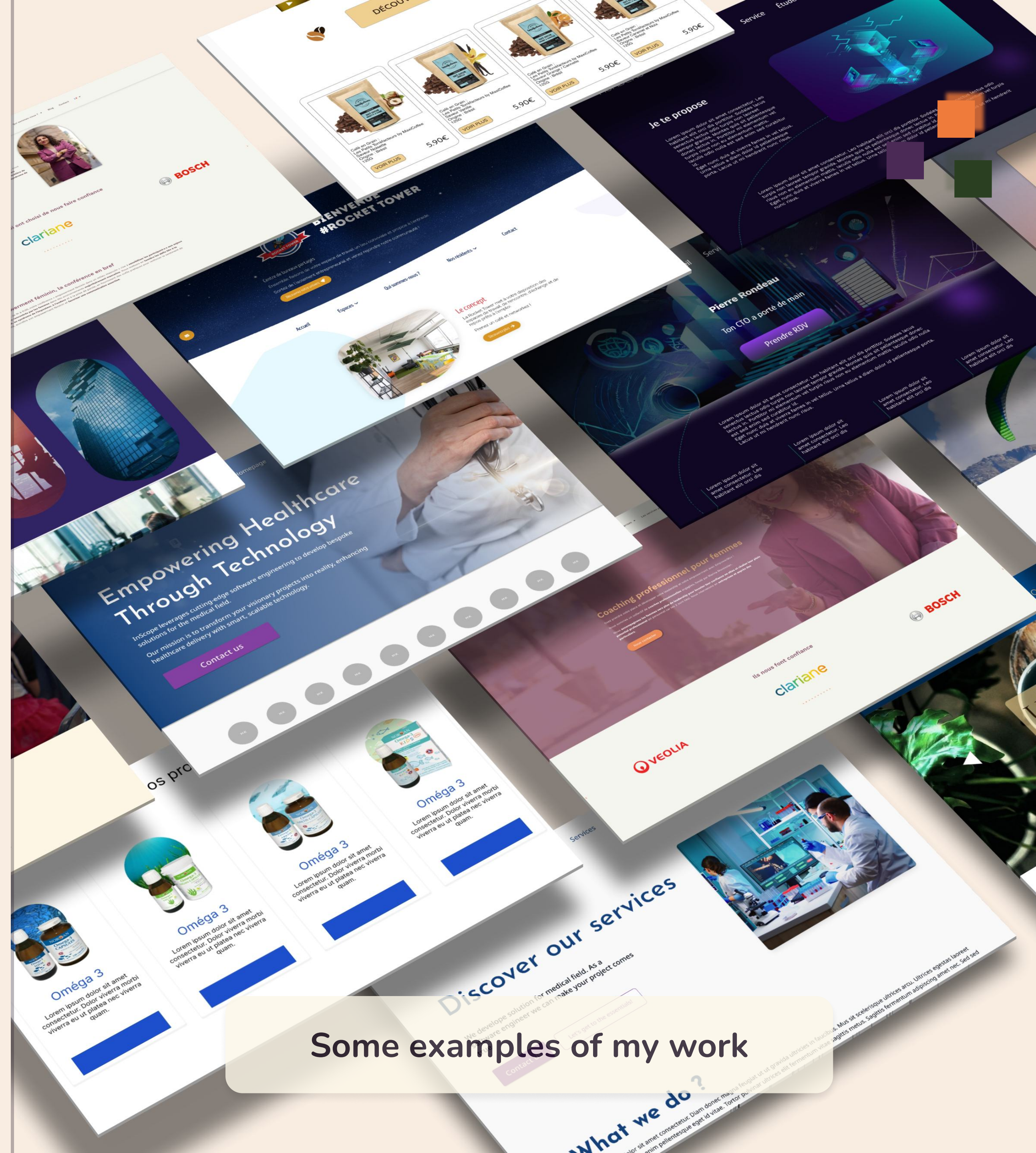
Because digital experiences should feel like a helping hand not a locked door.

30+ Businesses Transformed Through Human-Centric Design

I've had the privilege of **supporting 30+ 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





Explore my work

User Experience

User Interface

Branding

Usability

Accessibility

AI & Tech Expert Repositioning

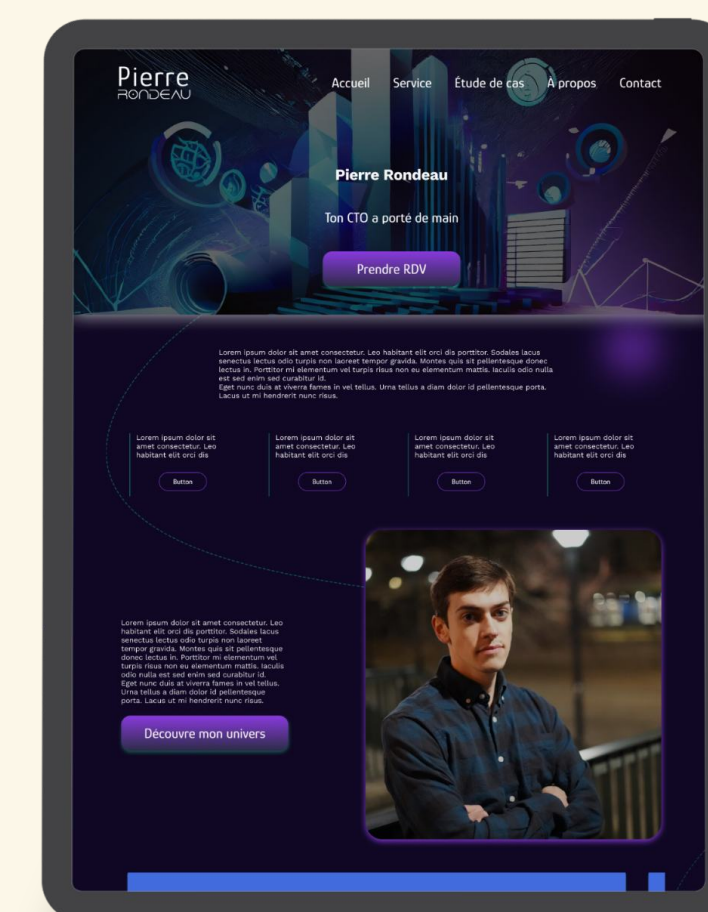
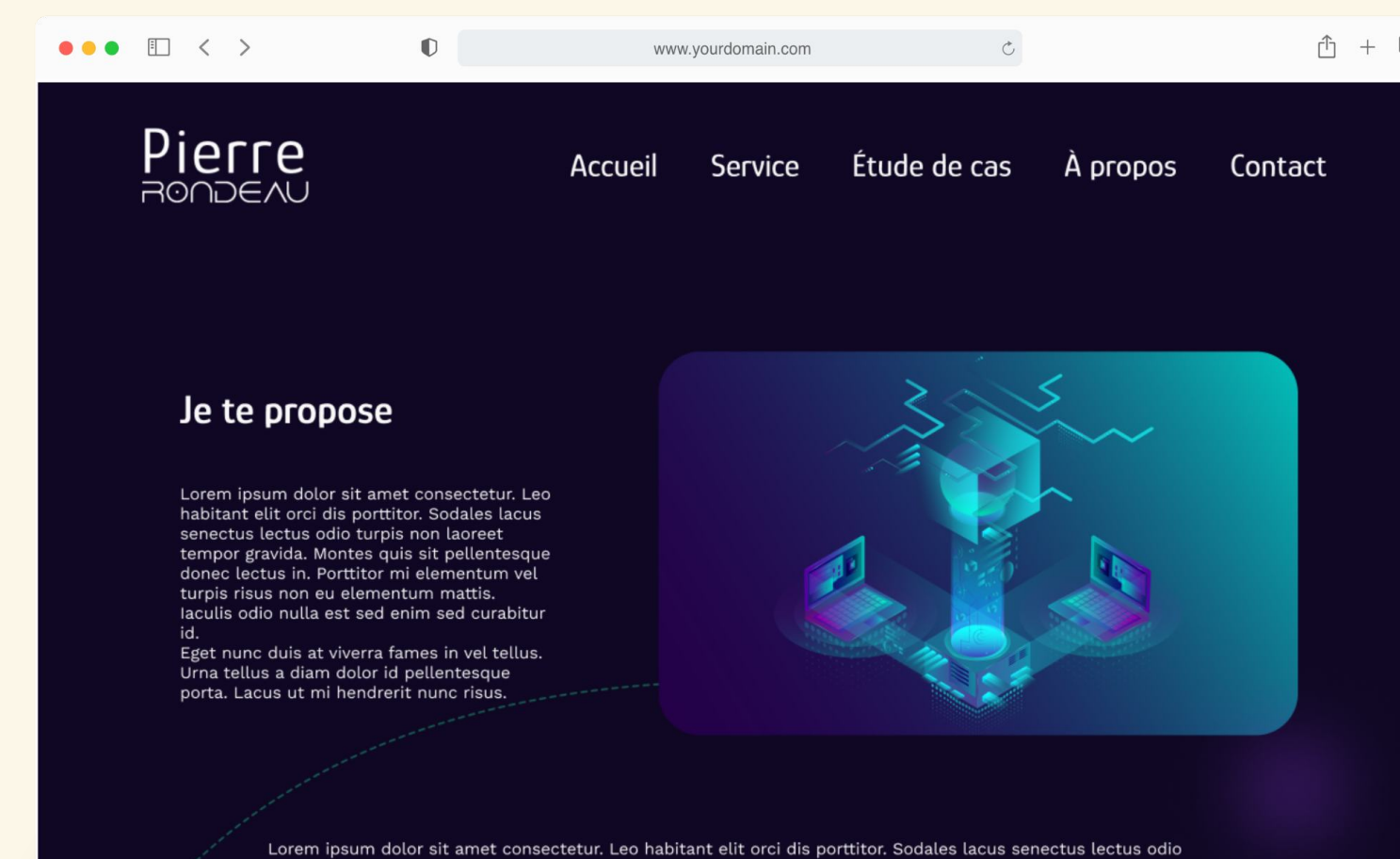
Pierre Rondeau, a former full-stack developer turned expert in artificial intelligence and automation.

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](#)



User Experience

User Interface

No-Code Development

Usability

Accessibility

B2B Consulting Platform: International Strategy & Design

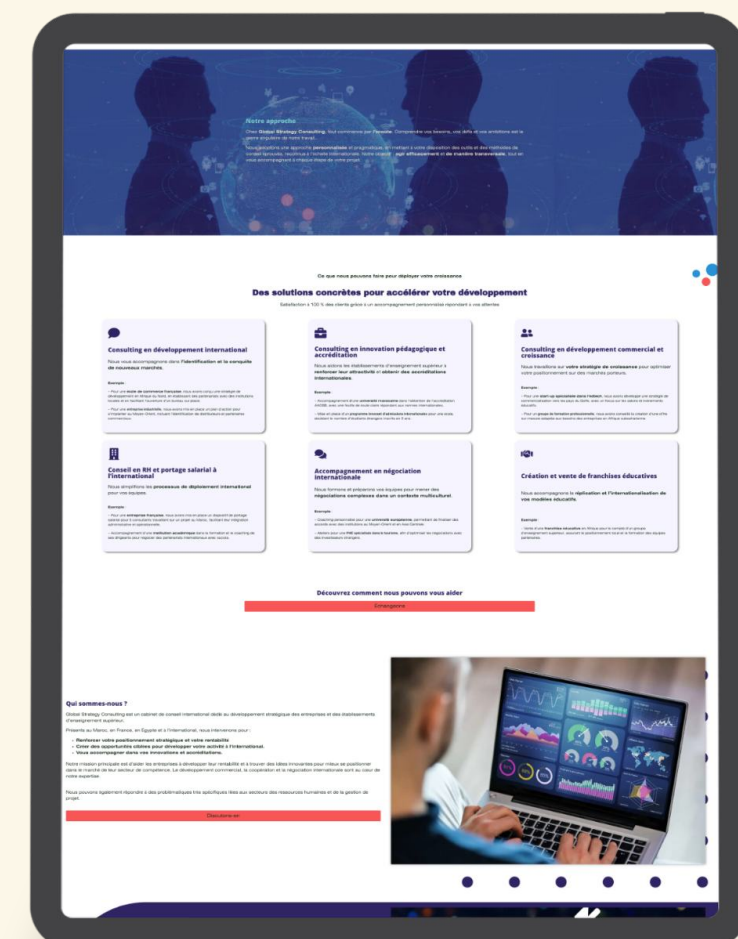
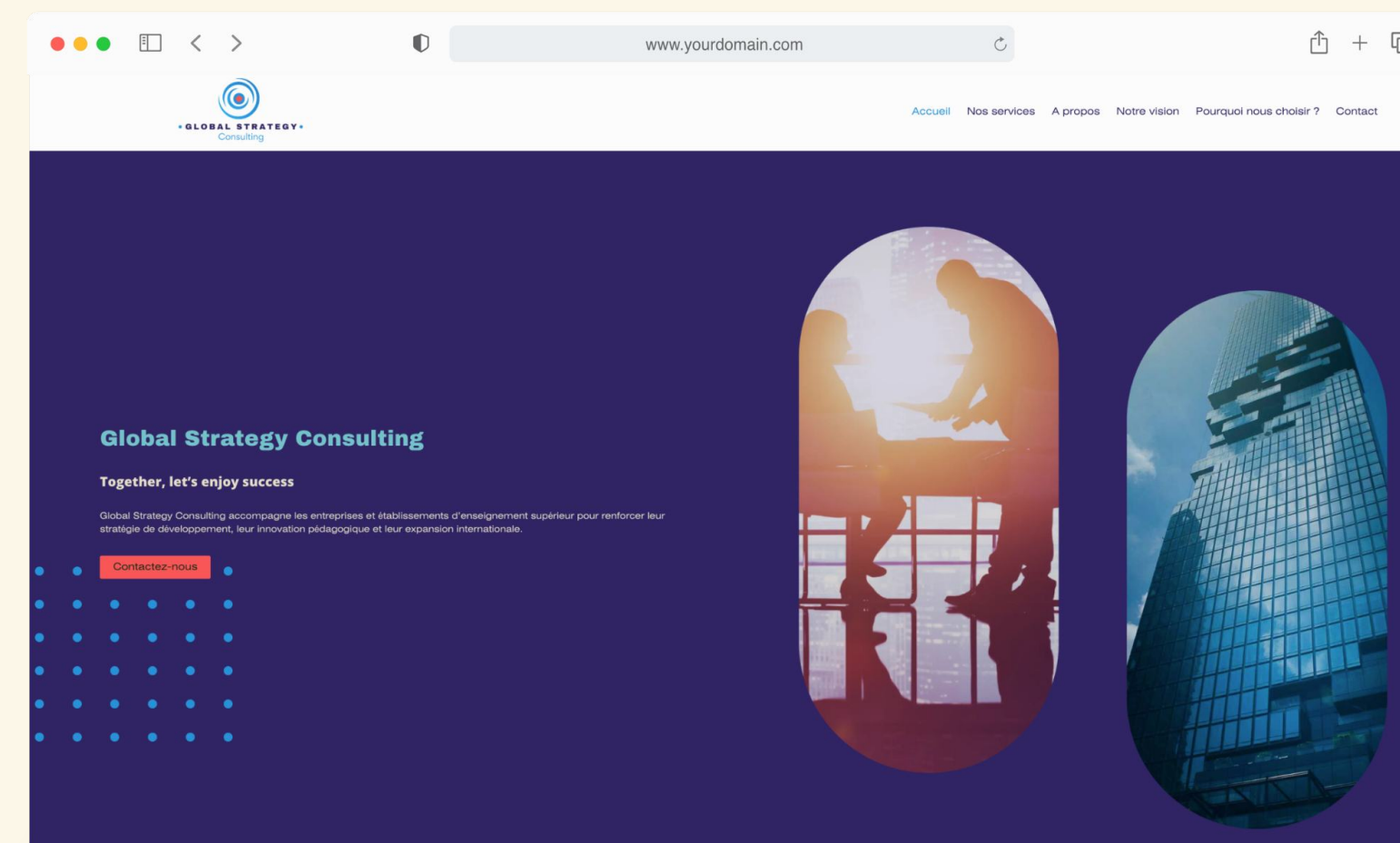
Global Consulting Strategy is a Morocco-based company that helps businesses and educational institutions expand internationally through bespoke strategies in growth, innovation, and accreditation.

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

The mission:

- ✓ Design a bespoke mockup
- ✓ End-to-End UI System Design & Developer Handoff

Visit the website



User Experience

User Interface

User Research

Usability

Accessibility

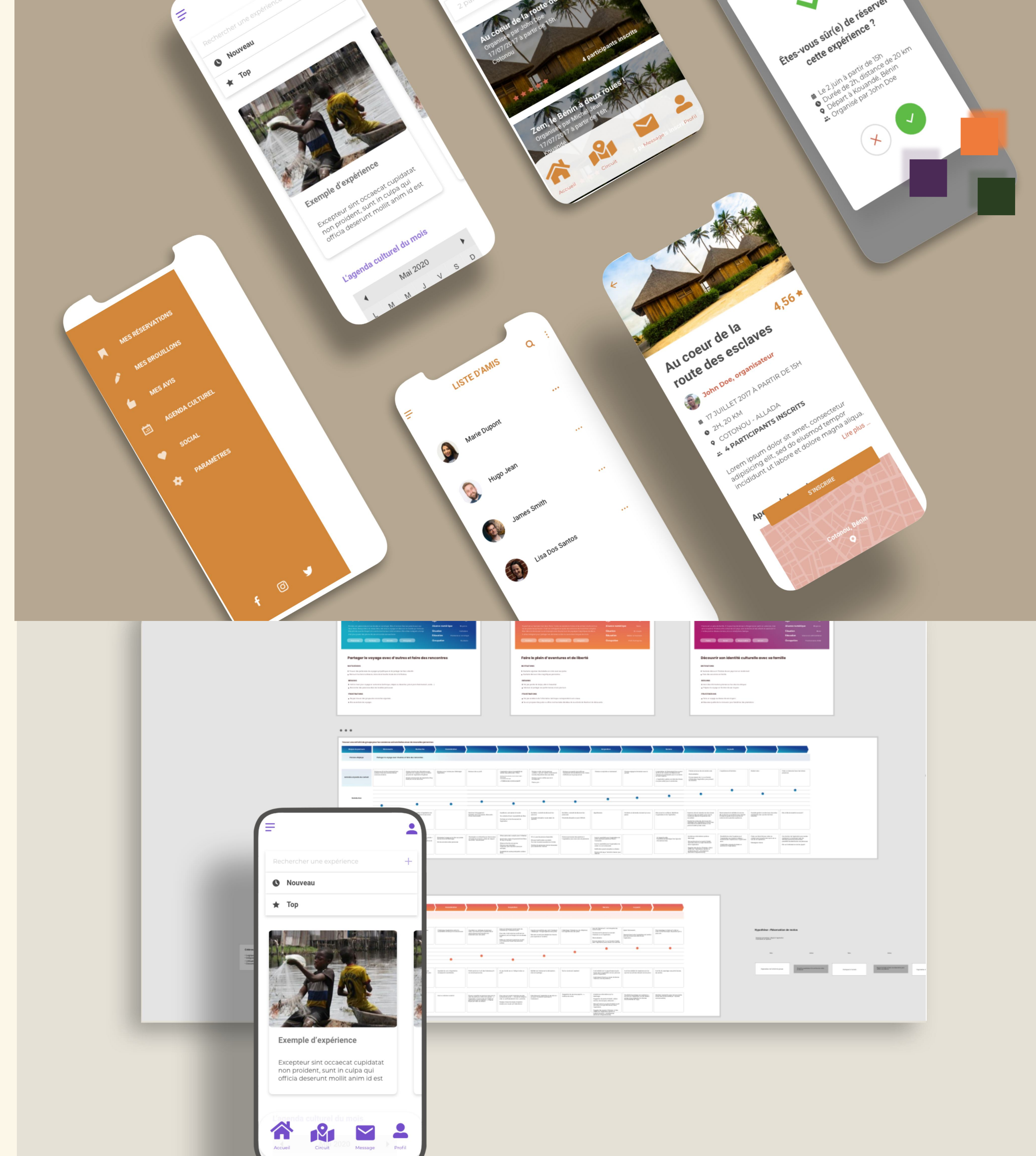
Designing an Intuitive & Inclusive Booking Experience for African Tourism

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

Accessibility

User Research

Usability

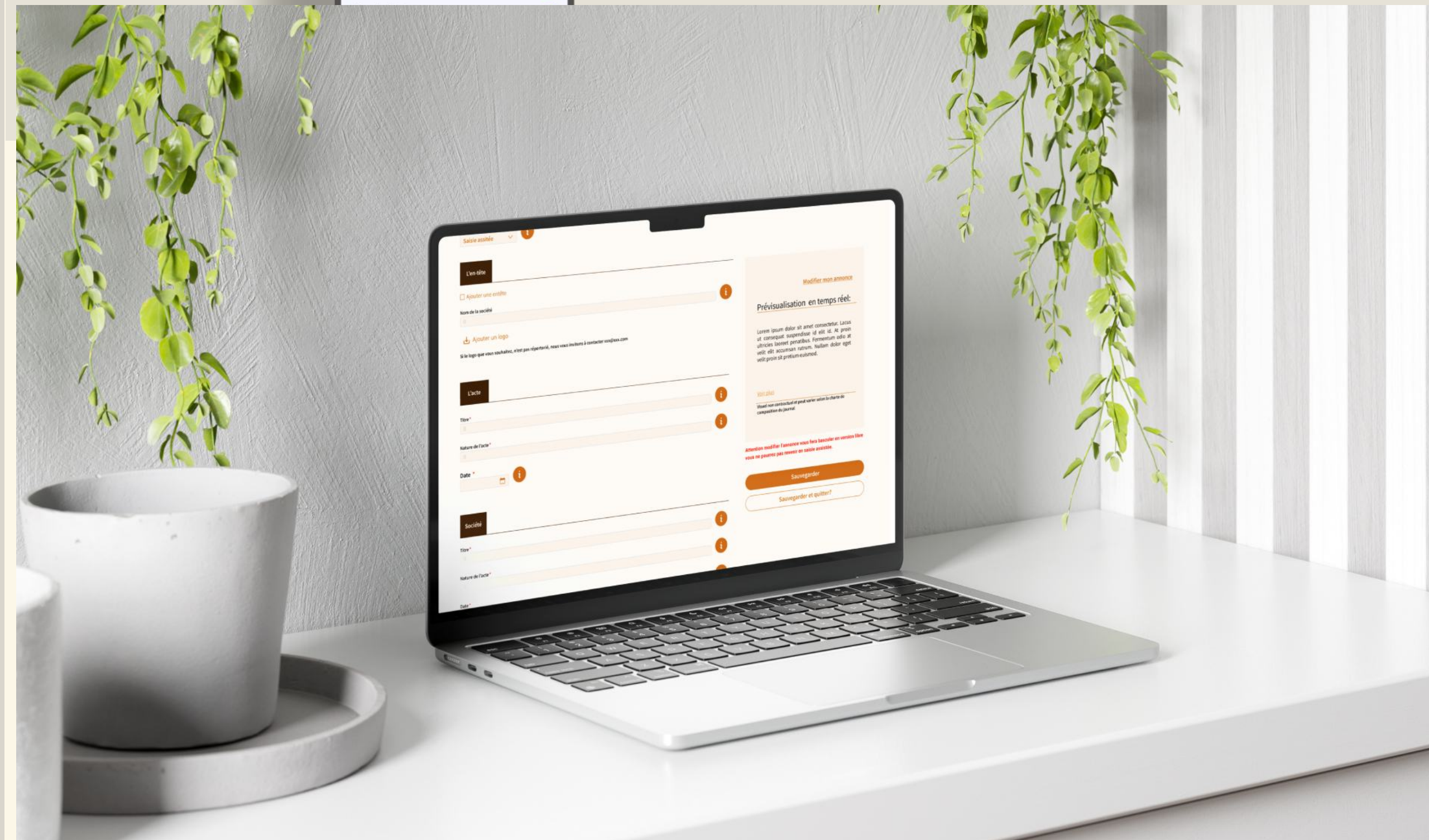
Redesign of B2B digital platform to modernise its interface and complex workflows.

Project Overview: A comprehensive UX/UI overhaul of an established platform, applying the Design Thinking methodology to transform a dated product into a user-centric solution.

Why this project? Launched a decade ago, the platform had accumulated features without evolving its user journey, resulting in a dated experience. The goal was to revitalise the product through a user-centric approach rather than simple cosmetic updates.

The mission:

- ✓ End-to-end UX research (audits, user & business interviews)
- ✓ Optimised user flows, wireframing and interactive prototyping (Figma)
- ✓ Comprehensive UI kit and developer handoff for seamless implementation
- ✓ Collaborated closely with the developer, leveraging my own HTML/CSS knowledge to ensure design feasibility and smooth handoff.



UX Audit for Health & Pharma E-commerce: Reducing Cart Abandonment

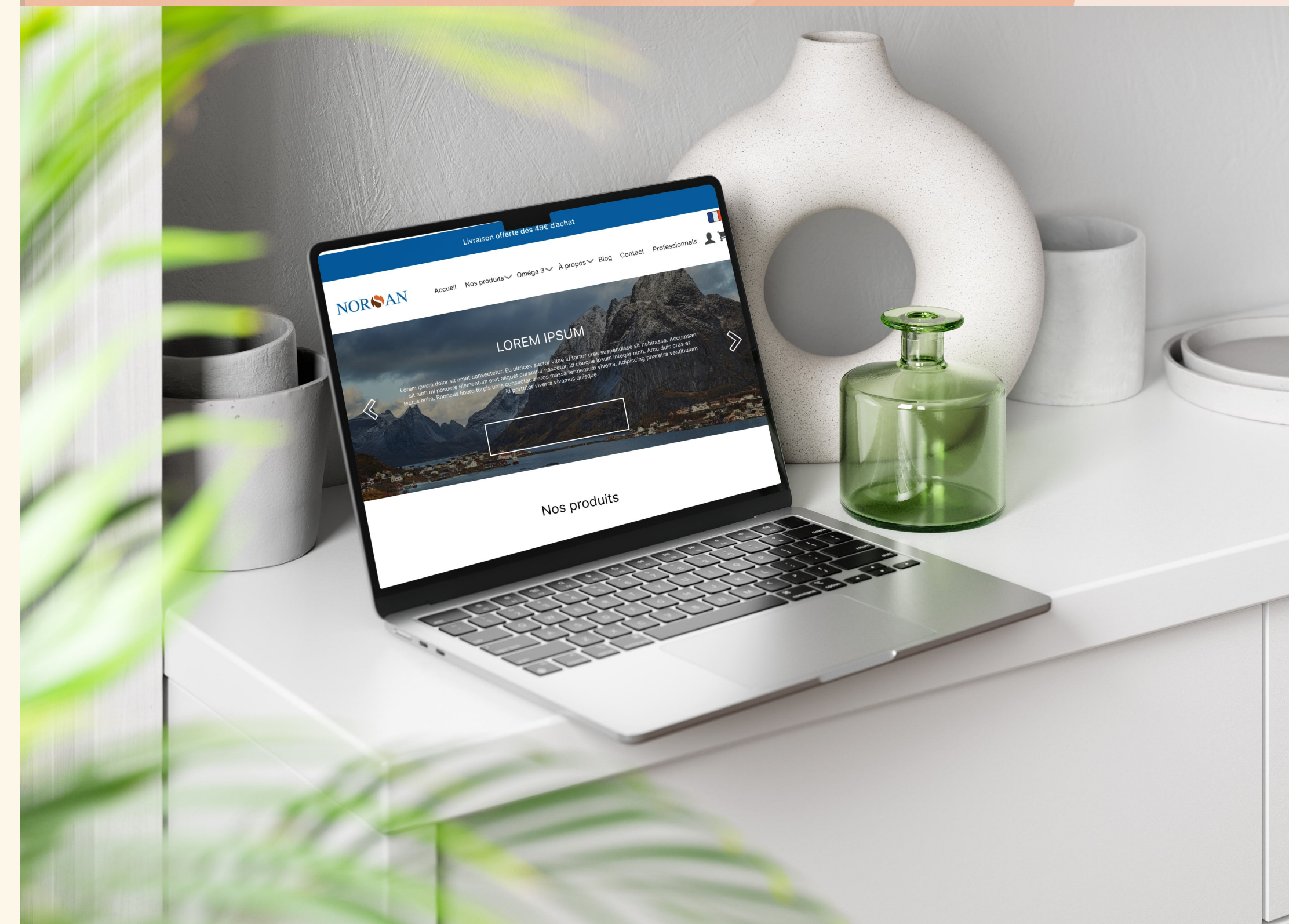
Norsan is a brand specialising in the sale of omega-3-based food supplements.

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](#)



User Experience

User Interface

Usability

Accessibility

No-Code Development

Establishing Authority & Trust for a New Leadership Venture

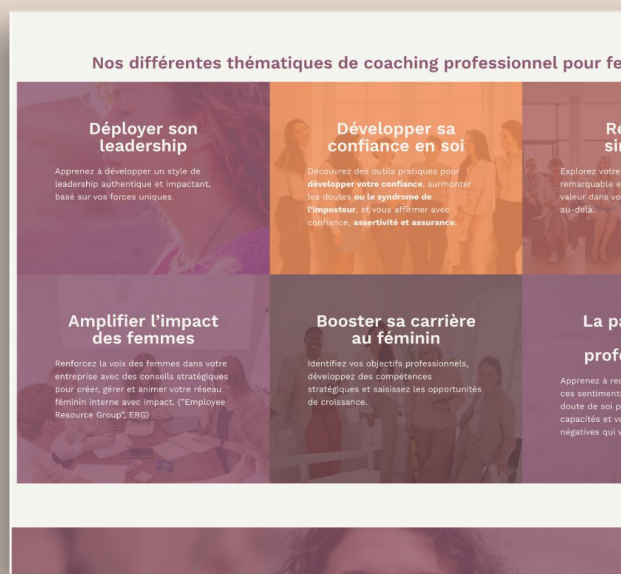
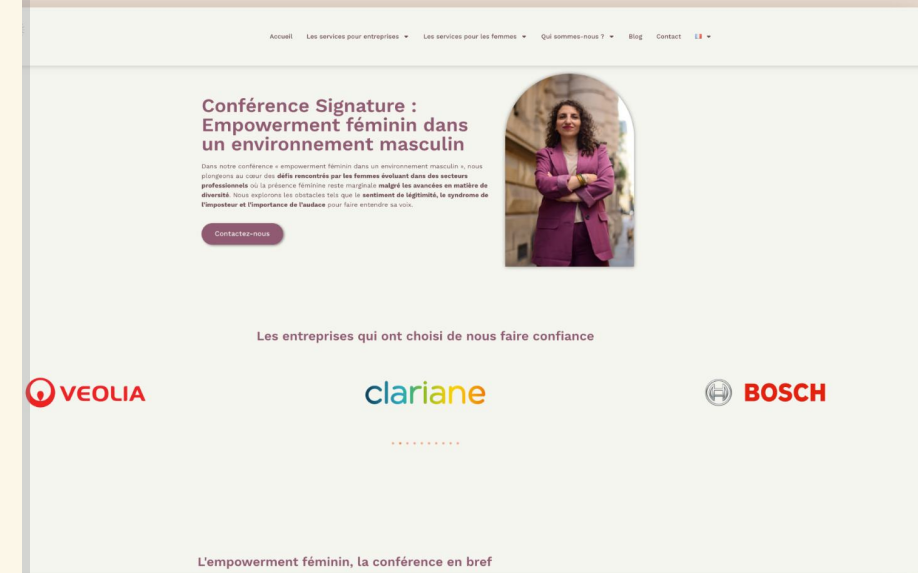
EmpowerMov is a collective of coaches dedicated to promoting female leadership.

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





Testimonials



“Lorène gave our a project structure and collaboration that allowed me to achieve my vision and speak to my customers.”

Ricke Williams, Cadre Rocket Ltd

“We are delighted to have entrusted the audit of the NORSAN website to you. You were extremely available and took the time to clearly explain your recommendations. We also greatly appreciated your visit to our offices to discuss the audit in person. Your work is thorough and will be invaluable in helping us improve the user experience on our site. Thank you for your professionalism.”

Norsan France

“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

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.

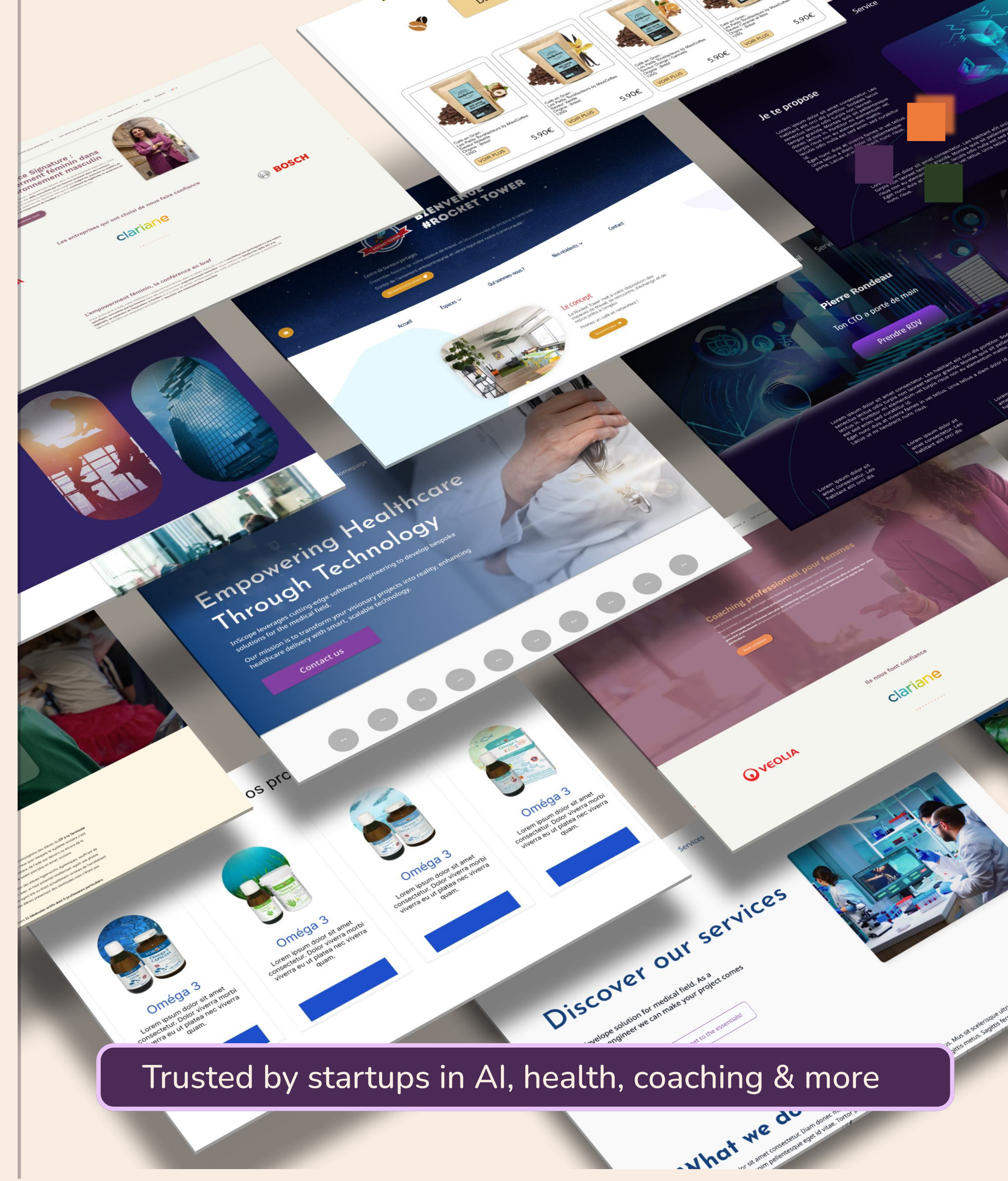
Express: 1-hour live session + summary within 48h

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

30+ Businesses Supported | 5-Star Rated on Google

Curious to learn more?

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30+ digital products shaped with care & empathy

Loren
IPSUM

