Hello, I’m Lorène

Product Designer: Turning Complex Ideas into Intuitive Digital Experiences



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?

I'm Lorène a product designer who takes things that are genuinely complicated and makes them feel obvious.

For five years I've designed digital products for startups and companies across tech, health and B2B, the kind of projects where the user isn't calm and curious, but rushed, anxious, or meeting your product for the very first time. That's the moment design either quietly helps people, or quietly loses them.

I design for the second case. Human-centred, with accessibility built in from day one, not bolted on at the end, and enough HTML/CSS under my belt that I never hand a developer something I couldn't build.

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

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My Approach: Human-Centred by Design

Every pixel I design earns its place, to make your product easier, kinder, and more human to use.

Not by guessing, and not by chasing what's trendy. By doing the unglamorous work first:

- Accessibility & Inclusion: everyone should be able to use your product, regardless of ability, background, or device. Built in from day one, not retrofitted at the end.
- Human Insight: I find out what people actually do through research, journeys and testing. Not what we hope they'll do.
- Creative Empathy: I adapt to your vision and culture, while staying honest about what your users really need.

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.

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

UX & UI Audits

Quick or deep insights to boost clarity and usability.

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

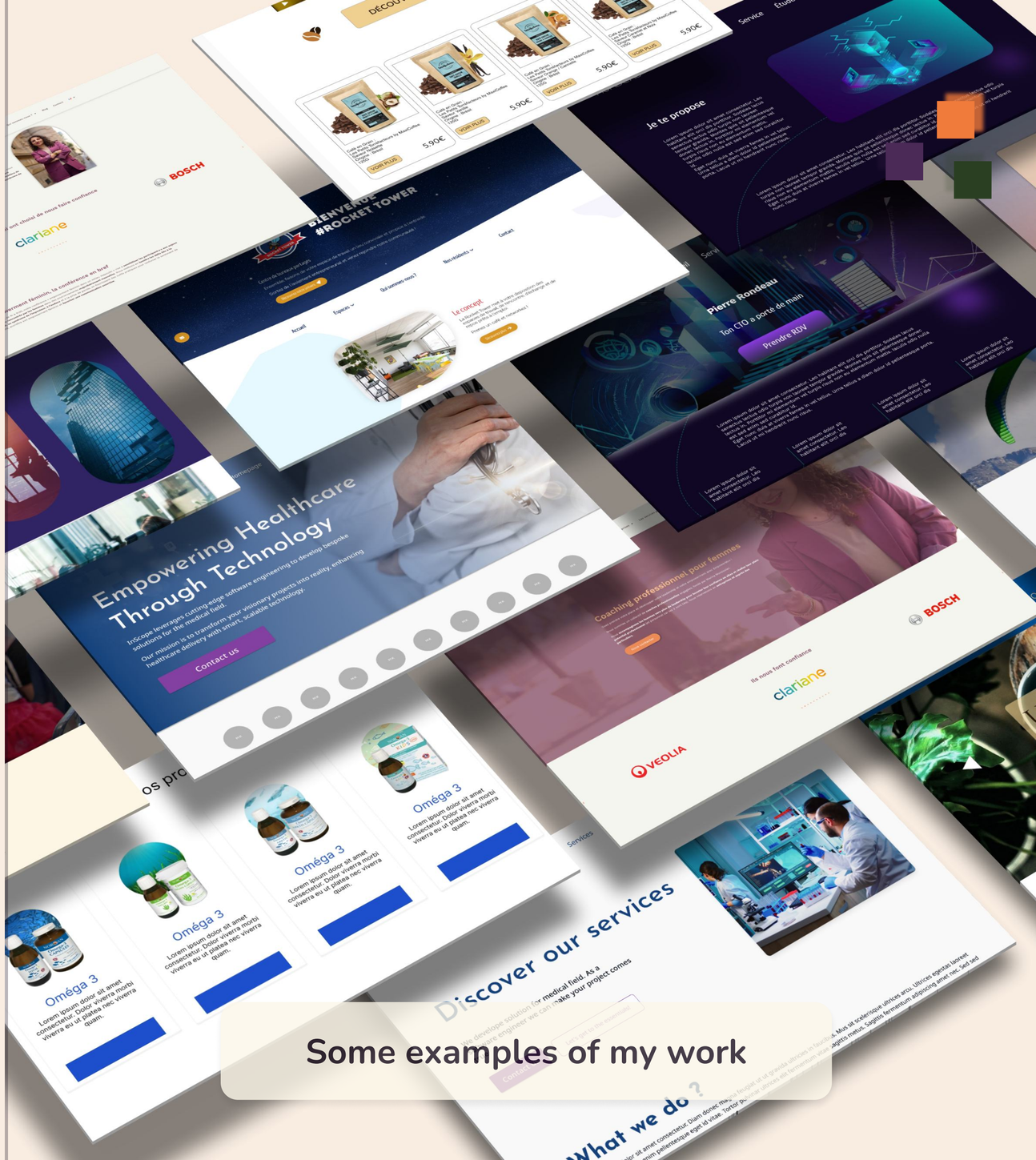
I design every project with a clear vision: to **humanise digital experiences** so they **truly serve those who use them.**

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 | No-Code Development | Usability | Accessibility

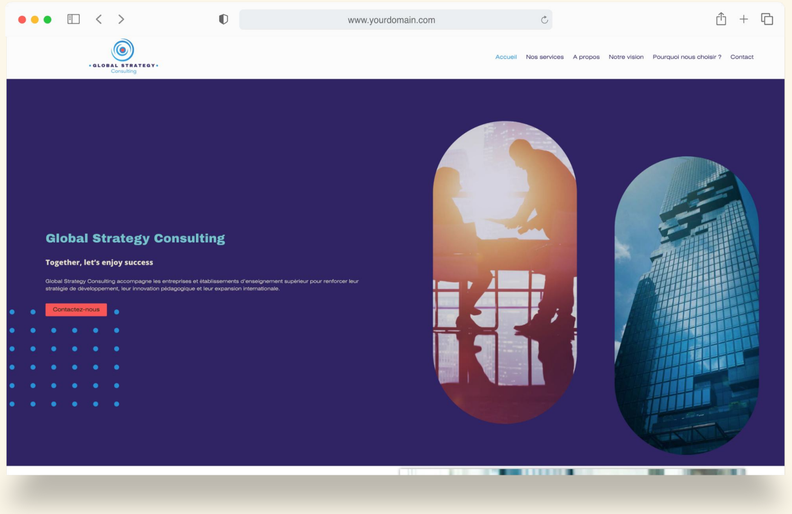
Crafting a Digital Entry Point to Drive International Expansion

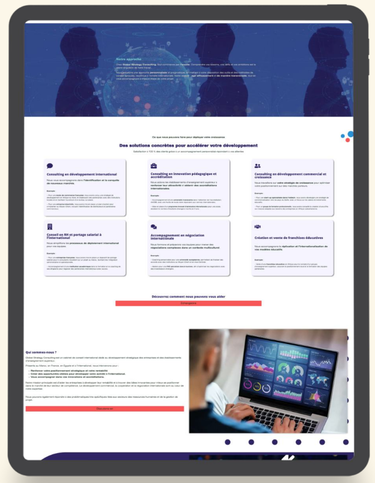


The challenge: A Morocco-based consultancy helping institutions expand internationally needed a stronger online presence, a landing page that could make an immediate, credible first impression.

The work: I designed a bespoke mockup and built it into WordPress with Elementor, ready to go live.

The result: The company now has a clear, professional front door: visitors instantly understand what they offer and why it matters, in one scroll.





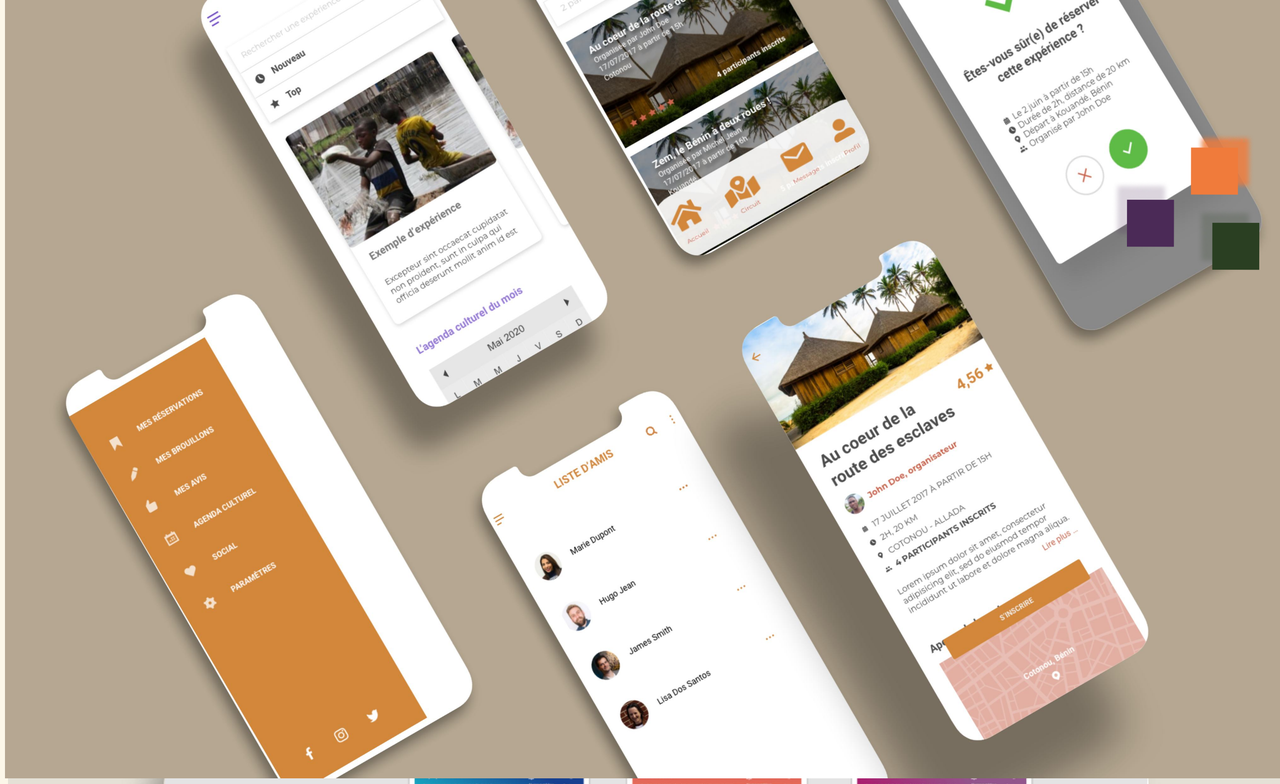
User Experience | User Interface | User Research | Usability | Accessibility

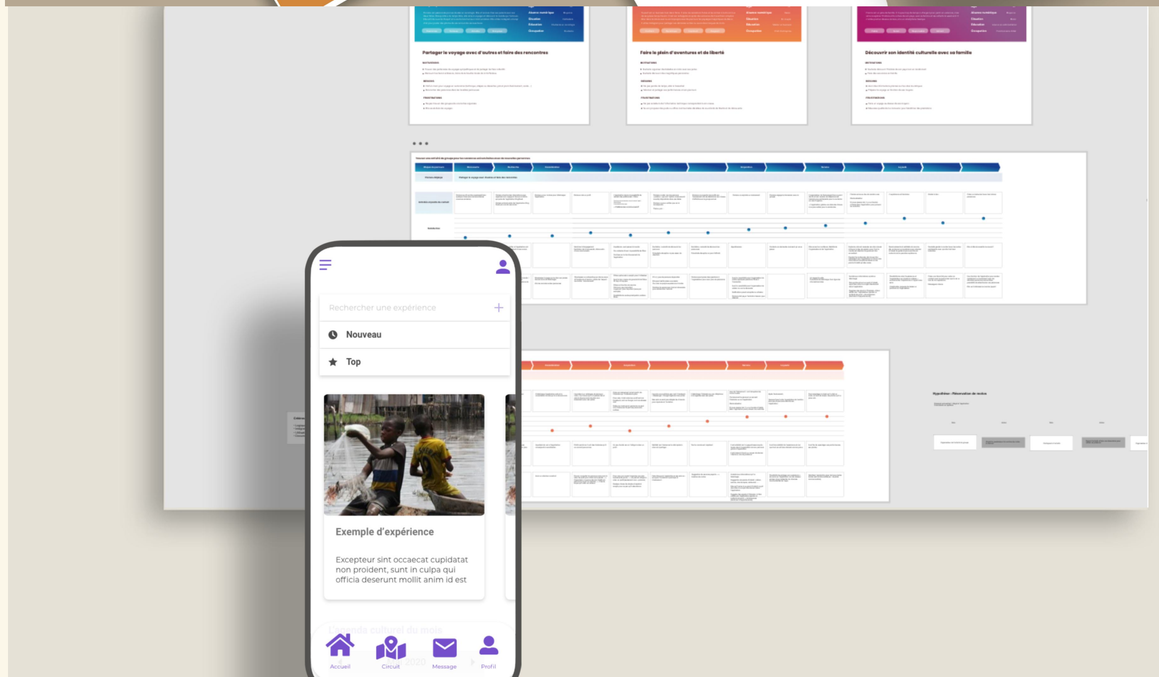
Designing an Intuitive & Inclusive Booking Experience

The challenge: A booking app showcasing African countries and guided tours led by local experts. The real difficulty: designing one experience that feels natural to a genuinely multicultural audience, across different devices and contexts.

The work: I designed the full user journey and prototyped a working mobile app, with accessibility treated as a core constraint from the start.

The result: A booking flow that stays simple and welcoming no matter who the user is or where they're joining from. Discovery to booking in as few steps as possible.





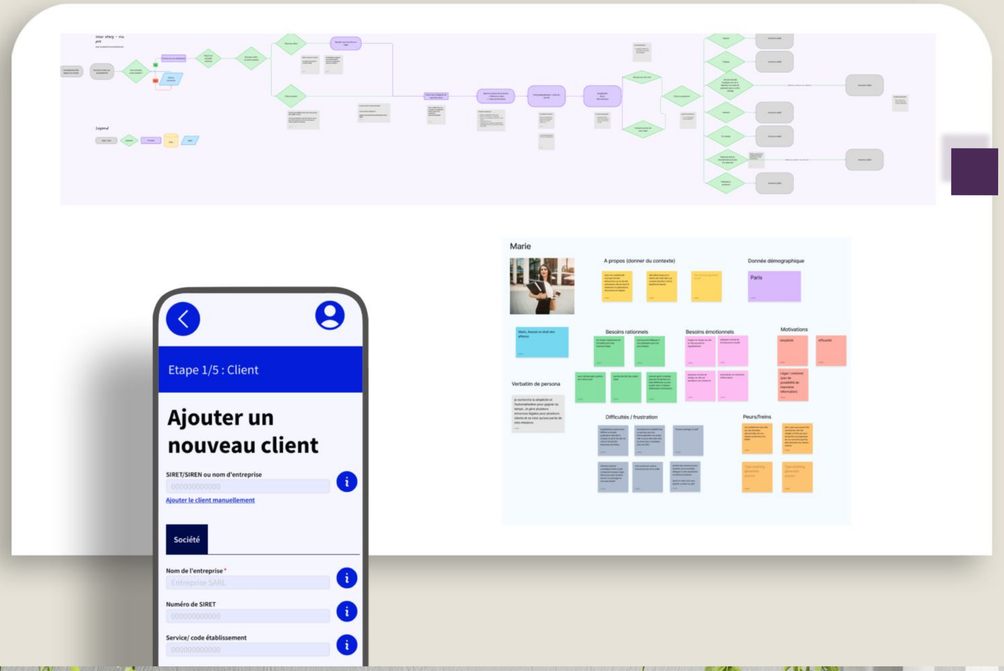
User Experience | User Interface | Accessibility | User Research | Usability

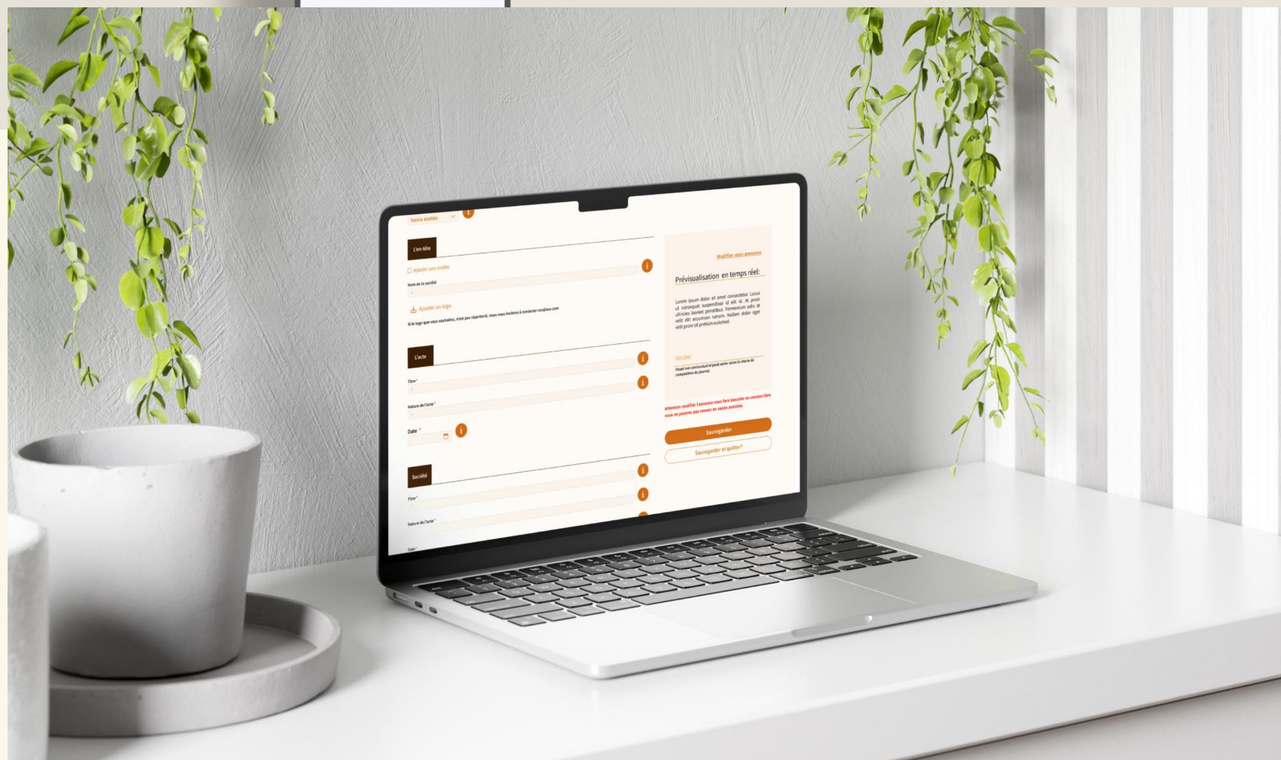
B2B Platform Redesign: Modernising a Complex, Decade-Old Platform

The challenge: A platform launched ten years earlier had quietly accumulated features without ever revisiting the journey. It had grown powerful, and painful to use.

The work: I ran end-to-end UX research (including user and business interviews), rebuilt the flows, prototyped interactively in Figma, and delivered a full UI kit with a developer-ready handoff.

The result: A dated, heavy product rethought around how people actually work, not just reskinned. A handoff clean enough that the rebuild was genuinely buildable.





User Experience | User Interface | Branding | Usability | Accessibility

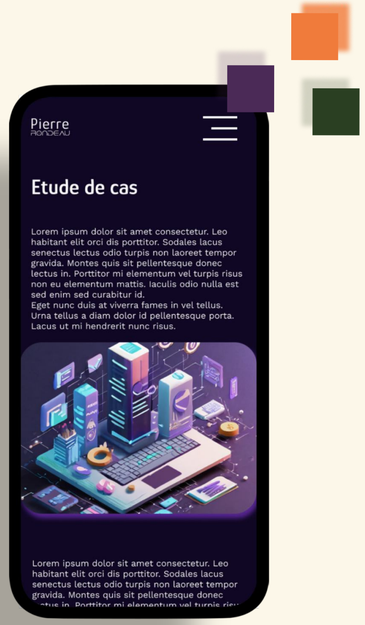
Pierre Rondeau: Repositioning a Tech Expert for the AI Market

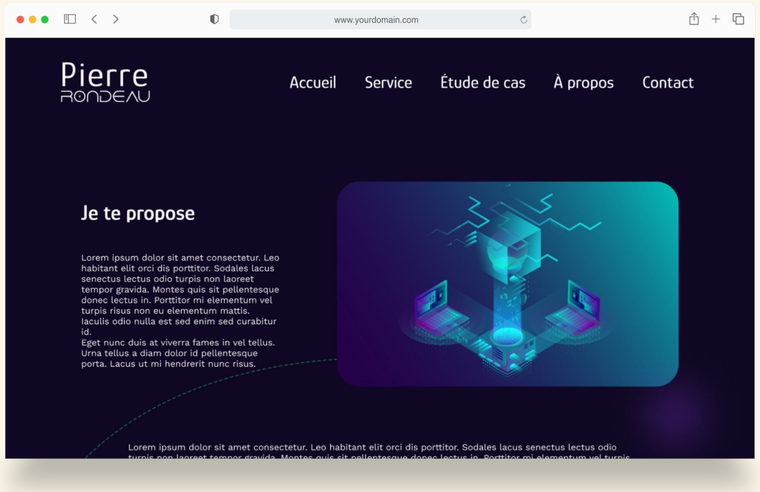
The challenge: A former developer turned AI and automation expert had outgrown his own website. It no longer reflected what he actually did, so visitors couldn't instantly grasp his new positioning.

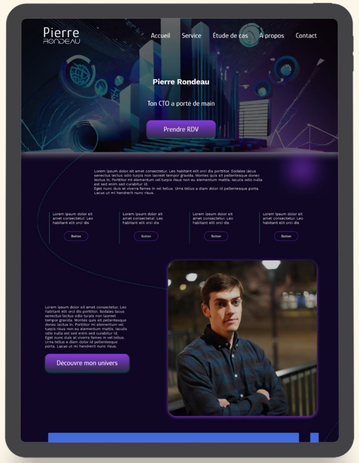
The work: I rethought the user journey from scratch, built a visual identity aligned with his AI expertise, and prototyped a responsive site for desktop and mobile.

The result: A site that says who he is in a single scroll: he reads as a credible AI specialist the moment someone lands, with the page doing the introducing before the first conversation.









User Experience | User Interface | Usability | Audit

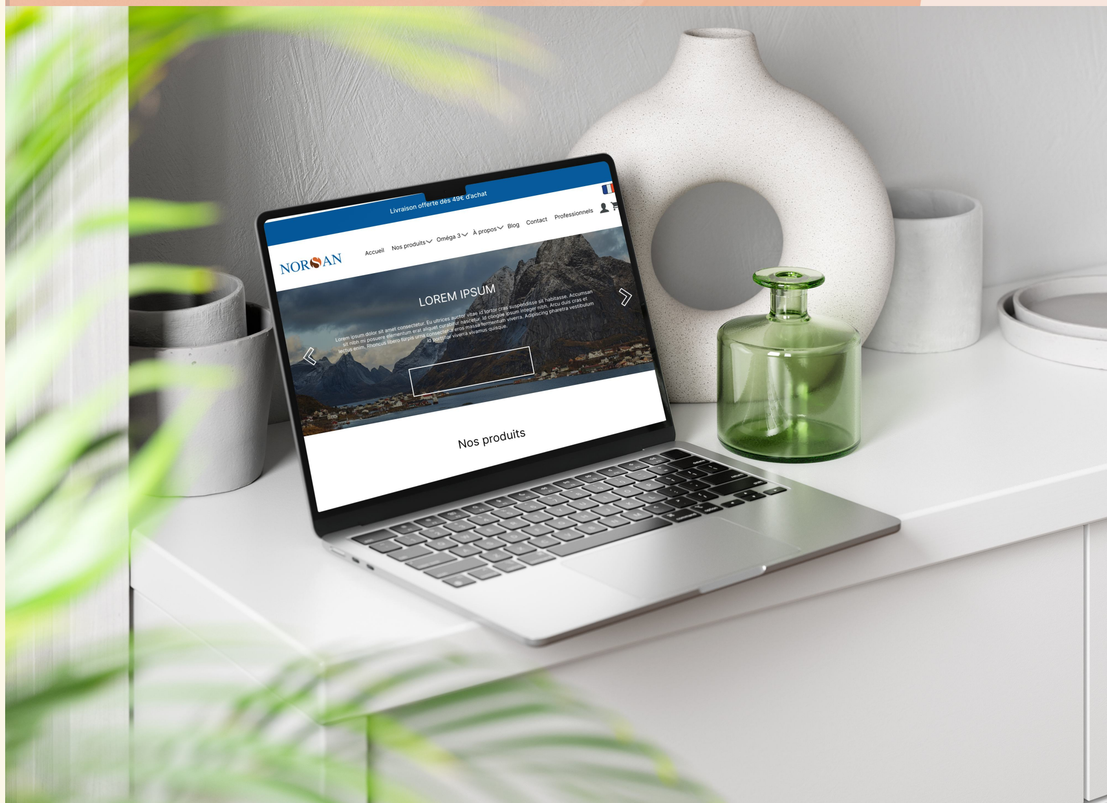
Identifying Friction Points to Reduce Cart Abandonment & Boost Sales

The challenge: A French supplement brand was losing sales at the last step: carts were being abandoned, and customers were giving up and phoning their orders instead.

The work: I mapped the full journey, audited usability and accessibility, checked brand consistency, and proposed a redesigned homepage that made buying feel obvious and safe.

The result: The friction points became visible and fixable, and the optimised flow gives customers the confidence to complete their order online rather than reaching for the phone.





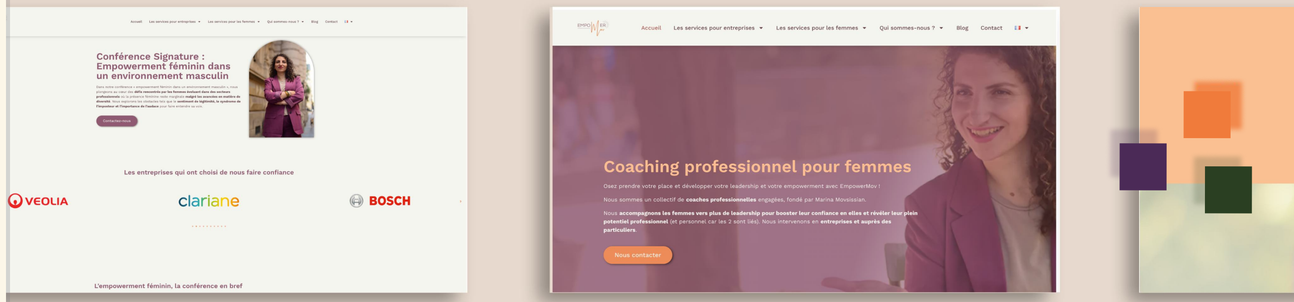
User Experience | User Interface | Usability | Accessibility | No-Code Development

EmpowerMov: Establishing Authority & Trust for a New Leadership Venture

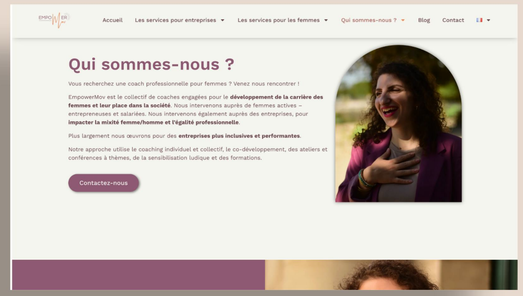
The challenge: A collective of coaches launching a female-leadership venture needed to establish credibility from day one, and show real expertise despite being brand new.

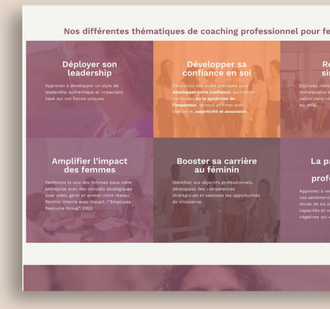
The work: I designed the full user journey, prototyped for desktop and mobile, and built the site in WordPress with Elementor, in both French and English.

The result: A collective that looks established from the first visit: a clear, confident presence that earns trust and speaks fluently to two language audiences.











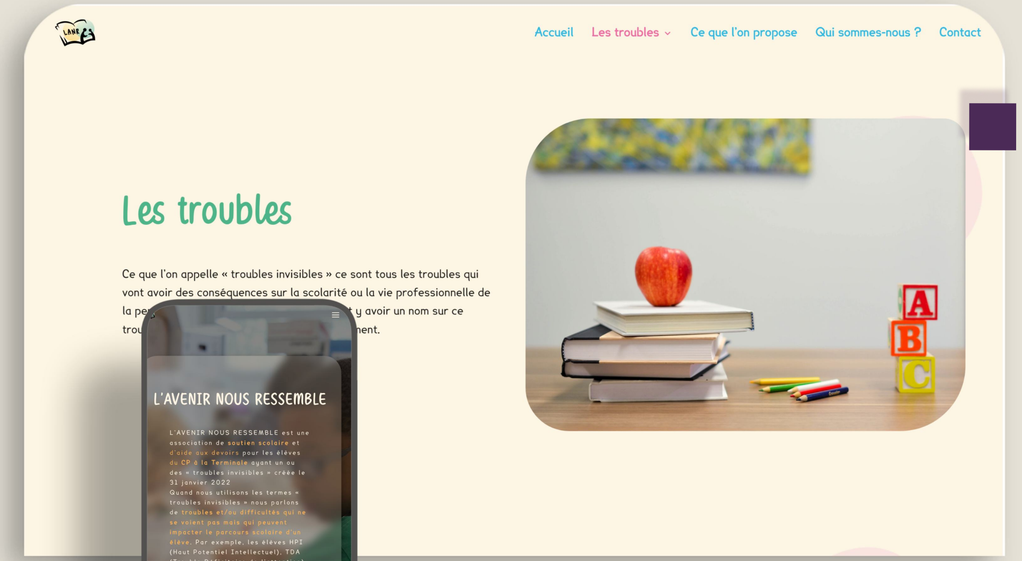
User Experience | User Interface | Accessibility | No-Code Development | User Research | Usability

L'Avenir Nous Ressemble: Prioritising Accessibility for Families & Students

The challenge: A newly founded association supporting students with invisible disabilities needed an online presence, but one that genuinely worked for two very different audiences at once: the children concerned, and their parents.

The work: I designed the full user journey, prototyped for desktop and mobile, and built the site in WordPress with Divi, with accessibility treated as a starting point rather than an afterthought.

The result: A home that families can actually use: clear enough for a parent in a hurry, accessible enough for the students it exists to serve.





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.

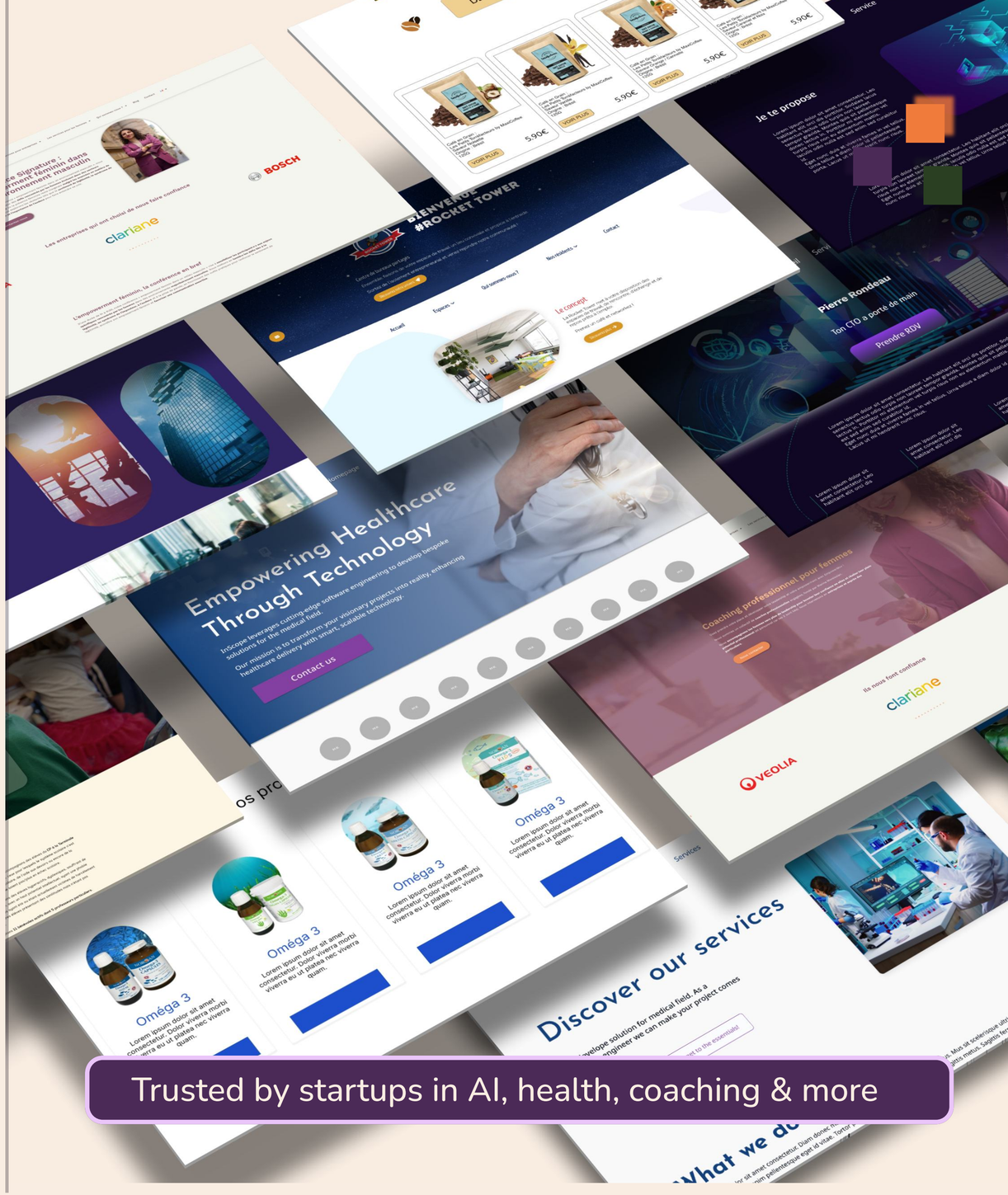
Express: 1-hour live session + summary within 48h

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



Curious to learn more?

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