



SOPHIE SEGOUIN

UX UI Designer

CONTACT

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PORTFOLIO

www.sophiesegouin.com

LANGUAGES

French

English

Sydney-based designer with 9+ years of experience creating problem-solving, research-driven UX/UI solutions. Expertise in design systems, from AI-integrated token architecture to clear usage principles, and a genuine drive to create AI-augmented design workflows that support designers through the design process, from research synthesis to ideation and deliverable.

WORK EXPERIENCE

Wongdoody/Infosys

UX/UI Designer / Jul 2024 - Aug 2026

AI-augmented designs & systems

- Built a strictly-named variable/token architecture and AI-readable documentation; one team adopted it early and reported a significant speed-up in UX ideation and wireframing.
- Presented AI-augmented Figma/Claude workflow findings to the APAC design team, advocating for adoption and establishing practical, field-tested guidance for other designers.
- Led discovery into AI-augmented design workflows, developing custom Claude workflows and native Figma / code-HTML prototyping skills.

UX/UI delivery:

- Maintained and developed UI components across multiple projects, contributing to and expanding a shared component library.
- Conducted tree testing (Askable, Useberry) with real participants for a government client, presenting findings and a proposed information architecture that validated the direction stakeholders were already leaning toward, supporting their final navigation decision.
- Contributed conceptual design work for the AGPC website revamp tender, shortlisted to the final round.

FleetPartners

UX/UI Designer / Nov 2021 - Feb 2024

- Collaborated with the product team and design lead to gather business and user requirements through interviews.
- Designed and validated workflows and UI across different products.
- Designed and led a unified design system across two products under different brandings, resolving legacy-screen (Nitro) inconsistency; delivered page-by-page as resourcing allowed, with the system scoped for full-product rollout beyond the project timeline.
- Actively supported the development team during the build phase.

Lendlease

UI Designer / March 2020 - Aug 2021

- Translated business requirements into detailed wireframes for two internal projects, and collaborated in user testing sessions.

Skychute

UX/UI Designer / Dec 2017 - Oct 2018

- Researched and identified problems through user and stakeholder interviews.
- Updated their web-based platform based on research and business requirements, and created a white-labelled tablet application.

Experience Digital

UI Designer / Apr 2016 - Oct 2017

- Worked across web, print, desktop platforms, and mobile applications for various projects.
- In charge of UI from low-fidelity wireframes to prototypes.
- Experience creating branding and logos.

SKILLSET

Design

UI design
UX ideation & workflow
Design System & tokens
Prototyping
Service Design

User Research

Competitor research & analysis
User Interviews
Tree Testing

TOOLS

Figma
Claude
Sketch, Invision
Adobe Creative Suite
Storybook
Lucidchart, Miro, Miro AI
Descript & Trello

FREELANCE / CONTRACT

DigiHealth Innovations

Product Designer, 2019-2022 (concurrent). Aged care product research and release audits.

Lumos Digital

UX/UI Designer, 2021-2022 (concurrent). Library of NSW website wireframes and user research.

EDUCATION

Master of Design – Transcultural design

China / 2015

Ecole de design de Nantes-Atlantique in collaboration with the University of Shanghai.

Bachelor of Design – Interaction design

France / 2013

Ecole de design de Nantes-Atlantique.

PROJECTS

AI-Assisted Research Synthesis

Combining Claude and Miro AI capabilities

Structuring 30+ interviews into a synthesis framework for journey mapping.

- Built a synthesis framework (Claude + Miro AI) to process 30+ concurrent stakeholder interviews on a compressed timeline; delivered a first-draft user journey within 3-4 weeks that the team adopted, saving an estimated several weeks of manual synthesis work that would otherwise have competed with ongoing interviewing.
- Used Miro's AI capability to cluster and organise interview data within a newly created synthesis framework.
- Laid the structural groundwork for an interactive user journey (Figma to HTML) planned for a later project phase.

CareGrid

Web-based platform

Product created to help aged care professionals connect with each other and share important information to deliver the best of care.

- Interviewed aged-care specialists to identify pain points and designed new workflows and UI for the platform's release.
- Updated the interface for a cohesive experience and collaborated with a copywriter and marketing team to prepare launch-ready, high-fidelity screens.