



SOPHIE SEGOUIN

UX UI Designer

CONTACT

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PORTFOLIO

www.sophiesegouin.com

LANGUAGES

French
English

Sydney-based designer with 7+ years of experience in creating problem-solving and creative UX solutions. A strong eye for detail and an understanding of product and technology help me collaborate effectively across various teams.

WORK EXPERIENCE

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.
- Created and collaborated in the implementation of a design system.
- Participated in stakeholder interviews and completed a competitor research to understand the vehicle leasing industry.
- Experience in managing Jira board and leading stand-ups.

Lendlease

UI designer / March 2020 - Aug 2021

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

Freelance

Lumos Digital

UX/UI designer / 2022 - 2022

- Participated in the user research and was tasked with creating the UI design for the Library of NSW website.

DigiHealth Innovations

Product designer / 2019 - 2022

- Conducted stakeholders interviews to understand the complexity of the aged care industry, auditing and updating the product based on users needs in preparation for release.

Skychute

UX/UI designer / Dec 2017 - Oct 2018

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

Experience Digital

UI designer / Apr 2016 - Oct 2017

- Worked on multiple platforms (web and print), websites, web-based desktop platforms and mobile application for various projects.
- In charge of the UI from low fidelity wireframes to prototypes.
- Experience in creating branding and logos.

SKILLSET

Design

Service Design
UX ideation & workflow
UI design
Prototyping
Design System

User Research

Competitor research & analysis
User Interviews

TOOLS

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

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

Nitro

Web-based platforms

Depending on the user, the platform helps manage fleet vehicle, check costs, or book a car.

- Created and led the implementation process of a design system in collaboration with the development team.
- Completed a redesign of an existing pool booking feature to improve its usability including new process flows, wireframes and prototypes.
- Completed a user research to have an understanding of feature key pain points, provided recommendation and low-fidelity wireframes for validation to users.
- Completed a service design blueprint to understand and identify pain points and opportunities for future product development.
- Completed on-going audits of the platform

OLi

Teams

OLi connects project teams with the people, knowledge and processes to deliver development projects successfully.

- Completed high-fidelity wireframes and prototypes of new features based on business requirements through strong collaboration with the product team.
- Collaborated closely with the development team for implementation.
- Engaged in UXT sessions to collect feedback directly from users.

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.

- Updated the interface of the platform for a cohesive experience.
- Interviewed aged-care specialists to understand pain points and needs, provided new workflows and UI to improve the customer experience.

Product website

- Collaborated closely with a copy-writer specialist in aged care to create relevant content for the website.
- Led marketing strategy team sessions to prepare and create high-fidelity interfaces to prepare for the release of the platform.