

Laura François

PRODUCT DESIGNER | UX/UI

## ABOUT ME

I'm a Product Designer with **3+ years of experience** leading user-centered digital experiences across D2C and B2B platforms. Most recently as **lead designer for Spreadshirt**, I maintained design ownership across the entire product ecosystem—from homepage to checkout—while driving a company-wide rebrand.

## SKILLS

**UX/UI Design:** Figma, Prototyping, User Research, Wireframing, Design Systems, Accessibility (WCAG).

**Research & Testing:** User Interviews, Surveys, A/B Testing, Usability Testing, UX Audits.

**Collaboration & Process:** Cross-functional teamwork, Agile, Stakeholder communication.

**Tools & Platforms:** Figma, Adobe Creative Suite, Webflow, Amplience CMS, AI tools.

**Languages:** French (native), English (professional), German (B2)

## EDUCATION

### Ironhack Berlin

2022 - 9-week intensive bootcamp focusing on UX methodology and UI design.

### ENSAV La Cambre (Brussels, Belgium)

2017-2018 - Master in Photography

### Moholy-Nagy University of Art and Design (Budapest, Hungary)

2016-2017 - Erasmus - Photography

### Fine arts of Brittany (Rennes, France)

2011-2014 - Bachelor in Graphic Design

## MAIL

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## LINKEDIN

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## WORK EXPERIENCES

### Digital Product Designer at Spread Group

February 2023 – February 2026 | Berlin, Germany

- **Served as lead designer for Spreadshirt**, maintaining design ownership across the entire product—from homepage to checkout—while collaborating on Spreadshirt Pro (B2B).
- **Led end-to-end redesign of Spreadshirt's digital experience** including homepage, product listing pages, product detail pages, designer tool, checkout flow, and landing pages—driving both UX improvements and brand alignment.
- Spearheaded homepage redesign using Amplience CMS, designing new content modules that increased conversion rate by 10%
- **Collaborated closely with cross-functional teams** including product managers, engineers, researchers, and data analysts to ship data-driven features based on user research, A/B testing, and UX audits.

### Freelance UX/UI Designer

2024 (Side Projects) | Remote

- Completed website design and branding for naturopath practitioner alongside full-time role

2022 – 2023, Berlin, Germany

- Designed and implemented website for **Berlin University Alliance** using Webflow, managing full project lifecycle from concept to launch.
- Created UI design for **FemXX mobile app** (iOS & Android), a women's health platform focused on personalized health tracking.

### Freelance Photographer & Graphic Designer

2018 – 2023, Berlin, Germany

- Created visual identities for print and web projects, collaborating with small businesses and NGOs.
- Provided lifestyle and product photography for editorial clients and brands.
- Light assistant in Studio Berlin