UX/UI

2025

Alexandra François
UX/UI Web designer

François Alexandra

Birth date: 01/07/1998

Education

UX & UI Web Wingman
Competence center CFPI35A
Rennes

Soft skills

Creativity
Design Thinking
Problem Solving
Brainstorming
Motivated
Design Principles
Collaboration

Languages

French
Technical English
English Beginner level (Learning planned)

Competency

HTML / CSS
FIGMA
JAVASCRIPT
CANVA
BLENDER 3D
MIRO

Hello.

I am a passionate Junior UX/UI Web Designer, motivated by the challenge of creating user-friendly interfaces. Enthusiastic about UX/UI design, I thrive on challenges and exploring innovative solutions that prioritize and engaging digital experiences.

Contacts

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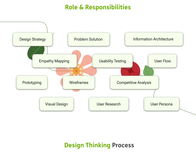
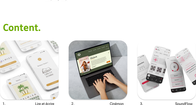
Email: Alexandrafrancois@gmail.com

Role & Responsibilities



Design Thinking Process



Emphatize
User Research
Competitive Analysis
Extract Analysis

Define
User Persona
Problem Statement
Goal Statement
Empathy Map

Ideate
Brainstorming
Sketching
User Flow

Design
Paper Wireframes
Wireframes
Prototype

Test
Check/Usability
Iterations
Improvements

Content.

1. Live at home
2. Cinémon
3. SoundFlow

Lire et Écrire.

Overview

"Live et Ecrire" is an educational application designed to support anyone looking to improve their reading and writing skills, regardless of their level. This project was created as part of my UX/UI design training, with the goal of addressing diverse needs through an accessible, intuitive, and inclusive approach.

The application is particularly aimed at adults facing literacy challenges, while remaining open to a broader audience, such as language learners or beginners. Through interactive exercises, engaging visuals and audio guidance, it offers a progressive, empowering, and adaptable learning experience for all.

Brainstorm.

User Persona.

USER PERSONA

Nassin

"Why change something that already works?"

AGE	66
JOB TITLE	Machinist
STATUS	Married
LOCATION	Belgium, Brussel

ABOUT

Nassin, 66 years old, is originally from Morocco and has been living in Belgium for several years. Father of four and grandfather of six, he is very close to his family, who play an important role in his life.

Although fluent in Arabic, he has learned to speak in the local way, but he remains an illiterate person. He has never been able to read or write, which has made his daily life and administrative paperwork and other tasks he finds challenging.

Nassin is a hard-working machinist who takes great pride in his trade. For him, it's a supported and appreciated in whatever he undertakes.

GOALS

- Improve reading and writing skills for daily tasks and relaxation
- Become more confident using technology for simple tasks like filling forms

PAIN POINTS

- Difficulty understanding complex written instructions
- Reluctance to use technology due to lack of confidence
- Lack of personalized support to learn at his own pace.

NEEDS

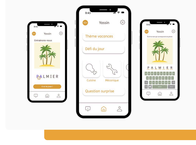
- Access simple, intuitive resources to read and writing skills.
- Receive support to understand and digital tools.

PERSONALITY

Introvert
Extrovert
Practical
Dreamer
Risk
Prudent
Independent
Collaborative

User Flow.

Paper Sketch.



Wireframing.

User Interface.

Cinémon.

Overview

Cinemon is a platform designed to celebrate auteur cinema and make it easier to discover rare and inspiring films. This project was created as part of my training in UX/UI Web Design, allowing me to apply my skills in user interface design by combining strategic thinking with creativity.

The goal of the project was to design an intuitive and engaging experience, enabling users to explore unique works while highlighting the world of auteur cinema. Through this work, I was able to experiment with modern design tools and deepen my understanding of user-centered methodologies, from initial research to crafting a visually impactful interface.

SoundFlow.

Overview

SoundFlow is a project created as part of my UX/UI design training. The initial exercise involved designing the wireframe for a music app with playlist management and a blind test feature. I chose to expand on the concept by adding additional features, such as playlists specifically designed for blind test sessions and a karaoke option, to make the experience more engaging and fun.

The wireframe highlights clear navigation and an intuitive organization of key features, allowing users to:

- Create and manage their playlists effortlessly.
- Explore curated playlists for blind test sessions.
- Enjoy immersive and entertaining karaoke sessions.

This project showcases my ability to go beyond initial guidelines to propose creative ideas while adhering to UX/UI design principles such as clarity, simplicity, and user engagement.

Thanks for viewing !

Alexandra François