



Experience & Product Design

FLORENCIA DOUEK

Leadership, strategy & innovation

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My expertise lies in aligning strategic roadmaps with broader objectives, addressing user and client challenges, and introducing design thinking methods to optimise operations. This approach has not only refined processes but also produced user-centric products, garnering overwhelmingly positive feedback.

In addition, I've led research, UX/UI design, and UX strategy efforts for the Asset Lifecycle Management project, guiding it from concept to production. I assessed business opportunities, defined a compelling value proposition, and strategically aligned roadmap planning for optimal value outcomes. As the lead for the Pearson's English Portal project, I orchestrated research and design efforts, cultivated cross-functional collaborations, and managed a successful team of UX Designers, contributing to project success and reinforcing my reputation as an impactful design leader.

EMPLOYMENT HISTORY

Head of Experience Design

Framestore

Jul 21 +

Played a pivotal role in advancing the prioritisation of strategic roadmaps, aligning them with the broader goals of the organisation. My emphasis on addressing user and client challenges within their specific contexts has significantly elevated the impact of our initiatives. In addition, I've introduced design thinking methods and optimised design operations to enhance the efficiency of our development work. This holistic approach not only refined processes but has also resulted in products infused with design insights, leading to overwhelmingly positive feedback from users.

- Introduced design thinking and frameworks for aligning technology initiatives with business strategy, enhancing operational efficiency and strategic coherence.
- Piloted and launched a foundational innovation ecosystem with the view to efficiently collect, review, prioritise, de-risk, and fund ideas aligned with strategic objectives, providing a dynamic framework for sustained innovation, fostering a culture that propels growth and resilience.
- Advanced organisational design maturity through the creation of an insights hub for aggregating and disseminating design insights, providing research and design support across various R&D projects and actively contributing to the dissemination of design principles and frameworks across the organisation.
- Nurtured a high-performing design team, championing a culture of continuous learning, mutual support, and defined career pathways for professional growth.
- Led design for an AR visualisation tool for virtual production, accelerated iteration cycles, improved client communication, and enhanced decision-making in production processes, which resulted in increased adoption and sales of the specific service to clients.

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SKILLS

User Research

Wireframing

Prototyping

Visual Design

Design Thinking

Interaction Design

Information Architecture

Blueprinting

Sketching

Figma

Adobe Creative Suite

Business Design

Empathy

Communication

Collaboration

Problem Solving

Attention to Detail

Time Management

Adaptability

Creativity

Leadership

Teamwork

Principal Experience Designer

Autodesk

Apr 19 - Jun 21

Asset Lifecycle Management's mission is to connect artists to their production data, enabling seamless collaboration at scale across tools, artists, and studios.

- Led research, UX/UI design and UX strategy efforts for the Asset Lifecycle Management project, an initiative that our team took from proof of concept to a full green light and that transitioned into a production build.
- Assessed the business opportunity space and risk assessment for a new asset management system, while also providing validation and context for the assumed core target market.
- At strategic level, aligned the roadmap planning to value outcomes working as part of the Leads' team alongside Product Manager, Engineering Lead and Architect. At a tactical level, developed internal team processes that improved value alignment and prioritisation across roadmap, research, development and UX streams of work.
- Designed and facilitated design sprints across the design teams, cross-departmental teams and with external stakeholders to cross-pollinate ideas and foment innovation.

Lead UX Designer

Pearson Education

May 17 - Mar 19

As the lead for the Pearson's English Portal project, I orchestrated and directed research, UX, and UI design efforts, playing a pivotal role in shaping the platform's user experience and interface. A key aspect of my contribution involved establishing and nurturing partnerships with stakeholders, product managers, instructional designers, UX writers, and developers across the organisation. This collaborative approach ensured a holistic understanding of project requirements and facilitated efficient communication and coordination among diverse teams. In addition to overseeing the project's design aspects, I successfully managed a team of two UX Designers, guiding and supporting their contributions to the overall project goals.

Art Director

WeAreSunday

Feb 08 - May 17

I took the creative lead in designing compelling branded content for prominent clients, including John Lewis, Boden, Toyota, Serco, Mothercare, Allianz, and Swarovski. Through meticulous design and strategic thinking, I ensured that the visual identity of each brand was effectively communicated and resonated with the target audience. Additionally, I played a key role in successfully crafting and presenting pitch work for major clients such as Mothercare, Allianz, and Boden, contributing to the acquisition of significant projects. This involved not only showcasing a keen understanding of each client's unique needs but also translating those insights into visually impactful and persuasive presentations that ultimately led to successful partnerships and project collaborations.