



**Andrea Moncada**

# UX/UI Designer

+ 2 years of experience

## Skills

### UX Design

Design composition, Service design, UX Research, UX Writing, Design foundation, Design Pattern

### UI Design

UI Component, Mobile Design, Design Composition, Accessibility Design (o Design Accessibility), Information Architecture, Sketching / Wireframing

### Research and Analysis

Identifying market trends and user needs through feedback analysis to adapt solutions to expectations and evolutions

### Project Management

Planning and organization of UX methodology, Workshop facilitation

### Artificial Intelligence

Utilisation de Claude et Gemini pour l'optimisation de la recherche UX et la génération de contenu. Prototypage rapide et assistance au développement front-end via Cursor et Figma Make

## Tools

Figma, Adobe Suite , Webflow, Rhino, Keyshot

Microsoft Suite, Google Suite

Miro, Notion, Dovetail, Monday, Slack

Claude, Gemini, Cursor

## Companies

AREP

Agirc-arrco

Colas

Groupe Atlantic

Métropole AIX-MARSEILLE PROVENCE

OPPBTP

Synergie

Vamos Bike

## Sectors

Public Service, Construction/Building, Business Services, Communication / Advertising

## Education

EMlyon (Paris) Futur  
MS Entrepreneurship and Innovation Management

CY École de Design (Paris) 2026  
Master Global Design - Work-study

Politecnico di Milano 2022  
Design del Prodotto

## Certifications

Product Designer - Uxcel  
UX/UI Designer - Uxcel

## Langues

Italian (Native)

French (Bilingual)

English (Professional)

## WORK EXPERIENCE

Métropole  
AIX-MARSEILLE PROVENCE

ALR3 - Citizen App

UX/UI Designer

2025 - 2026 (2 years)

K-ciope

Complete redesign of the citizen app "Adoptez le R3flexe". Modernization of the interface and simplification of user journeys to maximize engagement and service adoption.

- › Conducted an existing UX/UI Audit and quantitative usage data analysis (Analytics) to identify friction points
- › Facilitated interviews with Métropole teams to align business objectives with user needs
- › Redesigned the Information Architecture, created Wireframes, and produced V1 mockups (User Stories & UI)
- › Created complex interactive prototypes using Figma Make (AI) to simulate the real experience before development

Métropole  
AIX-MARSEILLE PROVENCE

MACTU - Business Tool

UX/UI Designer

2024 - 2025 (1 year)

K-ciope

Evolution of the "Mactu" business application intended for agents. Design of new features and monitoring of integration to ensure technical and visual consistency

- › Created detailed User Flows and Wireframes to structure new features and simplify complex tasks for agents
- › Translated needs (User Stories) into high-fidelity mockups and created interactive prototypes to validate navigation
- › Collaborated closely with developers and actively participated in the acceptance phase (QA Design) to ensure integration fidelity

Synergie Recruitment / Digital RH

UX/UI Designer

2025 (4 months)

K-ciope

Contribution to the strategic "Apollo" project. Design of registration and job search journeys to streamline the candidate experience and maximize conversion

- › Defined key search criteria (job, location, contract type) to structure the future tool's database
- › Created User Flows to script a fluid registration journey, step-by-step, to maximize profile completion rates
- › Modeled the personal space (Dashboard) allowing users to track their applications and manage their alerts

Colas - Rockease B2B Marketplace

UI Designer

2025 (4 months)

K-ciope

Operational support within the Colas group's digital subsidiary for the deployment and update of the Rockease marketplace via Webflow

- › Participated in template creation and defined graphic components to ensure brand consistency
- › Handled responsive integration of mockups and CMS structuring for rapid and efficient deployment
- › Integrated visual assets and optimized pages to ensure visual quality.

Agirc-Arrco Retirement

UX Researcher & Analyst

2025 (2 months)

K-ciope

Targeted intervention to validate the redesign of the Agirc-Arrco B2B space. Testing new journeys via real-situation user tests and navigation data analysis to objectively identify blockers

- › Confronted critical paths with real users (payroll managers) to validate alignment with their business processes.
- › Consolidated observations and verbatims into a structured analysis grid to identify recurrences and friction points
- › Transformed this knowledge base into concrete optimization recommendations to guide product teams

Groupe Atlantic Business Tool

UX/UI Designer

2024 (2 months)

K-ciope

Design of an internal tool for interoperability verification of connected products. Simplification of a complex technical database to make it usable by support teams

- › Created summary dashboards to visualize action plan progress and safety statistics
- › Structured data to simplify the entry and consultation of risk records
- › Produced interactive mockups to test navigation and validate user flows with stakeholders

Vamos Bike B2B Marketplace

UX/UI Designer

2024 (6 months)

Agency 8 - Australia

Complete redesign of the e-commerce site for an electric bike brand. Modernization of visual identity and optimization of the purchase funnel to increase conversion rates

- › Analyzed the existing user journey and restructured the information architecture to simplify configuration and purchasing
- › Designed a new modern and immersive interface, highlighting the technical aspect of products and the brand universe
- › Produced high-fidelity mockups (Web) and interactive prototypes to validate the experience before development