

# Flore Nové-Josserand

UX/UI Designer

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+45 42653346

[Linkedin](#)

[Portfolio](#)



## PROFILE

I am a UX/UI designer with a background in art and scientific training. I've lived in France, Indonesia, the US, London and Copenhagen.

I have delivered problem-space work (mixed-methods user research, heuristic evaluations, personas, user experience journey maps, testing,...) and solution-space work (concepting, wireframing, prototyping, UI design, web design, visual design,...).

I'm passionate about all aspects of product design. I get excited about colour and design thinking. I'm always learning something new.

## EDUCATION

- UX Upskill (Feb - Nov 2021)**  
 Hyper Island, Karlskrona
  - Field research
  - Design principles
  - Rapid prototyping
  - Ethics
  - Data analysis
  - Experimentation
- MFA in Fine Art (2005- 2007)**  
 Slade School of Fine Art, London
- DNAP in Arts Plastiques (2002- 2005)**  
 École Supérieure d'Arts de Paris-Cergy, Cergy
- BSc in Biology (1998- 2001)**  
 Imperial College of Science, Technology and Medicine, London

## PRINCIPAL DESIGN TOOLS

Figma  
 Adobe Photoshop, Illustrator  
 pen & paper

Plus a wide range of software covering research, collaboration, 2D and 3D design, prototyping, frontend development, data manipulation and visual communication.

## WORK

### UX/UI and Web Designer (Nov 2022- present)

Freelance

Short and medium-term missions for various clients, including:

- Multiple clients: portfolio websites  
(Design & development - wordpress/cargo, icons & illustrations)
- Bookworm: mobile app  
(UI design and design system)
- MindMind ApS : mobile app  
(Conceptualization & visualization of screens and flows, user research guidelines)
- GLOBHE: web app  
(User research, protopersona, customer journey map)

### UX Junior Consultant (April - Sept 2022)

AKQA, Copenhagen

- Multiple clients and projects across mobile, desktop, cross-platform digital services.
- Experience innovation concepting, sketching and copywriting - several winning pitches
- Sketching & wireframing pages, flows and components for mobile and desktop
- Website optimization from a user experience perspective
- Tree testing & card sorting to improve information architecture and page content
- Pitch research (who is the client really?, mystery shopping, user interviews, journey mapping...)

### Contemporary Artist (2007 - 2021)

Self-employed

- Creating works in multiple media, digital and physical
- Marketing & communications strategy, design and copy
- Project management on exhibitions and large-scale commissions
- Curation, workshops, organizing events, public speaking  
 artist's website: [flore.novejosserand.com](http://flore.novejosserand.com)

### Digital Designer (2007 - 2021)

Self-employed

- Posters, websites, publications, and more for various clients and projects (art institutions, artists and private clients)

### Teacher (2017-2021)

- University College London, UK (Tutor on the Expanded Field of Drawing and on the Foundation in Fine Art course)
- Copenhagen International School, DK (Digital Design Teacher)
- International School of Hellerup, DK (Design Teacher)
- Curriculum development, daily lesson planning, lesson delivery.

### Studio Manager (2010-2016)

Rana Begum Studio, London

- Fabrication
- Running the production team
- Systematizing workflows and processes
- Hiring & training

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## COWORKER REVIEWS

"Great at crystallizing insights."

"Works her way through data in a smart way without losing track of its parallel in the real world."

"Took the lead in making the prototype and did an excellent job."

"She had a strong focus on collaboration and was a great team player through her transparent and unpretentious approach."

"Best of both worlds: logical and free spirit."

## CERTIFICATES

### CSS Fundamentals (2023)

Linkedin Learning

### Design Sprint (2022)

Udemy E-learning

### Learning GDPR (2021)

Linkedin Learning

### How Marketers Collect and Use Your Data (2021)

Linkedin Learning

### Arduino Education Program: Creative Technologies in the classroom (2020)

Arduino

### Introduction to Coding and Robotics with Arduino (2020)

Europass Teacher Academy

## LANGUAGES

French (native)

English (native)

Danish (working) - Prøve i Dansk 3 certificate.

## HOBBIES

Going to exhibitions, gigs, performances

Throwing shapes on the dancefloor

Ping-pong, tennis, karate.

Board games and video games.

## SKILLS

### Wireframing, Prototyping & UI

I prototype at varying levels of fidelity, from sketch to fully interactive prototype, preferably in Figma or on paper. I follow accessibility guidelines and usability heuristics. I follow responsive/adaptive design.

### Visual Design

I create and deliver visual assets for web or print. I have front-end skills and can develop simple sites. In addition to my digital design skills, I have also worked with photography and physical art-making tools.

### UX Research

I generate insights using interviews, surveys, observation, data analytics, usability tests, AB tests and more.

I analyze and visualize data through user journeys, user flows, persona cards, information architecture diagrams and other user-centered artefacts to guide the process.

### Design Thinking & Creative Thinking

I use a Design Thinking framework to define problems and deliver solutions, using experimentation and iteration. I also bring fresh ideas and creative thinking approaches developed through art making and teaching.

### Communication & Collaboration

I'm known for asking the right questions and being transparent. I'm comfortable leading discussions, but also genuinely curious to learn from others. I've worked as a translator and teacher - I'm good with language as well as visual communication.

### Empathy & Ethics

I make sure I advocate for the user and I keep myself up to date with new tools and standards for ethical design.

### Project Management

As a structured person, I happily contribute to or take the lead on defining processes, frameworks and roadmaps.

### Growth mindset

I'm not afraid of challenges and new situations. I know that creating good, user-friendly products requires iteration and adaptation. I love learning. I am accustomed to taking initiative.