Léo Frati

Specialist in UX/UI Design, Product Design and front-end integration

About

Hello, I'm a designer specializing in product design, UX & UI, based in Bordeaux. I have start-up experience on web/SaaS digital products, with a user-centered approach.

I help companies design and optimize interfaces through user testing, interactive prototyping and continuous improvement of the user experience.

Competent in Figma, Framer, Webflow, WordPress and front-end integration (React, HTML, CSS).

Location	Email	Phone	Website
🇫🇷 Bordeaux, France	fratileo@gmail.com	+33 6 01 06 59 01	http://leofrati.fr

Experience

Product Designer - Newgo (oct 2021 - oct 2024)

- Design and improvement of the application's **UX/UI** via **Figma** and creation of a complete **design system** (user testing, UX Research) for a **scalable** product.
- Front-end development in **React**, **Next.js**, **HTML**, **CSS**, for the application and website.
- User testing, **accessibility (WCAG)** and optimizations based on **UX research**.

UI/UX Designer / Développeur web - Freelance (oct 2020 - aujourd'hui)

- Website creation in **Webflow**, **Framer**, **WordPress**, with a focus on design.
- Helping customers optimize their **user experience**, **SEO** and visual identity.
- Increased number of visits & **conversion rate** (~+20% to +40%)

Skills

Design : UI/UX Design • Design System • Wireframes • User flows • Interactive Prototyping • Accessibilité • Design Tokens • Zeplin • Zeroheight

Recherche : UX Research • Data Analysis • Heatmaps • Users Tests • Personas • Design Thinking

Développement : Webflow • Framer • Wordpress • HTML • CSS • JS • React • Next

Collaboration : Design Sprints • Documentation • Team Work

Education

Master Digital Design
Graduation: 2024

Bachelor Digital Project Manager
Valedictorian - Graduation: 2022

Bac Engineering Sciences
Graduation : 2018

Hobbies

🧗 Rock Climbing   💻 Tech   ⛰️ Mountains/Alpinism   🎮 Video Games