



MARINA LAY

UI/UX DESIGNER

based in Lille, Hauts-de-France, Nord (59)



[Portfolio](#)



[LinkedIn](#)



marina.lay92@gmail.com



+33 6 04 05 69 64

« With a master's degree in technical communication and experience in UX design, I have learnt the importance of user-centered design with a particular attention to accessibility. I am available ASAP across the Lille metropolis. »

SOFT SKILLS

Team player Empathy
Adaptability Creativity
Curiosity Critical thinking

TOOLBOX

UX Research

Lyssna, Hotjar

★★★★☆

UI Prototyping

Figma

★★★★☆

HTML/CSS

Visual Studio Code

★★★★☆

No-Code/Low-Code

Framer, Webflow

★★★★☆

Knowledge management

SharePoint, Notion

★★★★☆

Agile project management

Jira, Notion, MS Project

★★★★☆

LANGUAGES

French native
English fluent
Spanish advanced

HOBBIES

Manual creations Drawing
Video games Concerts



WORK EXPERIENCE



UX DESIGNER & KNOWLEDGE MANAGER, Société Générale (Fontenay-sous-Bois)

September 2021 – March 2024

UX/UI design:

- Collected user needs and feedbacks on our knowledge management platform (surveys, interviews) and analyzed the competition (competitive analysis),
- Identified target users (persona, empathy map, user journey map),
- Helped the PO craft user stories in Jira,
- Created UI wireframes and prototypes using Figma,
- Created new and improved existing UX microcopy (error messages, error pages...),
- Organized and led team workshops and user tests,
- Wrote design specifications for the development team,
- Promoted the UX methodology within our team to extend it to other products.

Writing and communication:

- Wrote, published and updated technical documentation (user guide, release notes...) in French and English,
- Developed a communication plan and wrote communications content based on the message and target audience (emails, social media, newsletter...).

Knowledge management:

- Assisted users in the creation, update and optimization of their content on the knowledge management platform, in compliance with our style guide and Design System.



Coordination Assistant, Aidicall Assistance (Paris)

October 2017 – February 2021

- Handled calls and emails from international insurance companies and tourists in France and Europe regarding medical and repatriation requests,
- Ensured administrative follow-up of cases,
- Negotiated payment guarantees with local medical providers,
- Translated medical reports (FR > EN/ES).



Translator, Keley (Paris)

June 2016 – December 2016

- Reviewed, corrected and translated over 300 articles and recipes (EN > FR),
- Published content on the mobile app via CMS,
- Took part in the improvement of the app's content corpus,
- Tested the beta version of the app and formulated UX recommendations for further improvement.



EDUCATION



MASTER'S DEGREE IN TECHNICAL COMMUNICATION, University of Paris

2022 (Bac +5) | Results: *mention Très Bien* (with high honors)

Information architecture, UX design, ergonomics, technical writing, single sourcing, HTML/CSS, PHP, e-learning, knowledge management, project management, technical illustration, terminology...



Bachelor's Degree in Applied Foreign Languages (LEA), University of Nanterre

2017 (Bac +3) | Results: *mention Assez Bien*



CERTIFICATIONS

How To Design for Accessibility: for UX Designers (WCAG 2.2)

Udemy

December 2024

Introduction to UX Writing

Udemy

November 2024