



Justine Quirin

Freelance Senior UX Designer

I collaborate with businesses and design teams to bring people's perspective at the heart of big and small ideas.

First as a Digital Strategist, and now as a UX Designer, I have been working alongside brands for 9 years to help them translate their business ideas into digital products that fit into people's lives.

SKILLS User Research, Audits & Benchmarking, UX Strategy, Concepts & Features Ideation, Information Architecture, Interface & Interaction Design, Wireframing & Prototyping, Usability Testing

SOFTWARE Sketch, Figma, Miro, InVision, Principle, Optimal Sort, Illustrator, AirTable

PORTFOLIO justinequirin.com

DETAILS hello@justinequirin.com
+44 (0)7 429 500 051
Remote work from France

EXPERIENCE **Senior UX Designer** Freelance Present - Mar 20 Mirum Dec 19 - Nov 18
Shape online experiences and digital products – apps, e-commerce platforms, brand sites, editorial hubs – that meet both business objectives and user needs. Define and help scope a tailored user-centered approach based on project needs. Run user research, brand audits and competitive analysis. Responsible for setting UX strategies and frameworks around users' pain points and needs to inform the ideation process (user journeys, personas, user flows, sitemap...). Facilitate workshops for fast ideation and efficient problem-solving thinking. Create wireframes and prototypes to run usability testing.

Clients: Ralph Lauren, Naturactive, La Poste, KitKat, Royal Mail, MyTime Active, Brewdog, Lloyds, HSBC, Bayer

UX Designer Mirum Oct 18 - Nov 17 MullenLowe Profero May 17 - Jan 17
Took part in implementing tools and methods for a better user-centered design process agency-wide. Ran a variety of research methods (card sorting, tree testing, interviews, usability testing). Applied my strategy skills to translate findings into frameworks and tools (design principles, personas, user goals, sitemaps, user journeys). Created high-fidelity wireframes and prototypes and ran usability testings.

Clients: Fiskars, Grolsch, INSEAD, Bayer, Royal Mail, Ostens

Digital Strategist MullenLowe Profero Dec 16 - Jan 16 DLKW Lowe Dec 15 - Nov 14
Delivered creative strategies and worked alongside creative teams to deliver platform-specific online content. Advocated for a positive change around women's representation and parenting models in Unilever's household care digital campaigns.

Clients: Unilever (Magnum, Cif, Desktop)

Junior Digital Strategist Karmarama Aug 14 - Mar 14 The Alternative Feb 14 - Mar 13
Ran cultural, social and trends research. Shaped digital content strategies and recommendations on brand's online presence and influence. Collaborated with creative teams to bring strategic brief to life. Delivered analytics reviews and user insights.

Clients: SNOG, 1Rebel, Just-Rol, Cobra, Nintendo, BBC, Droplet, Orange, EE, Skype

EDUCATION **Master Degree, International Communication Strategies** Dijon, France 2013
Faculty of Language and Communication, University of Burgundy

Bachelor Degree, Graphic Design Wrexham, UK 2010
School of Art and Design, Glyndwr University

Advanced Diploma, Marketing and ICT Dijon, France 2009
Technological Institute, University of Burgundy

REFERENCES **Isabelle Kim** UX Lead UNIT9 isabelle.kim@unit9.com