



Portfolio

Armelle Lossouarn

Hi, I'm Armelle Lossouarn

I'm a UX/UI designer with strong visual design skills, making me versatile in creating both useful and attractive designs.

I have been building user interfaces for over 7 years and have worked for different companies such as start-up, bank, telecommunications industry, IT, web agency.

It is my passion to help people solve problems with technology in an easy to understand way. I know how to craft digital experiences that captivate and engage also I can create beautiful and functional designs.



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Education

Bachelor in Digital Media & Communication

ICM UNIVERSITÉ GRENOBLE ALPES

Year of Graduation: 2016

Degree of Library and Information Science

IUT 2 UNIVERSITÉ GRENOBLE ALPES

Year of Graduation: 2014

Experiences

Since 2023

UX-UI designer at IBMiX (consulting) - Geneva

2019-2020

UI designer at Thomyris (ex ATBQ Technologies) - FR

2018

Webdesigner at Altimax (web agency) - FR
Webdesigner

2017-2018

Webdesigner at Crédit Agricole Sud Rhône Alpes (bank) - FR

2015-2016

Orange (telecommunications)- FR

Tools



Skills

Wireframes

Art Direction

Design Guidelines

UX UI

Prototypes

Visual Design

Consulting

Brand Identity

Design Systems

Responsive Design

Quality Assurance

Accessibility

User Interviews

Information Architecture

Project DMO (Department of Marketing Operations) – Brand design

Role: Visual designer

Insight

A request was issued by IBM mainline for a brand design of the digital marketing department global company. I have been tasked to create that brand, which mainly focused on a logo, and PowerPoint templates

Idea

A brand design that does not challenge the company brand itself, is going to be recognizable by internal colleagues, and a PowerPoint template which creates clean, consistent presentations / documents.

Process

Discovery, exploration and refine phases with the client
Iterations until client validation
Softwares: Illustrator, Figma, Powerpoint

Challenges

Trying to understand what the client is actually looking for.
What is the reach of the brand.
How familiar is the client on the topic of branding / PowerPoint templates.
Finding out the boundaries.



Presentation of the brand

Logo



The heritage of PMI with a tobacco leaf, in a gradient of blue and green to represent a cleaner and a healthier future of the company.

Color palette



We kept the IQOS turquoise to stay aligned with the graphic charter they already have and added a vibrant lime green to add a touch of modernity and variations. Dark blue is used as a neutral background color.

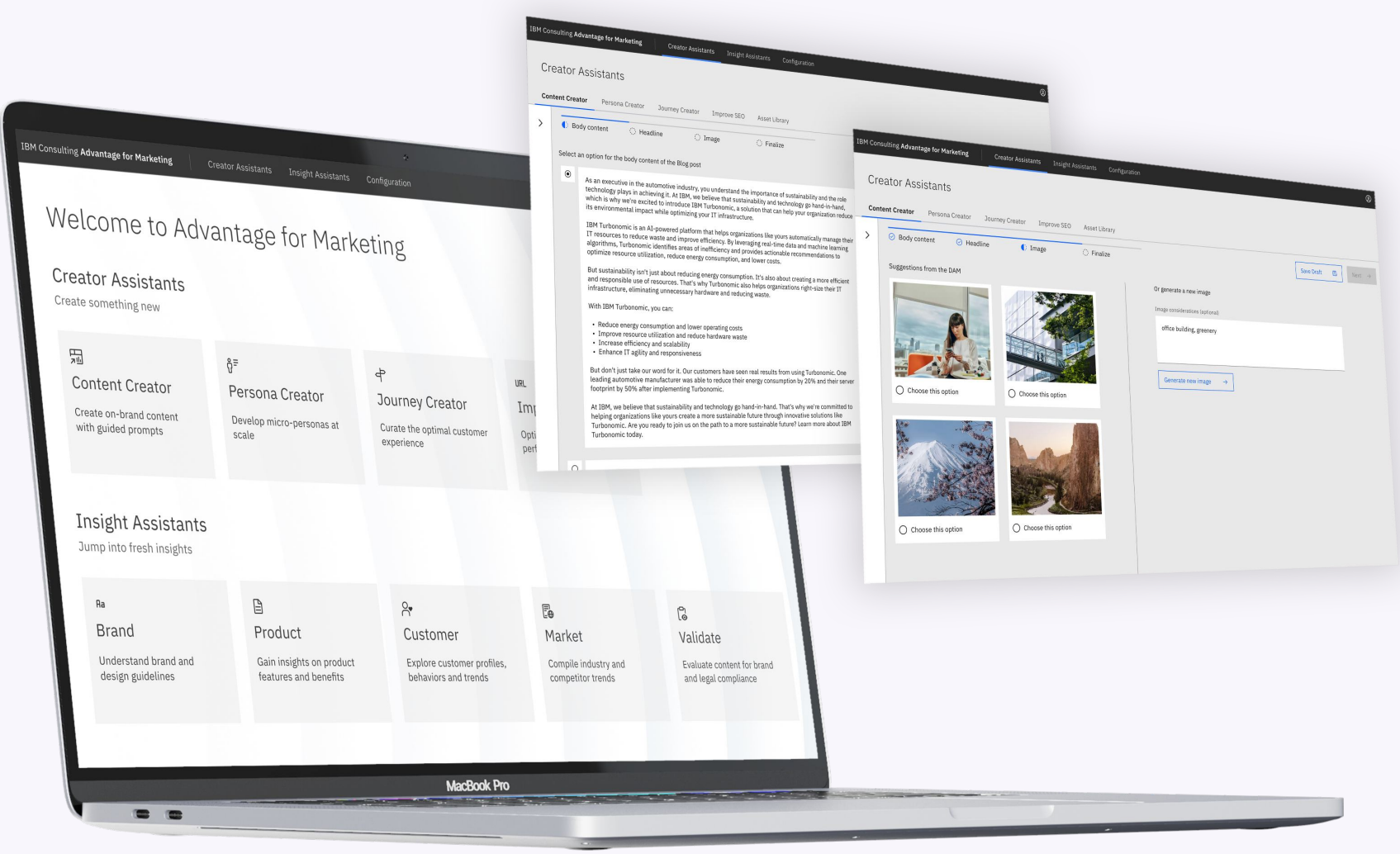
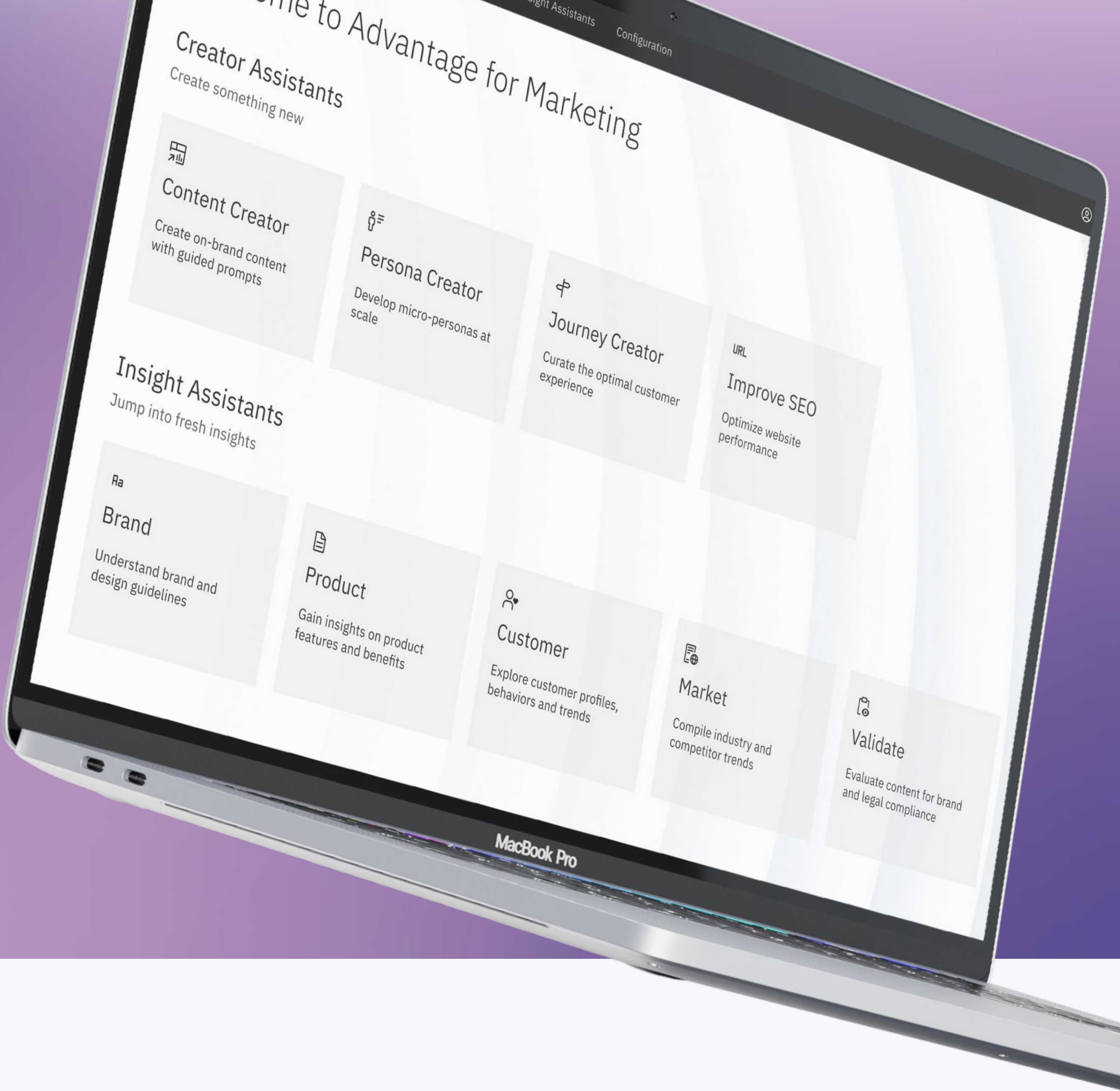
Final design

We have successfully completed and delivered the finalized guidelines and PowerPoint template. The guidelines provide clear, structured instructions to maintain consistent branding and messaging across all presentations, ensuring professional and cohesive visuals. The PowerPoint template offers easy-to-use layouts that streamline content creation. These tools are tailored to enhance clarity, visual impact, and brand recognition in presentations, empowering the team to deliver polished and effective slideshows effortlessly.



Marketing Advantage

Role: UI designer



Request
For client presentation purposes, IBM asked us to create a high-fidelity, clickable software prototype that help to create marketing content, such as blog articles, using AI.

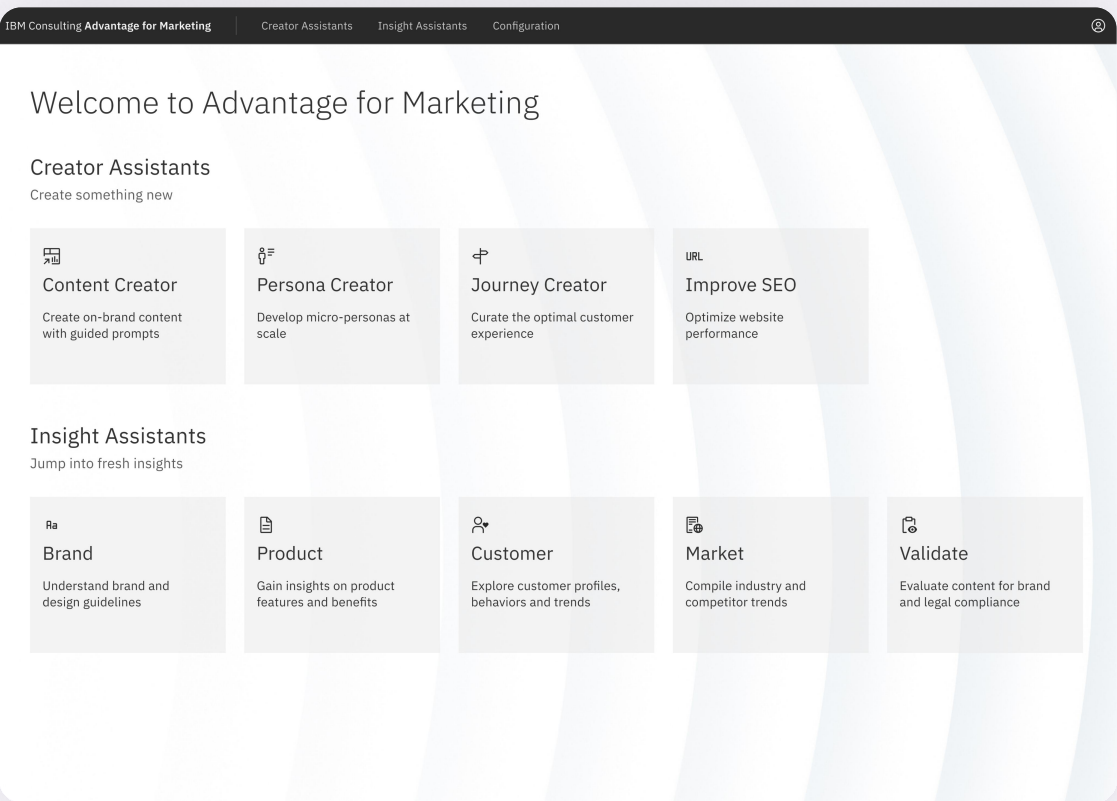
Idea
The idea was for the software to help marketing specialists spend less time on time-consuming and repetitive tasks, so that they could concentrate on the main tasks.
Thanks to AI, it would then be possible to create, step by step and in a user-friendly way, a tailor-made blog post or persona.

Process
Prototyping with Carbon Design system based on wireframes and data provided by the business designer.
Tools: Figma, Carbon design system

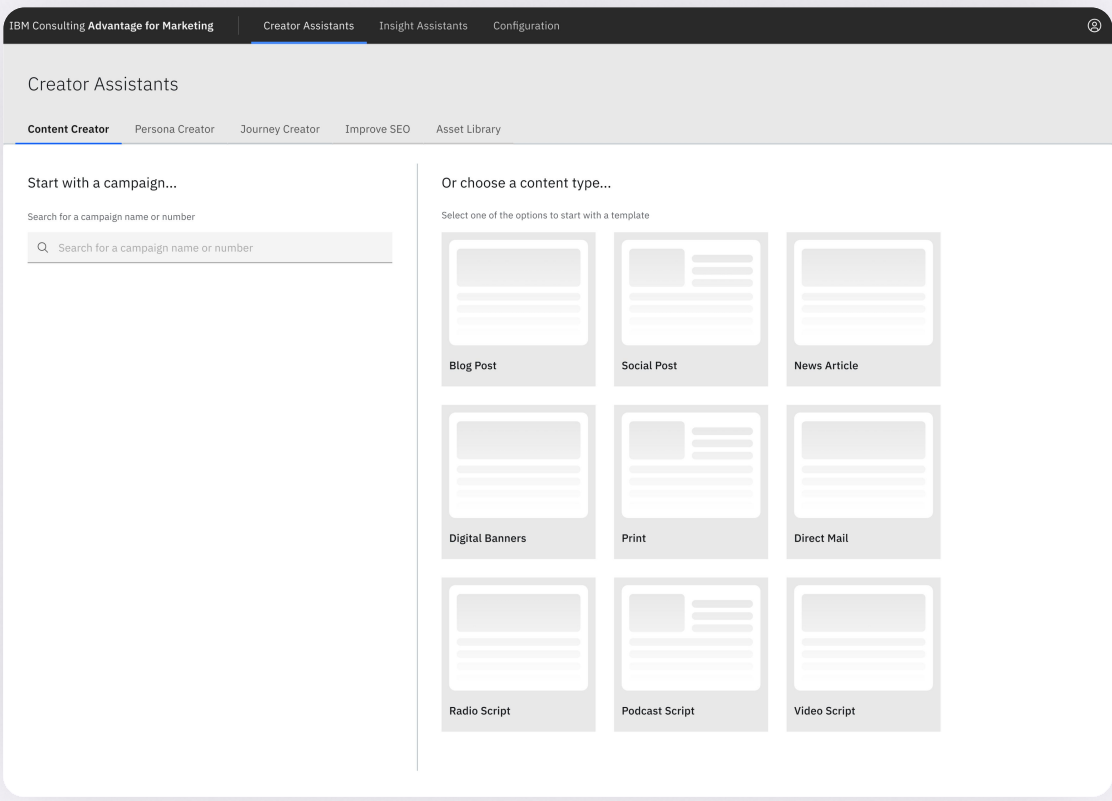
Challenges
Make the use of the software instinctive for all marketing specialists in any company.
Highlight IBM's AI technology and IBM's marketing assistant capabilities.

Prototypes

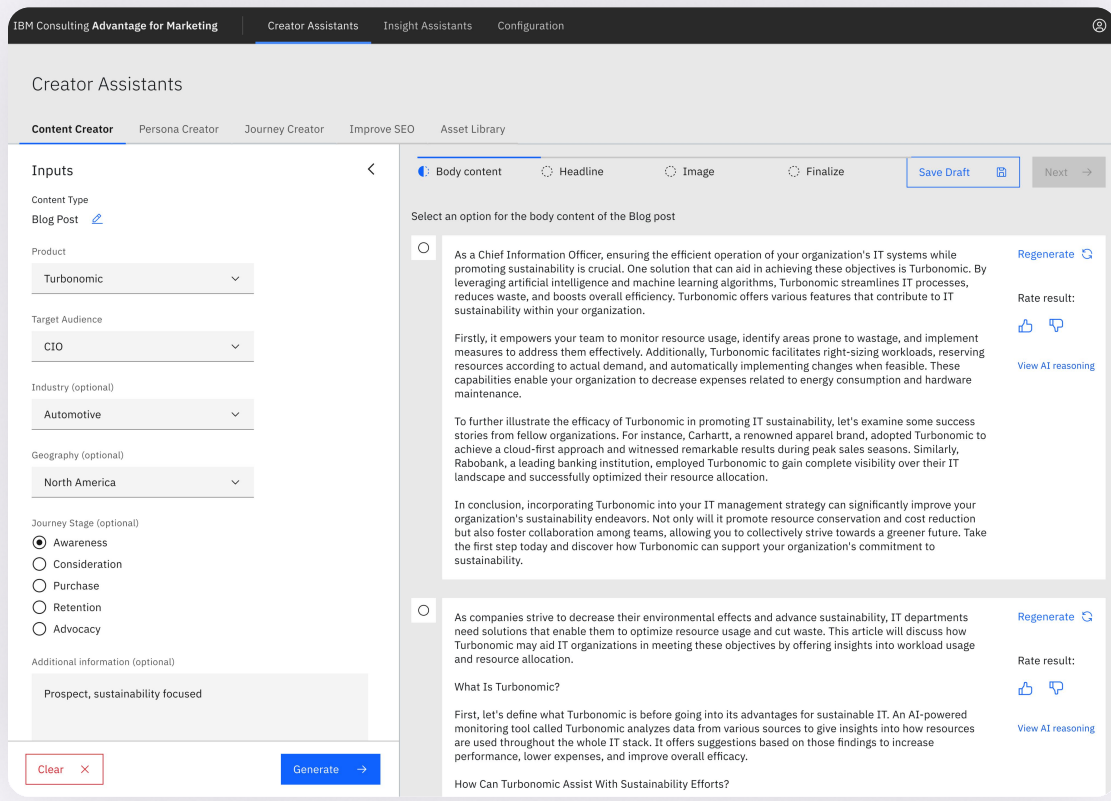
A fully interactive high-fidelity prototype with animations, transitions, and micro-interactions that mimics the final product experience.
This prototype allows IBM to show potential customers what it can do as an expert in AI and marketing solutions



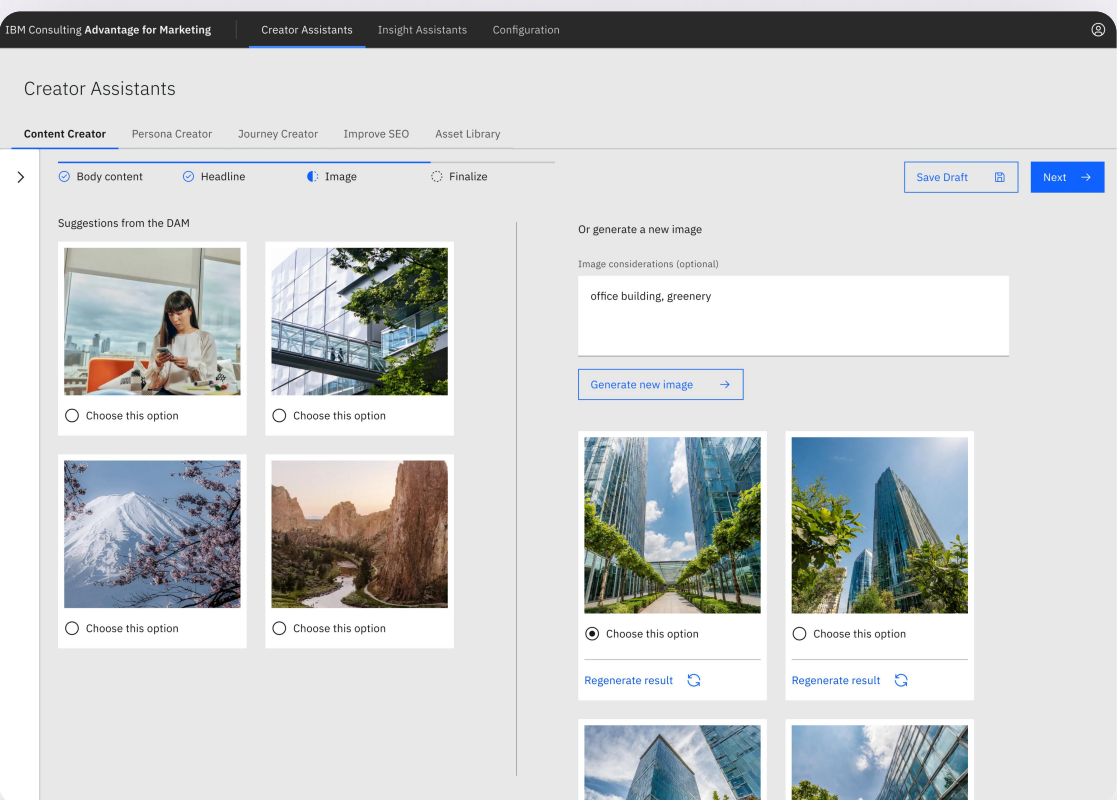
Home page – Creator Assistants & Insight Assistants



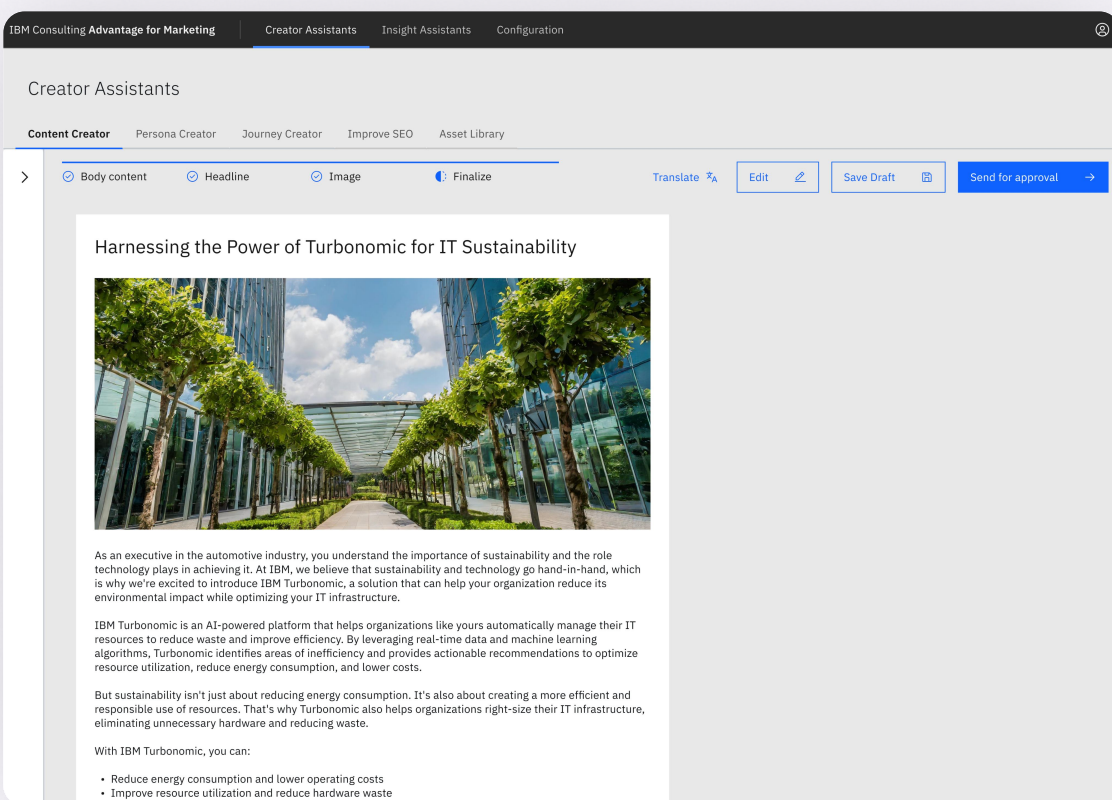
Content Creator – Creation Studio home page



Content Creator – Body content



Content Creator - Image



Content creator - Result

Nestlé's Campaign manager

Role: UX UI designer



Request

The client's need was to facilitate the management and creation of marketing campaigns.

Idea

In order to manage marketing campaigns, IBM offers solutions using AI. For this project, with the help of a Business designer, we proposed a tool using conversational AI to achieve high-performance automation for tedious work and optimize business processes.

Process

Based on the data and brief provided by the business designer, we created a prototype with two user stories. *Tools: Figma, Carbon design system*

Challenges

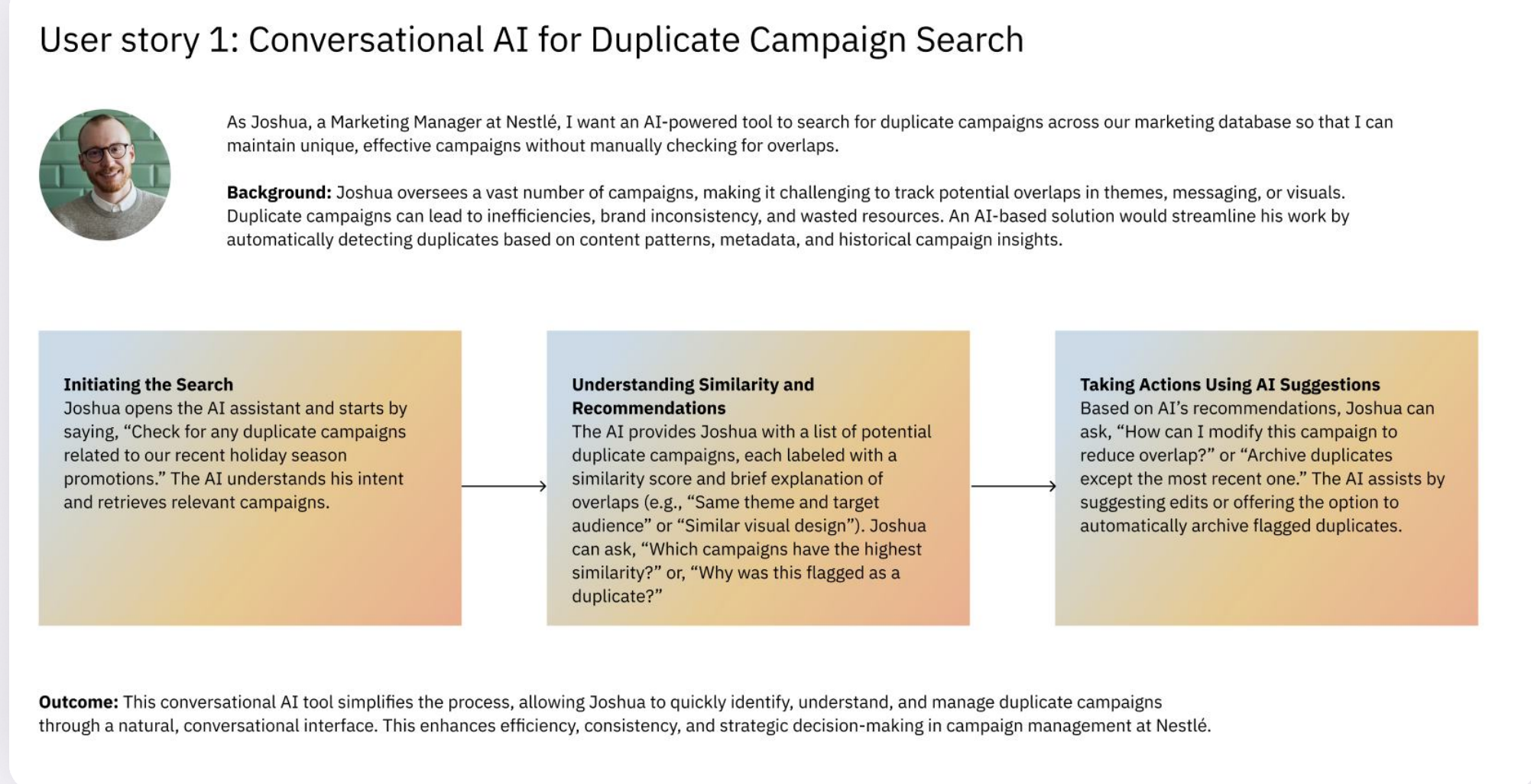
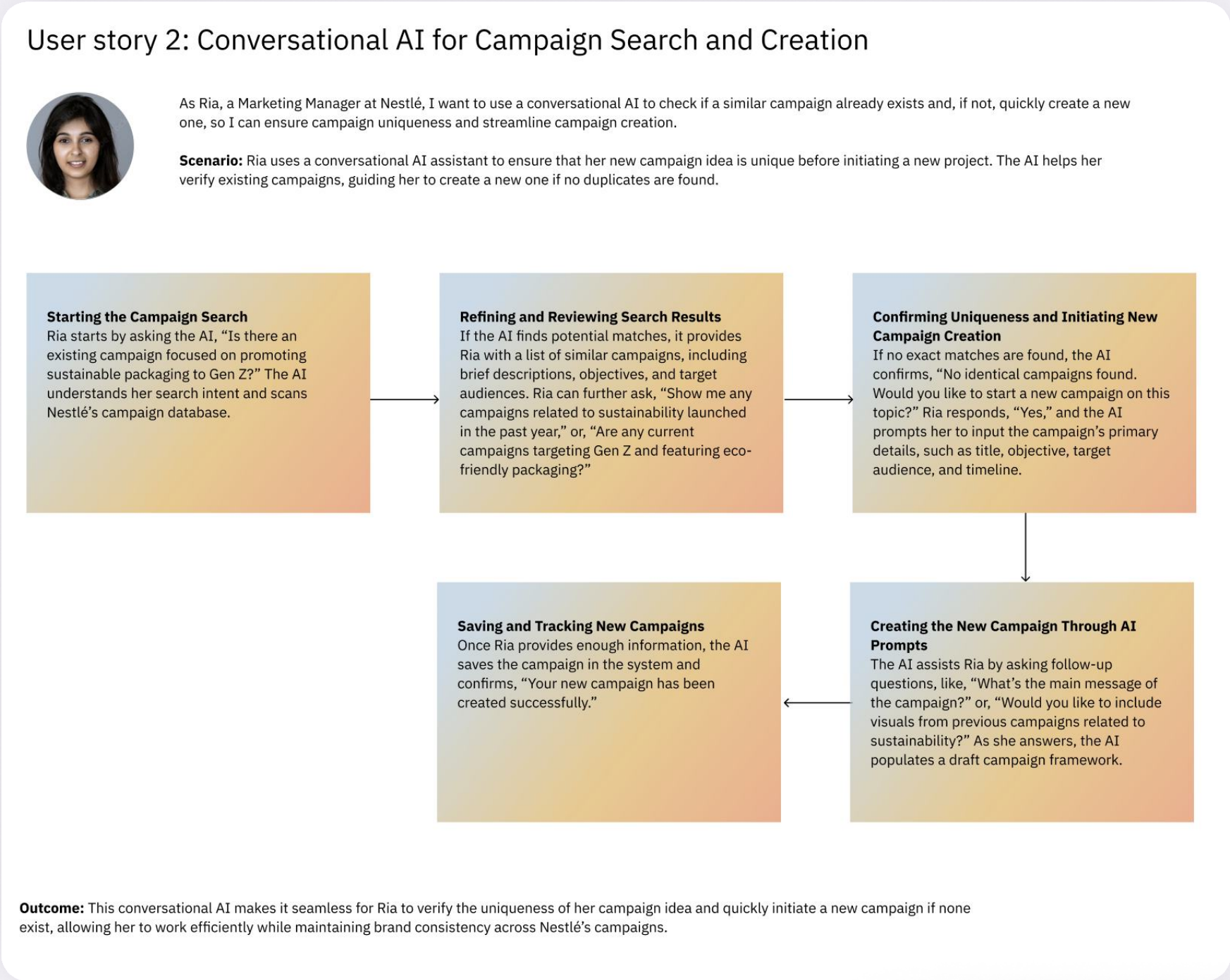
Convey the concept of a personal assistant through AI. Create a user-friendly chat interface.

User stories

Based on the data provided by the business designer, we created 2 personas with different needs and set up a personalised user story for each of them.

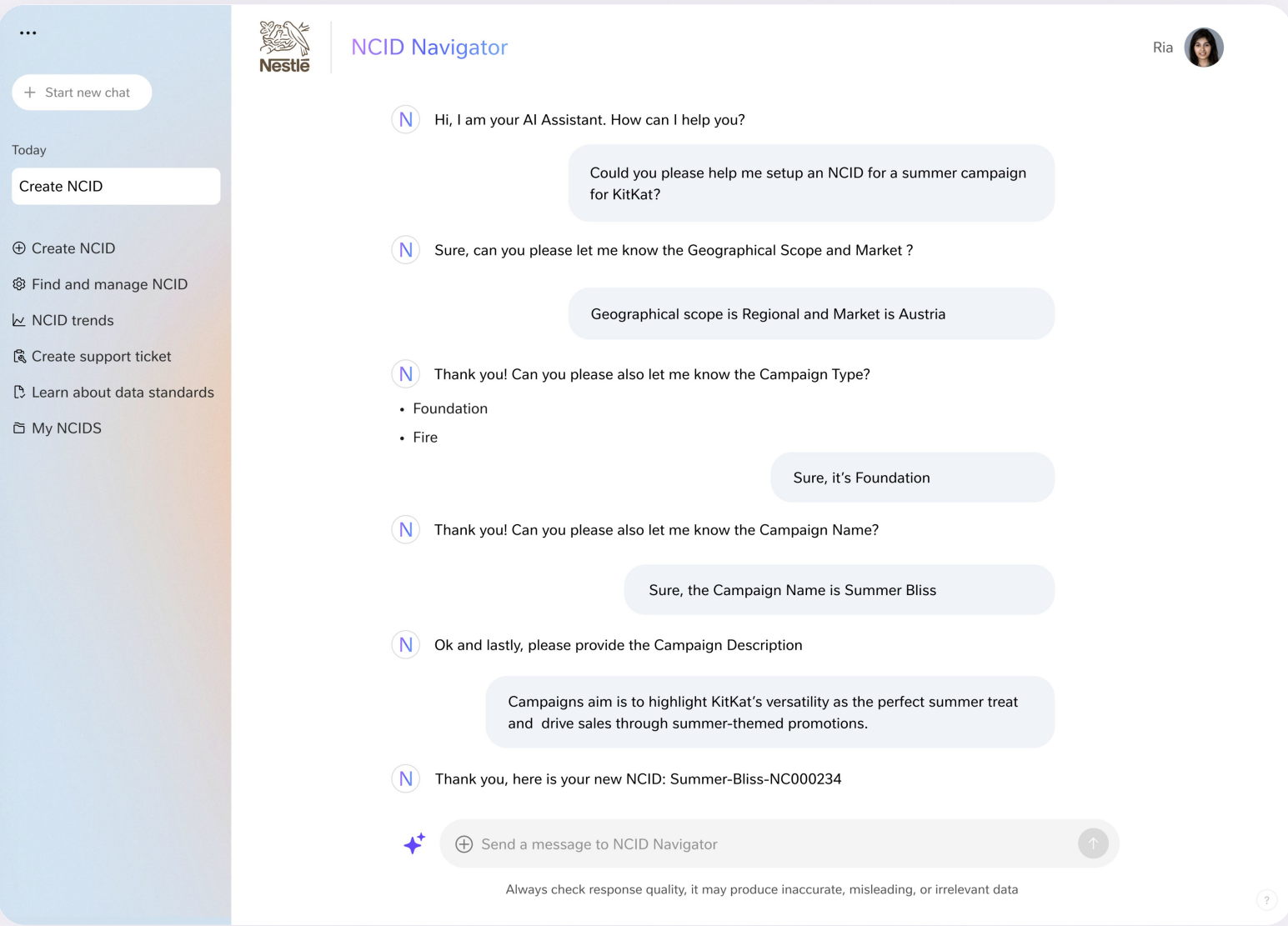
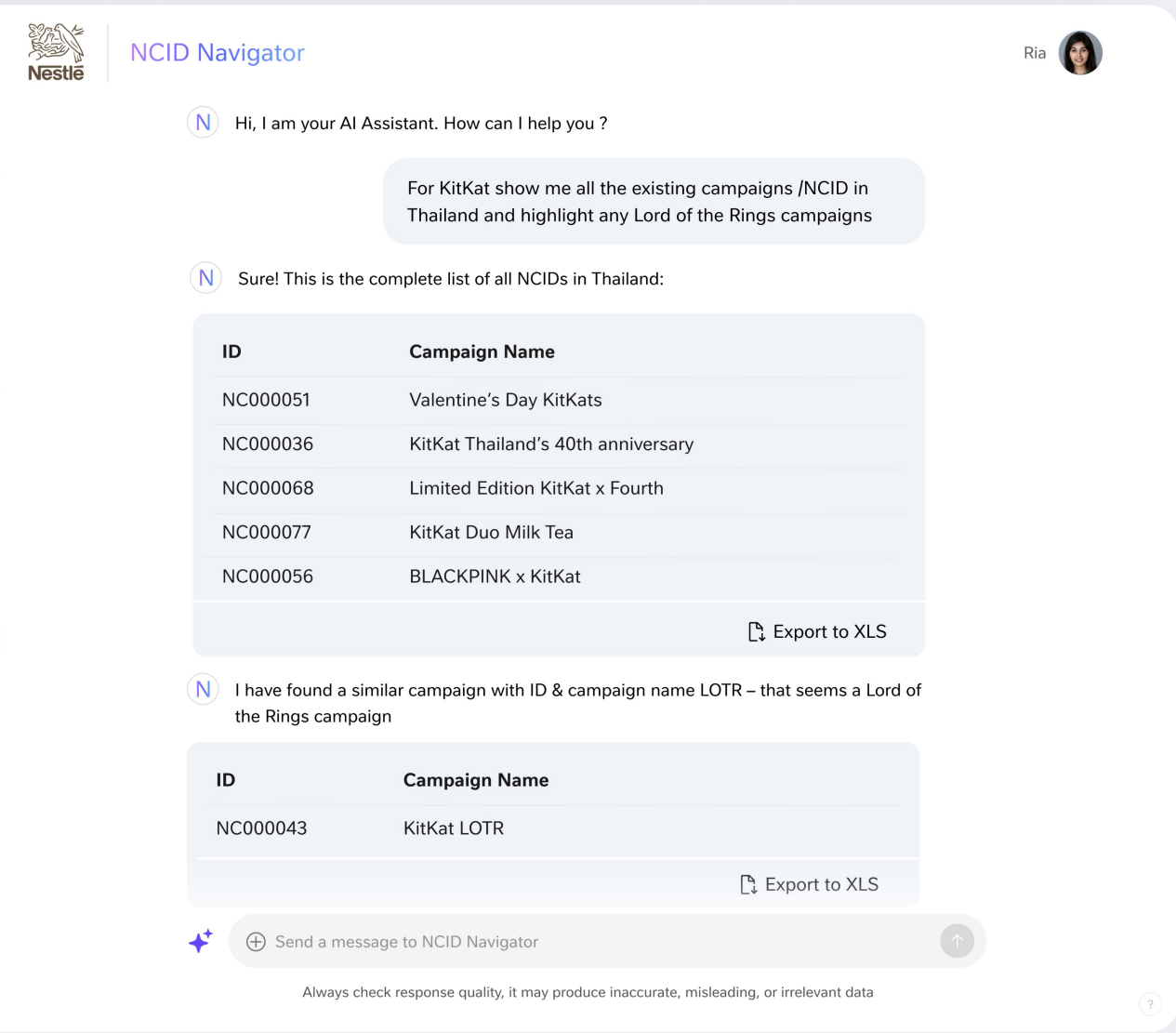
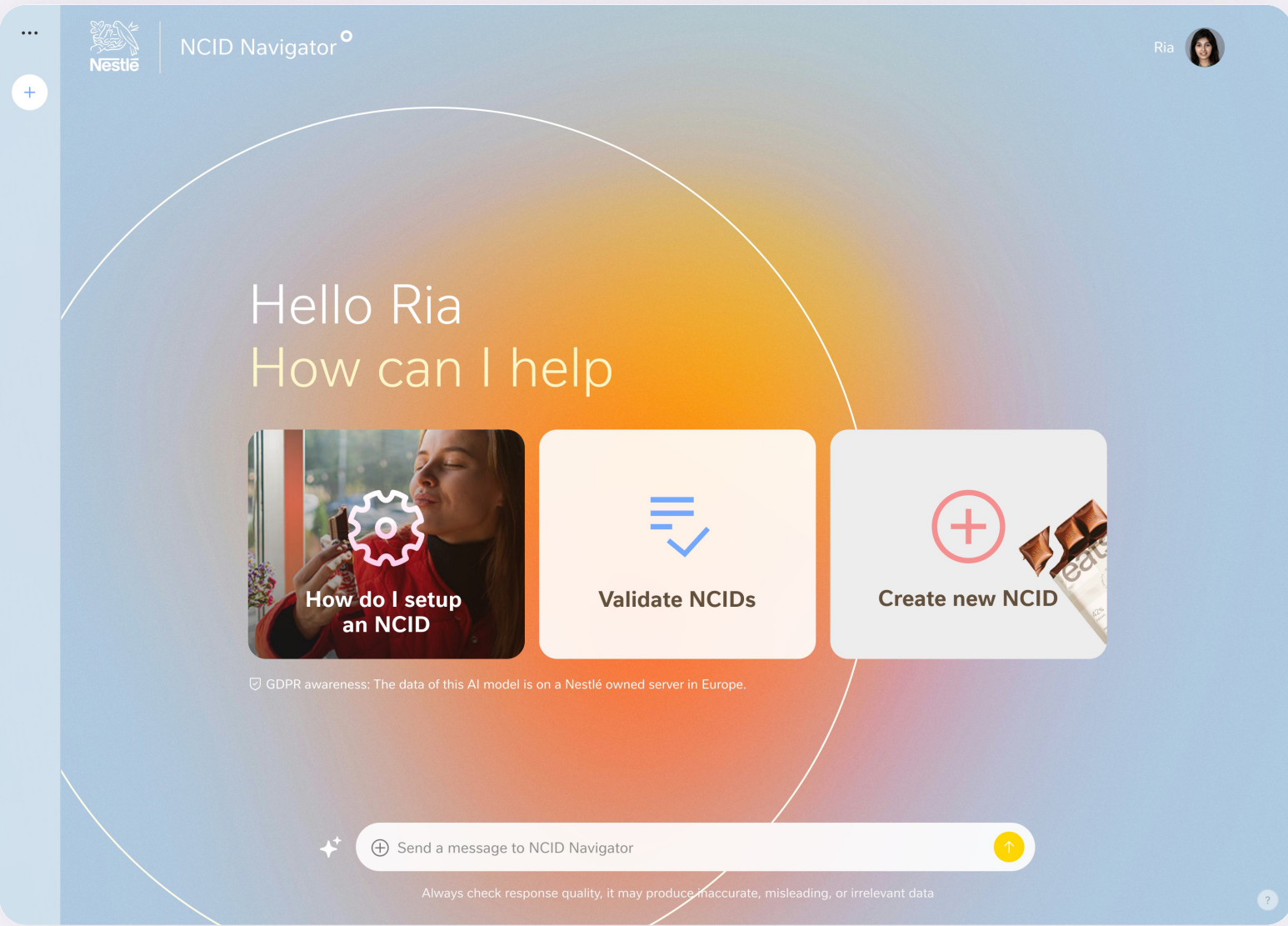
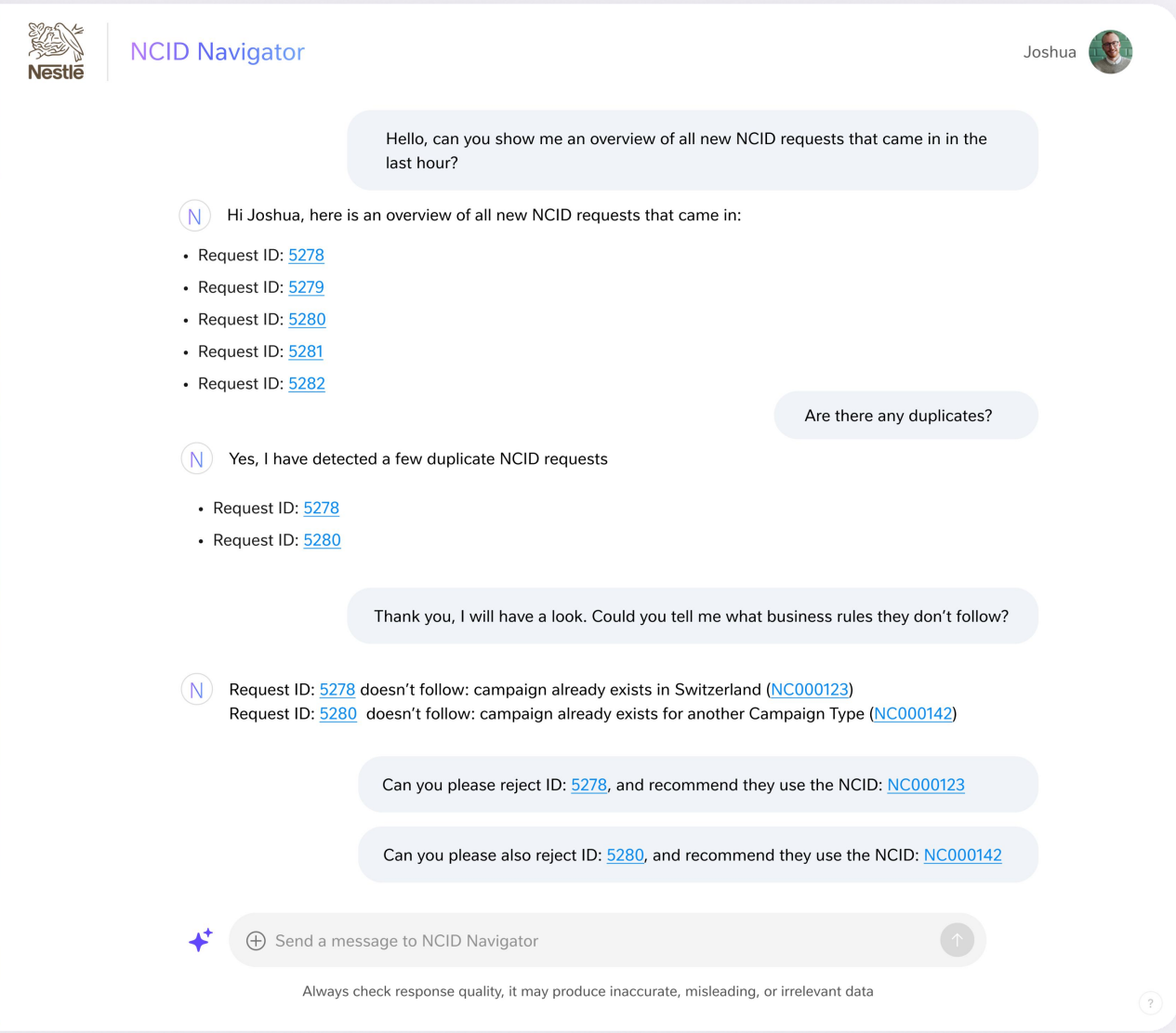
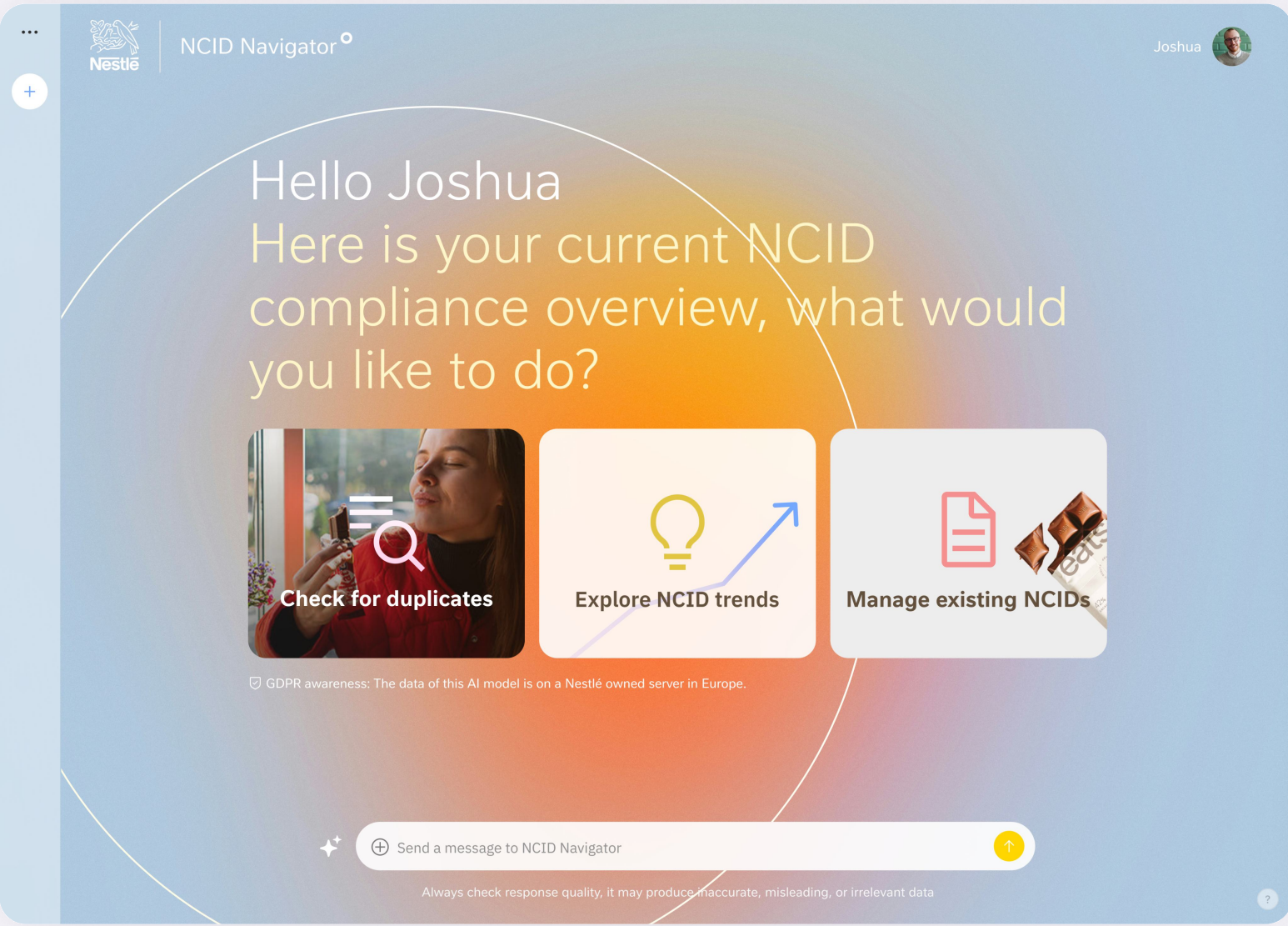
The first one, Jochua, a marketing manager, wants to search for any duplicate campaigns in the system so that he can avoid redundancy and ensure hemaintain unique and cohesive messaging across campaigns.

The second one, Ria, a marketing specialist, wants to create and manage marketing campaigns through the AI assistant so that she can quickly set up new campaigns and make adjustments as needed without navigating multiple systems.

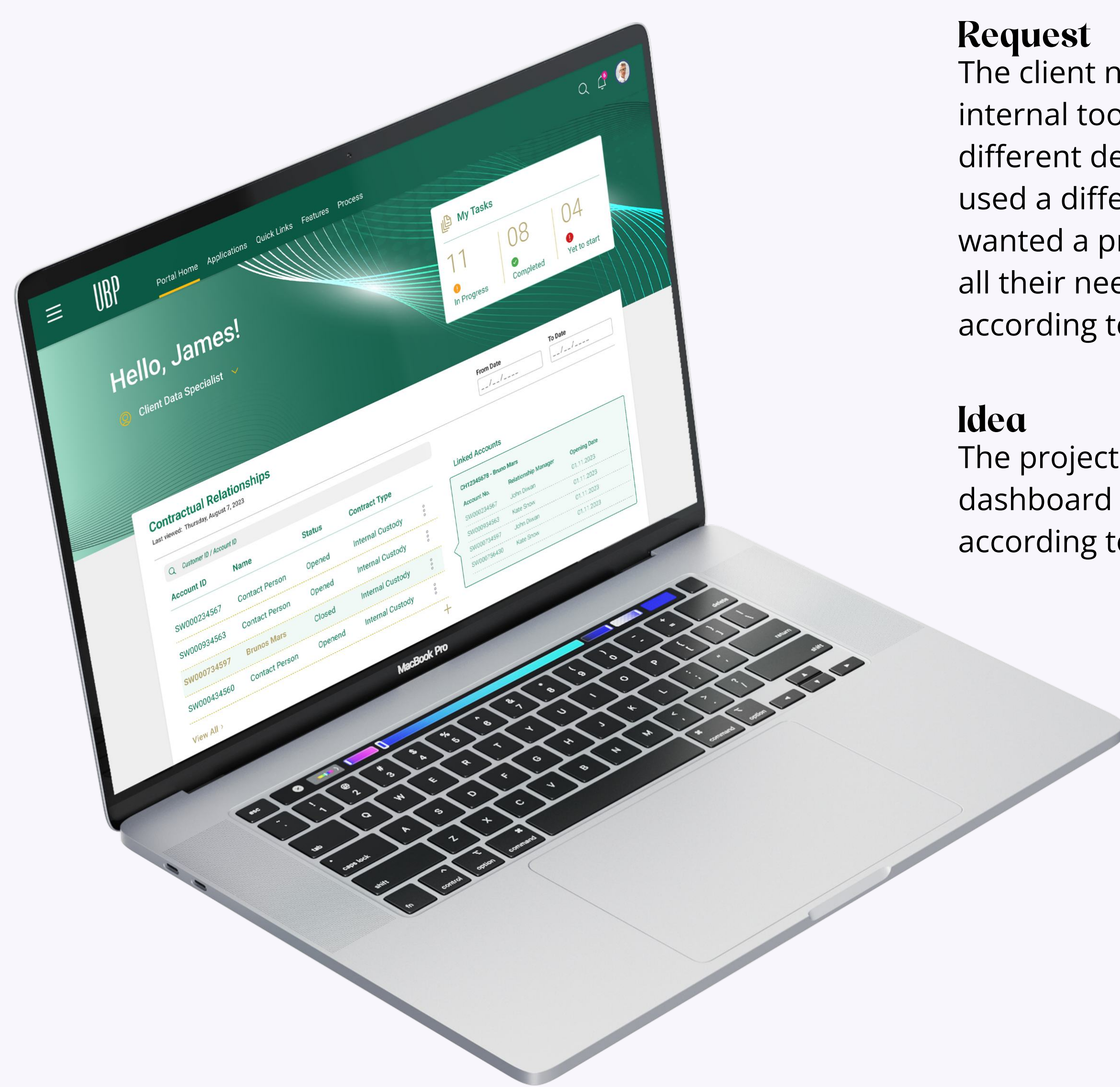


Prototypes

According the user stories and the user flows, we created an interactive and engaging prototype thatdemonstrates the conversational AI's functionalities for both duplicate search and campaign management, helping stakeholders the user experience.



Role: UX UI designer



The client needed to restructure its internal tools for all the company's different departments. Each business line used a different web app, and the client wanted a product that would centralise all their needs, with customisation according to their business line.

The project was to create a personalized dashboard providing access to widgets according to the user's role.

- Discovery, exploration with the client.
- Quick wireframing with the client.
- Prototyping with Carbon Design system.
- Agile working with the development team.

Tools: Figma, Carbon design system

Try to understand what stakeholders and users really need.
Find a single solution that satisfies all stakeholders.

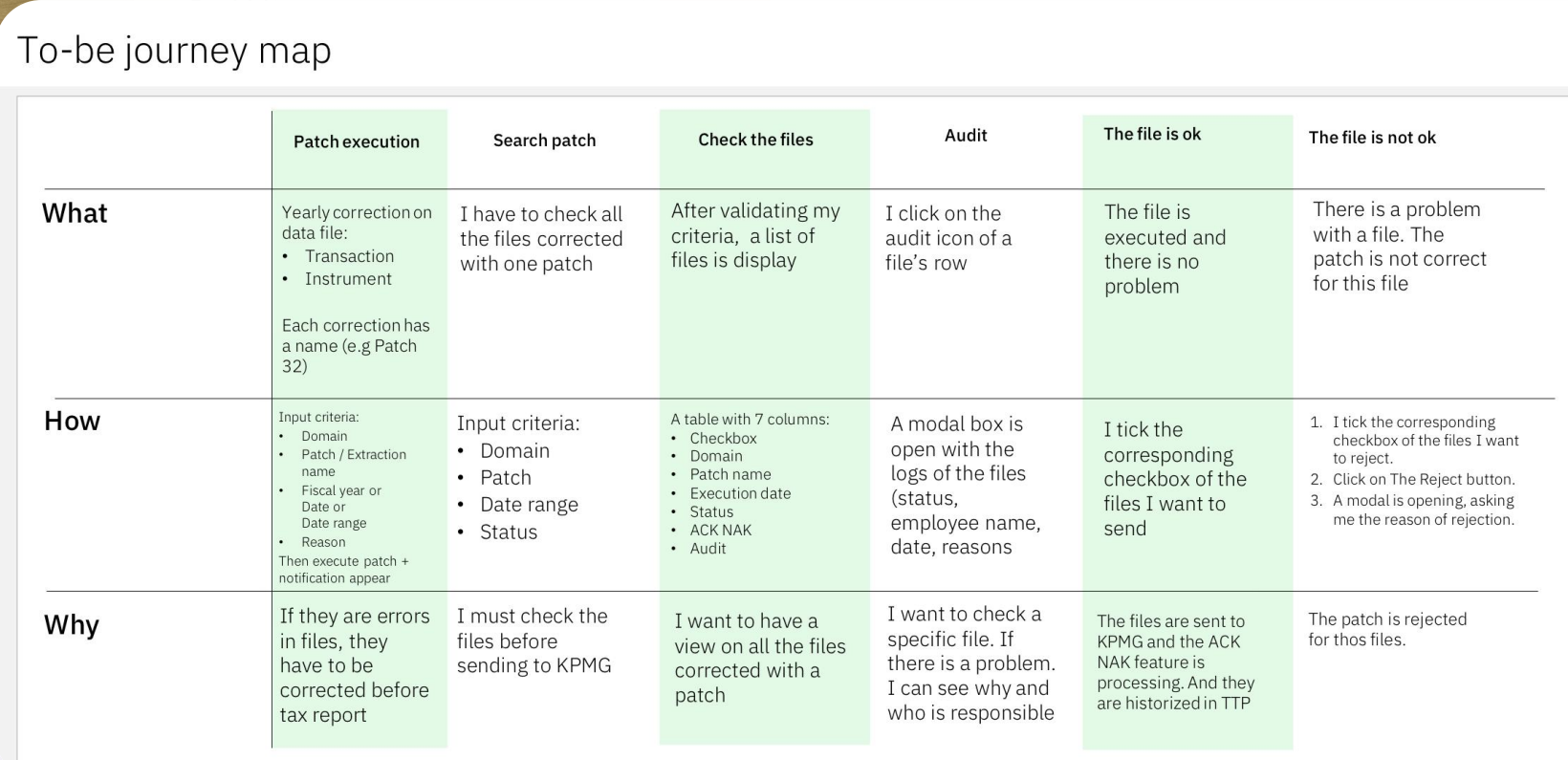
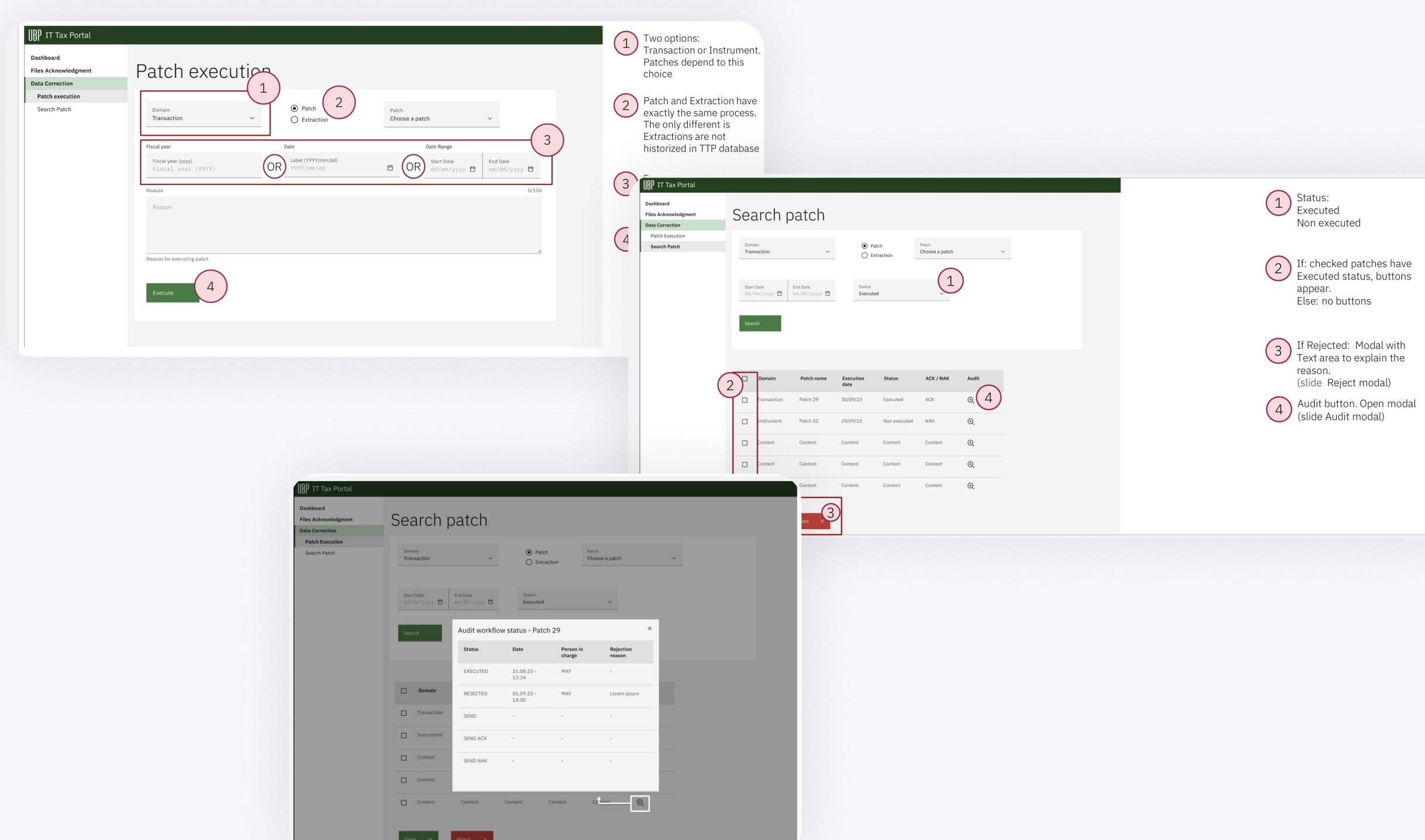
Understand the high-level goals, challenges, and success criteria for the project from the management's perspective.

- Collaborate with end-users (bank employees) to understand their current workflows and design an ideal user journey that the tool will support.

- ✦ Co-create a “to-be” journey map with the employees to visualize how the tool can streamline their processes.

Develop rapid, low-fidelity prototypes to validate ideas with employees before committing to detailed designs.

- ✦ Create sketches or wireframes to represent key features and workflows identified in the journey map.
- ✦ Refine and prioritize the tool's core features, based on real-time employee feedback, to ensure alignment with user expectations.

[illegible]

Visualize the user journey through the tool by mapping out each step users will take to complete key tasks, ensuring a seamless and logical flow.

- † A detailed user flow diagram chart that maps the end-to-end user journey, illustrating each interaction step and decision point. This chart provides a clear, visual guide to help stakeholders and developers understand how users will navigate the tool to accomplish their tasks.

Translate paper wireframes into digital versions using Figma to create a structured, clear, and visually consistent layout for presenting to stakeholders.

- † Begin by reviewing the paper wireframes developed with employee input to ensure all essential features and workflows are captured.
- † Use Figma to create mid-fidelity wireframes, focusing on layout, content hierarchy, and navigation without adding final colors or styling.
- † Incorporate real content or realistic placeholders to help stakeholders better understand the wireframe's functionality.
- † Ensure each screen logically flows to the next to demonstrate the end-to-end user journey as initially mapped.

The last step was to translate the validated wireframes into a detailed UI prototype, complete with final layouts, colors, components, and interactivity. After validation with the client, the prototype is sent to the developers.

