

Florian Leplat

UX/UI Designer

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#UX/UI Design

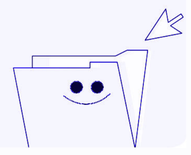
#Graphic Design

#Web Design

Designer with 4 years of experience across graphic design and UX/UI design.
Used to turning briefs and complex information into clear, engaging visuals while working with cross-functional and international teams. Happy to be your future teammate!

Work Experiences

To see my work:
https://florianleplat.com/



✦ Appning by FORVIA

VIE Lisbon - UX/UI Designer

Jan. 2025 → Jan. 2026

In-car Teams & Zoom: Adapted both apps responsively to the screen formats of different vehicles, reworked user journeys and adjusted features such as Chat to the driving context.

Design system: Built a design system covering 16 car manufacturers (OEMs) and 40+ brands, adapted to every screen format and to automotive constraints (Driver Distraction Guidelines).

Monetization: Set up a monetization strategy for in-car screens, using vehicle context and geolocation to deliver targeted ads. Worked directly on how ads are displayed so they don't add to driver distraction, in line with the Driver Distraction Guidelines.

Market research & user tests: Ran 3 studies with 300+ test participants (SurveyMonkey and Prolific) to identify monetization levers for in-vehicle infotainment, where drivers and passengers accept or reject them, and the possibilities of gaming in the car.

Delivery: Produced user flows, wireframes and interactive Figma prototypes in an agile, international team with developers, PMs, POs and QA, ensuring brand consistency across platforms.

Sharing results: Presented the monetization leads to internal stakeholders and the broader findings to all teams in a company-wide presentation.

✦ Activeo

Work-study - Web Designer & UX/UI Designer

Sept. 2022 → Sept. 2024

Website redesign: Redesigned the company's three websites on WordPress (Elementor Pro, Gutenberg, Divi) to smooth user journeys, and updated their content and structure.

Compliance & accessibility: Made sure each site met legal and accessibility requirements: GDPR, cookie policy, RGAA, WCAG, eco-design and responsive design.

Presentations & art direction. Laid out PowerPoint sales presentations and contributed to the company's art direction.

Logepal dashboards. Designed Figma mockups for Logepal's real-time data display solution (wallboard, dashboard and mobile), with an easily editable template that adapts to each client's needs and graphic identity.

Visual communication: Created Adobe assets for LinkedIn, newsletters, marketing banners and events, and managed email campaigns (MailerLite, Positive User).

✦ Autodiscount.fr (AMTT Group)

Analyzed the buying journey from vehicle selection to the final purchase button, then designed the redesign mockups in Adobe XD: product page, catalog and purchase steps. I also produced marketing banners and social media visuals for the group's sites, improved the accessibility and readability of vehicle technical information on autodiscount.fr and club-auto.com, and contributed to the strategy and implementation of sales operations in collaboration with the group's partners.

Permanent - Web Designer 2021

✦ Boardhell - Skateboard

I turned my passion for skateboarding into a small business: custom skateboards and surfboards, engraved and pyrographed so the artwork withstands friction and wear. I designed and made each piece, created the brand identity and ran its Instagram. Supported by Meudon Valley (entrepreneur network) and the city of Meudon, I obtained a start-up grant through the "Coup de Pouce à ton Projet" program and took part in community events on sport, mobility and urban culture.

Seft-employed since Nov. 2020

Education & Certification

OPQUAST®- Web Quality Master (850 pts)

French High School
BAC E.S. specialized in Visual Arts
2013 - 2016

École de Condé - Paris
Bachelor's Degree in Graphic design
2016 - 2020

ECV Digital - Paris
Master's degree in UX/UI design
2022 - 2024