Pauline Murça

UX/UI Designer | Toronto, ON

Working Holiday Visa until June 2026

📞 (438) 543-1803   ✉ murcapauline@orange.fr   📍 50 Lombard St, Toronto, ON M5C 2X4

in https://www.linkedin.com/in/pauline-murca/?locale=en_US

𝓂 MY PORTOLIO ONLINE : https://paulinemurca.fr/

Over the past few years, I've been involved in the successful design and production of digital interfaces for key account clients.
My experience with these international clients has enhanced my ability to communicate in both French and English across various business sectors and it has allowed me to leverage my creativity effectively. I also develop my independent creative business with some clients in France and in Canada, thought creative projects.
My goal is to join a team where we can create innovative experiences and meet user needs in working team and where, as an individual, my communication skills and creative spirit play a part in the overall success of the company.

SKILLS

- Native French speaker with professional skills in English.
- Over 6 years of experience in **UX/UI Design**: creation of desktop and mobile **digital interfaces key account clients** such as the L'Oréal group, as well as for the Lagardère group and Piguet Galland.
- User Experience design: benchmark, co-creation workshops, user flow and wireframes.
- User Interface: mock-ups, prototyping, and creating comprehensive design systems.
- Over 8 years of experience in **Graphic Design**: visual identities, logos, colors, typography adapted to different print materials, etc.
- Creation of communication supports: posters, flyers, brochures, and various event-related materials.
- Advanced skills in **Figma, Illustrator, Photoshop, InDesign**, XD, Sketch, Axure.
- **Creative**, autonomous, adaptable, I also enjoy teamwork.

EDUCATION

Master UX Design 2018 – 2020
ECV Digital, Paris (France)

Bachelor Design Graphic 2017 – 2018
Esupcom, Paris (France)

English School August 2017
St Giles International, Eastbourne (England)

Diploma of Digital Jobs 2015 – 2017
Tours University, Blois (France)

PROFESSIONNAL EXPERIENCES

FREELANCE GRAPHIC & UX-UI DESIGNER | Paris (France) & Montréal (Canada) | April 2019 – Now (+5 years)
Self-employed, specializing in UX/UI and Graphic Design assignments during my spare time.

Achievements:
Different kinds of creation of visual identities and various print materials.
- Understood the clients' needs to meet their requirements and objectives.

- Created a concept through a visual identity by respecting the client's values, tone, and world (logo, typography, color palette, etc.).
- Designed of communication materials: brochures, posters, flyers, business cards, visuals, illustrations, photo edits, etc.
- UX/UI Design projects: needs analysis, research, co-creation workshops and design of digital interface.

Developed creative projects to design or redesign visual identities for various businesses, including L'Oréal in Paris and PomeGrenad in Montréal.
- UX analysis: carrying out benchmarking and auditing, conducting co-creation workshops, developing user flows and creating wireframes, that responds to the client's needs.
- Proposed an improvement of the visual identity or a new visual identity for brands with new logo, color palette and typography, while respecting the company's' values and guidelines.
- Created wireframes, followed by graphic mock-ups for desktop and mobile and animated prototypes.

UX-UI DESIGNER | Valtech | Paris (France) | February 2022 – May 2024 (+2 years)
International digital consulting agency present in 23 countries, offering digital experiences and services for international brands.

Achievements:
Creative projects in the context of RFPs for major accounts (Group Lagardère, Piguet Galland, L'Oréal Professionnel, etc), in collaboration with the sales and technical teams.
- Responded to a client brief through a problematic by offering a new UX concept through an experience that responds to the client's needs.
- Proposed new visual identities for brands, including logo, color palette, and typography, ensuring alignment with the company's values and guidelines.
- Created wireframes, followed by graphic mock-ups for desktop and mobile, and animated prototypes.
- Interacted with the project manager and technical teams (web developers, etc.) to assess feasibility.

Design and maintenance of several design systems for various brands in the L'Oréal Group (SkinCeuticals, Vichy, Urban Decay, Youth to the People, Helena Rubinstein, Kérastase, Nyx, etc).
- Provided graphical and technical advices.
- Worked in collaboration with the brands and the L'Oréal team (Product Manager, Product Owner, UX Designer, Web Developers).
- Managed and developed the design system for 9 brands using a global design system.

Production of visual print materials for Valtech's internal communications for the Paris office.
- Realization of the 2023 Inclusion and Diversity Report.
- Created the Valtech values posters using the group's new brand image.
- Created two T-shirts with a graphic identity and a slogan for the International Women's Day.

UX-UI DESIGNER | Neos SDI | Paris (France) | October 2020 – February 2022 (1 year and a half))
French digital transformation consulting company.

Achievements:
Intranet and websites creative projects for various clients such as Clarins (product sales website for employees), Colas (intranet).
- Approached the client to establish their needs, expectations and understanding of their objectives.
- Lead co-creation workshops with different user groups, conduct of user interviews and surveys.
- UX phase: wireframes based on the results of the research phase.
- UI phase: production of graphic mock-ups for desktop and mobile and animated prototypes.
- Managed clients feedback and iteration phases to take into account feedbacks and identified areas for improvement.
- Creation of a government website, taking into consideration the French government's design system and the CNMSS's digital accessibility criteria.
- Deep dived into digital accessibility and the French government's design system.
- Created all the graphic mock-ups for desktop and mobile followed by animated prototypes, within sprint.

UX-UI DESIGNER | CACIB | Guyancourt (France) | September 2018 – August 2020 (2 years)
Crédit Agricole Corporate and Investment Bank (CACIB) is the financial entity of the Crédit Agricole Group (banking group).

Achievements:
Part of Digiteam, a digital agency belonging to the CACIB entity. Creation of intranet sites for internal clients (the various entities of the Crédit Agricole Group), as well as internet sites and mobile applications for other external clients.
- Approached the client to establish their needs, expectations, and understanding of their objectives.
- Conducted co-creation workshops with users and interviews.
- Created wireframes, desktop and mobile graphic mock-ups, and animated prototypes.
- Collaborated with the web development teams (frontend and backend) throughout the project to ensure feasibility (Digiteam team).

REFERENCES
Available upon request in French and English.