

Marie Poncin

Product Designer | UX/UI Specialist

marieponcin.work@gmail.com | marieponcin.com | linkedin.com/in/marieponcn/ | +33638147444

Services

User Interface
User Experience
A/B Testing
Wireframing
Prototyping
HTML/ CSS
Art Direction
Branding
Identity Design
Graphic Design
Development Strategy

Softwares

Figma
Sketch
Webflow
Wordpress
Unbounce
Zapier
Adobe CC :
Illustrator
Indesign
Photoshop

Languages

Francais Natif
Anglais Bilingue
Allemand B1

Love + interests

Culinary Concepts
Gastronomy
Music
Philosophy
Poetry
Interior Design
Fashion Design
Dogs, dogs, dogs!

Experience

Freelance Designer

2021 - Present

Created visual identities for tech startups.
Developed websites and optimized SEO.

UX/UI Designer & Performance Strategist

2021 - 2023 | Leadstudio, Berlin

Designed landing pages and websites using WordPress and Unbounce.
Improved CVR through A/B testing and interface optimization.
Increased brand awareness by over 30% through promotional videos, blog articles, newsletters, weekly LinkedIn posts, website redesign, and Google Ads campaigns.
Developed performance strategies and campaigns.

Art director & UX/UI Designer

2019 - 2020 | Toosla, Paris/Berlin

Led artistic direction and UX/UI design.
Created wireframes and prototypes for the digital platform redesign, resulting in a ROI increase of over 30%.
Developed a cohesive and intuitive visual identity.
Designed and implemented multichannel advertising campaigns.
Developed print communication materials.

Design Intern (Image department)

2017 | Saint Laurent, Paris

Created presentations and content for social media.
Developed marketing strategies to increase Instagram engagement.

Education

BFA Communication Design Major 2015 - 2019

Parsons The New School For Design

NY STATE DIPLOMA / IB DIPLOMA Visual Arts & English 2015

EF Academy New York

UXGYM - Bonanza Design 2023 - 2024

UX/UI Design Certification

Grants

Dean's BFA Scholarship 2017 - 2018

Parsons The New School For Design