Xavier Llonch

UX Designer — research-led approach

JUNIOR UX DESIGNER — AVAILABLE IMMEDIATELY

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PROFILE

UX Designer with a research-led approach. Two years in digital marketing before a UX master's, watching how real audiences react, click, and drop off. That analytical reflex is what I now bring to user research.

PROFESSIONAL EXPERIENCE

APPRENTICESHIP · 2021 – 2024

Growth Marketing & UI Design — Instafrenchie

- Custom UI design for around ten B2B marketing websites sold by the company.
- Design of a large part of the screens of a client platform for Instagram management, including an analytics dashboard and automations.
- Daily targeting and monitoring of client automations, with continuous analysis of audience behaviour.
- Client relations and sales support around the websites sold.

GROWTH AND BEHAVIOURAL ANALYSIS

Part of my work at Instafrenchie does not fit into a project page: the daily targeting and monitoring of client automations. A continuous activity, with no deliverable, where I got into the habit of reading behaviour before forming hypotheses.

SELECTED PROJECTS

ACADEMIC PROJECT · 2023

Blackspoon — Mobile app for African cuisine

Team project.

PROFESSIONAL PROJECT · 2023

Instafrenchie — Webapp — Client platform for Instagram management: analytics dashboard and automation

UI design of a large part of the web app screens, designed in late 2023.

PROFESSIONAL PROJECT · 2024

Instafrenchie — Site vitrine — Redesign of Instafrenchie's marketing website

UI design of the marketing website; built in Webflow by a developer.

ACADEMIC PROJECT · 2024

Green Conseil — UX audit and redesign of a contract management tool

Team project.

ACADEMIC PROJECT · 2024

Intersport — UX redesign of the mobile e-commerce app

Team project.

PROFESSIONAL PROJECT · 2021

Librairie Clavreuil — WordPress showcase site for an antiquarian bookshop

Website design

Full case studies at xavierllonch.work

EDUCATION

2022 – 2024
Master's degree in UX Design
EFREI Paris

2019 – 2022
Bachelor's degree in Digital Marketing
EFREI Paris

2018 – 2019
Engineering programme
EFREI Paris

2014 – 2017
French Baccalauréat, science track

SKILLS AND TOOLS

Research and method

User research · Behavioural analysis · User testing · Design thinking

Design

Wireframing and prototyping · UI design · Design systems · Information architecture · Responsive design

Tools

Figma · Maze · Hotjar · Miro · Google Analytics · Adobe Creative Suite · Lookback

LANGUAGES

French
Native

English
Bilingual

Spanish
B1

INTERESTS

Music production · Game design · Model building (gunpla) · Sociology