Laurent Broyart
UX/UI Designer

Tools

Figma	Adobe CC	Hotjar	Jira	Miro	Slack	AI tools

Experience

2025
2022

PUBLICIS GROUP

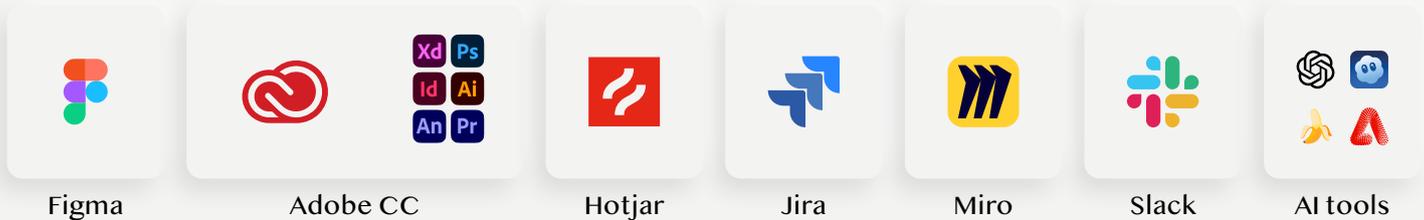**UX/UI Designer**
- Ownership of UX and UI design for websites, applications, and internal tools
- Definition of user flows, usability testing and qualitative user feedback, wireframes, high-fidelity UI, and prototypes
- Contribution to scalable design systems and component libraries
- Collaboration with tech and project teams to ensure feasibility and consistency
- Design decisions driven by usability, business goals, and technical constraints

Clients: Côte d'Or, Visa, Belfius, BesixRED, Zimmo, INAMI, Carrefour

2022
2019

MIKADO PUBLICIS

UX/UI Designer
- *Design and prototyping of digital products, websites, mobile app and software tools*
- *Participation in UX thinking, navigation definition, and interface clarity*
- *Creation of reusable UI components and design systems*
- *Collaboration with creative, tech, and strategy teams*

Clients: BIL, ESCH22, Gustonaturale, Proxideal, Orange, BGL BNP Paribas, Payconiq

2019
2018

MIKADO PUBLICIS

Graphic Designer
- *Design of visual assets for creative campaigns*
- *Adaptation of concepts across print and digital formats*
- *Support of creative teams on branding and campaign execution*

Clients: Orange, Pizza Hut, Luxair, BNP, Baloise, Knauf Shopping

2018
2015

PUSH THE BRAND

Graphic Designer
- *Design of visual assets for creative campaigns*
- *Adaptation of concepts across print and digital formats*
- *Support of creative teams on branding and campaign execution*

Clients: Orange, Pizza Hut, Luxair, BNP, Baloise, Knauf Shopping

Skills

UX Design

- User Experience (UX)
- User flows
- Wireframes
- Prototyping
- Usability testing
- Accessibility awareness
- User empathy
- Design process

UI Design

- Layout
- High-fidelity UI
- Design systems
- Mobile app
- Responsive
- UI consistency
- User Interface
- Digital art direction

Branding & Visual identity

- Brand guidelines
- Corporate identity
- Digital branding
- Brand consistency
- Logo design
- Typography
- Color systems
- Creative direction

Higher education

2010 / 2013

HEAJ

Bachelor's degree in Graphic Design
Art and design school

Namur

2007 / 2010

SAINT-LUC

Bachelor's degree in creative advertising
Art and design school

Brussels

About

Born in the 80'S

I'm a senior UX/UI designer based in Brussels, working across user experience, interface design, and visual identity. With a cross-cultural background, I approach design in a pragmatic and thoughtful way, combining strong UI foundations with a product-oriented mindset to create clear and usable digital experiences, while staying closely connected to technology and digital culture.

Languages

Fr
Mother tongue

De
Oral & written

En
Oral & written

Interests

Cooking

Hiking

DIY projects

Technology

Link to my Portfolio

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My linkedin