

Faustine Leverbe Roc

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Online portfolio www.fleverberoc.com (Please get in touch for the password)

Bilingual (French/English) product designer with a decade of experience in design agencies and a strong background in finance, legal, and education sectors, complemented by work with startups. I specialize in crafting platforms and tools that embody a company's brand strategy and core values, delivering user-centric, accessible designs driven by strategic insight and cutting-edge technologies to align with user needs and business objectives.

Work Experience

Senior UI/UX Designer

Living Group (agency) / NYC and London

02/2022 – 06/2025

- Championed the design of responsive websites customised for the legal and financial sectors
- Collaborated with cross-functional teams throughout the project lifecycle, from initiation to handover
- Ensured unwavering compliance with accessibility regulations
- Engineered websites and platforms to adeptly handle substantial content volumes within stringent sprint timelines
- Employed diverse UX methodologies, including ethnographic research, persona development, journey mapping, wire-flows, information architecture, rapid prototyping, A/B testing, heuristic evaluation, and card sorting
- Demonstrated expertise in design principles that encompass pattern libraries, colour theory, typographic hierarchy, spatial relationships, and grid systemsPioneered innovative design solutions by challenging conventional practices while maintaining meticulous attention to micro-interactions and pixel-perfect details
- Specialised in design systems, leveraging UI inventory and the Atomic design methodology
- Facilitated thorough handovers to technical teams, supported by detailed annotations and documentation

Projects:

- Platform/ State Street Income Wise (State Street), Akin Alumni (Akin), Reed Smith Tracker Tool (Reed Smith, *in build*)
- Campaign microsite/ AB ETF (Alliance Bernstein)
- Websites/ Akin, Axinn, Connectus, CPA America, Forsters, GIB Asset Management, Kelley Drye, Living Group, Macfarlanes (*in build*), Reed Smith (*in build*), McGonigle, PCH media, RPC, Solomon PartnersCo-designed the website for Hogan Lovells.

Notable Awards: 2025 Transform Awards Europe (Best Visual Identity from the Professional Services Sector, RPC), 2024 Digital Impact Awards (Best Corporate Website, Akin), 2023 Transform Awards North America (Best rebrand of a digital property, Akin)

Freelance UI/UX Designer

Early stage start ups / NYC

12/2020 – 01/2022

Client: Knowcap, an open venture company committed to aiding founders from underrepresented communities in transforming their ideas into rapidly growing businesses

Products: Plane/Payment integration platform, Center Crowd/Crowdfunding platform, Scale River/Internal app empowering founders to buy now and pay later.

- Conducted competitive analysis and devised user flows, iterating low to high-fidelity wireframes; developed usability tests through clickable prototypes
- Partnered with developers to engineer solutions for optimal user onboarding, API integrations, and enhanced user experiences

Product: Zakki for You, a platform for classified advertisements enabling users to effortlessly search for or post free items.

- Led a product team of five, establishing projects goals, launching user surveys, and conducting competitive analysis to create minimum viable product (MVP)
- Guided the team in formulating intuitive user flows through workshops and low fidelity wireframes

Product: Dearest Academy, an online educational . platform for children 4-7, offering access to progressive, engaging classes taught by highly qualified teachers.

- Conducted UX research, developed websites iterations and designed landing page

Highlights: Successfully reorganised userflows; generated new prototypes enabling founders to secure subsequent funding rounds (Knowcap); received commendations for effective project management (Zakki for You); successfully delivered a website iteration that garnered positive client feedback and increased views; secured shareholder approval for the UX and UI architecture of the full version of the platform (Dearest Academy)

Assistant Art Director

Elsa Jean de Dieu Studio / Hong Kong

03/2015 – 05/2019

- Conceptualised bespoke murals and brand assets
- Managed a team of designers and artists to deliver high-quality work
- Developed concepts and sourced materials for diverse projects

Noteworthy projects: WeWork (Beijing), Pure Yoga (China and Hong Kong), Maxims Group (Macau mall)

Highlights: Created visual concepts from inception to completion, including a 400 sq ft mural for WeWork; managed a substantial 10,000 sq ft project for Maxims Group, overseeing product sourcing to execution.

Visual Communication Designer and Mural Artist

Effect LTD / Hong Kong

12/2013 – 01/2015

- Crafted visual communication and branding solutions for a diverse clientele
- Assisted in executing on-site murals
- Projects included: Bayta restaurant, 513 PAINT shop, Starbucks, and high-end venues in IFC mall

Event Set Designer

The Royal Albert Hall/ London

04/2012 – 08/2013

Education

Certificate - UI design and front end development program

CareerFoundry / NYC

01/2020 – 12/2020

MA - Creative Practice for Narrative Environment

Central Saint Martin School of Art/ London, UK

2010 – 2012

BA - Theatre Design for Performance

Central Saint Martin School of Art/ London, UK

2007 – 2010

Baccalaureate - Economics and Social Sciences (with honours)

Paris, France

2006 – 2007

Skills

Figma

Webflow

Wire-flows

Card sorting

Project management

Vs Code

Adobe C Suite

A/B testing

Html

Css

Rapid prototyping

Heuristic evaluation

Persona development

Information Architecture

Git Hub

Miro

Certificates

Certificate - UI design and front end development program

CareerFoundry / NYC

01/2020 – 12/2020