

Fanny Monier

Lead UX & Product designer, 14+ years of experience.

Bridging creativity, technology and business to create innovative and impactful products, services & experiences.

Product Design Lead at Conde Nast, London

April 2023 - Now

Leading the design of Condé Nast's in-house tools to create, format, publish, syndicate and track content across 60+ brands (Vogue, AD, Wired...). With my design team, I work closely with product, engineering, and our internal stakeholders (editorial, commerce, SEO and more) to simplify complex publishing workflows; so editors can focus on the content itself. I also own the long-term design direction of the platform and manage a team of two designers.

Key impact:

- Increased editor satisfaction across tools during my tenure.
- Optimised content creation experience for mobile and self-service use.
- Introduced editorial data points directly in tools to support decision-making.
- Brought consistency to components like content cards and search across the platform through an internal design system.
- Mentored two grad-level designers to mid-level through hands-on support and feedback.

Product Design Lead at Improbable Defence, London

July 2021 - January 2023

As a solo IC, I designed a Network Digital Twin for the UK Ministry of Defence (read more [here](#)). Working in a cross-functional agile team, I translated complex infrastructure data into clear, usable tools for analysts and planners. I focused on visualising critical network structures, simplifying workflows, and creating scalable systems that supported both everyday planning and crisis response.

Key impact:

- Defined a 3+ year design vision and roadmap for incremental build.
- Balanced immediate usability with long-term scalability across a sensitive, data-heavy environment.
- Designed and delivered a pilot version of the Digital Twin, with flexible visualisation for multiple planning scenarios.
- Led discovery sessions with MOD users to understand needs, map workflows, and define priorities.
- Built flexible data models and visualisations to support a range of planning scenarios.
- Maintained and evolved the internal design system for Defence tooling.

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TOOLS

The Essentials

Figma, Slack, G-Suite, Jira, Notion, Post-its and Walls

Test & Workshop

FigJam, Miro, Optimal Workshop, UsabilityHub

Data

HotJar, Google Analytics, Social listening, Google Trends, SimilarWeb

AI Helpers

ChatGPT, Claude, Notion AI, Loveable, Cursor, Figma Make. Testing new ones every day.

The Forgotten Ones

Axure, Adobe Suite, HTML5 (basics), After Effects, Solidworks.

LANGUAGES

French: native

English: fluent

Spanish + Italian: basic

INTERESTS

Ethical lifestyle

Travelling

Hiking

Cinema

Neuroscience

Finding stuff on the street

Tarot reading

Writing short stories

(Comic) books

DIY and craft

UX Manager at Appnovation EMEA, London

April 2020 - July 2021

Joined to help grow the UX practice across European accounts while leading and mentoring a small team. Worked hands-on across multiple projects for clients including Alpro, Admiral IT, and Arvesta with direct client-facing responsibilities. Brought structure to UX delivery, with a focus on research-led validation and cross-team collaboration.

Key impact:

- Defined a global digital ecosystem strategy for Alpro B2C and B2B sites to improve content use and customer conversion.
- Led redesign of Arvesta and Miista's e-commerce and lifestyle websites.
- Designed a white-label design system used across multiple Arvesta brands to create a consistent and budget friendly site experience.
- Supported business development through pitch work and strategy input.
- Managed one UX researcher and supported freelance resource planning.

Associate UX director at AKQA, London

July 2015- December 2019

Started as a Senior UX Designer, then promoted to Associate UX Director in 2018. Worked across a broad range of clients including Volvo Cars, Virgin Atlantic, Delta Airlines, Nike, and HERE Technologies. Projects ranged from behaviour-led product design to full end-to-end customer experiences, covering CRM, content strategy, e-commerce, retail, storytelling platforms, and digital transformation. Managed 2 UX designers and led multi-disciplinary teams at account level.

Key impact:

- Designed the Discover Volvo global experience and CRM strategy for key European markets to increase brand loyalty.
- Designed Volvo's lead nurturing and lead generation journeys, from content to conversion, to support customer acquisition.
- Co-led the Delta x Virgin Atlantic GDS ONE platform redesign, improving the booking experience but also ROI for design of new features.
- Designed Virgin Atlantic's tiered buying flow to support revenue goals.
- Shaped the digital transformation strategy for HERE Technologies to better compete with other services.
- Established accessibility best practices and user testing protocols for the internal design team.

Senior UX designer at Orange Labs UK, London

June 2011- May 2015

Joined the innovation lab as an intern and was promoted to Senior designer in 2013. The work was split between exploring emerging technologies and designing commercial products and services. Contributed to Orange research and delivery projects, as well as client work for companies like Ford and Ottobock.

EDUCATION

Master degree of industrial design from Strate, school of design, Paris, France.
Major: Intelligent products and systems

2006-2011

Interaction design course, AHO, school of architecture and design, Oslo, Norway

2009

Graduated with honours from high school with a major in sciences, France

2006

EXTRAS

Dual citizenship UK / France
2021

Professional certification in Web Accessibility from the university of South Australia
2017

Filed a patent on vertical social networks and is now an official inventor.
2014

WHAT THEY SAID

"I can't pick any one thing that Fanny has contributed to the delivery of the project, because I truly think that without Fanny, the project itself probably wouldn't have been delivered." - Billy Dale, Digital Twin Product Owner at Improbable Defence

"(...)We made a good team and you earned my trust. I think you made an amazing job with the storytelling hub and your efforts and hard work extended beyond. I'm convinced that we wouldn't have a hub if it weren't for you." - Malin Hendriksen, Volvo Product Manager

Key impact:

- Researched and prototyped experiences around voice to text, voice biometrics and NFC technologies.
- Created a gamification and engagement design toolkit, used to train senior management and internal teams.
- Led design on a connected prosthesis service for Ottobock to democratise access to high-end prosthesis.
- Rethought the TV Go experience for Orange Romania, focusing on multi-device use to increase user retention.
- Delivered cross-platform mobile apps and service design briefs for innovation pilots.
- Worked across disciplines to test and validate concepts through iterative prototyping and research.

Other experiences

Internship at the Usability Testing Lab of Orange Business Services, in Paris (2009).

Design projects partnerships with Le Laboratoire, Alcatel Lucent's Bell Labs and Oslo's National Museum (2008-2010).

HOW I WORK

I solve problems through clear, insight-driven, collaborative design. I love making things, whether it's sketching ideas during a workshop, or prototyping quietly on my own. I care about turning complex challenges into useful, thoughtful tools. I bring structure without overcomplicating, and I'm happiest when working closely with others - clients, users or team members - to shape better experiences.

Design systems and interaction patterns that actually scale. I've built systems used across 60+ brands and evolved design languages for complex technical products.

Research and data to inform real decisions. From discovery to delivery, combining user insights with business metrics and technical constraints.

Workshop facilitation that gets things done: ideation, prioritization, mapping, playback.

Mentoring as I go. Helping designers grow alongside the work itself.

Translating technical complexity into clarity; whether it's publishing workflows, or network infrastructure.

Long-term thinking with day-to-day pragmatism. I establish design principles for immediate impact while building toward ambitious future states.

Strong relationships with senior stakeholders and clients through clear communication, honest feedback, and consistent delivery.

Curiosity about what's next. I track trends, emerging tech, social behavior, and industry shifts, integrating insights into strategic recommendations.

Ethical, inclusive, and sustainable design practices as core principles, not afterthoughts.

A bit of mischief. I work with curiosity, care, and the belief that good design should surprise and delight.

"Fanny has firmly established herself as a critical resource and leader on her projects. She puts a lot of energy into crafting experiences which will provide positive impact on her client's businesses and customers. This is evident, for example in the sheer amount of iterations she creates for even the smallest part of an experience. She repeatedly does what it takes to deliver value and does so with humility. She ensures that every decision has a firm grounding in rationale" - Drew Huddleston, formerly Head of UX at AKQA, now Global Head of Experience Design at Haleon

"Fanny moved from an intern to senior designer in record speed. Learning new methods and delivering excellence on projects, from UX to Service design. She is able to single handedly take a brief and run the project from managing the design, client and colleagues to delivering great solutions. Fanny, very organized, knows what is going on in design and looks out for everyone in the team. Impossible to recommend her highly enough."

- Markus Hohl, formerly Head of UX at Orange Labs UK, now Global Head of Service Design at JPMorgan CIB