

Fanny Monier

Lead UX & Product designer

11+ YEARS EXPERIENCE

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

Product design lead at Improbable Defence, London

July 2021 - Now

Since joining Improbable Defence, I have been leading the design work of a Network Digital Twin for the UK Ministry of Defence or MOD (learn more about it [here](#)). This entails working as part of a cross disciplinary agile team to research, design, develop and pilot complex applications enabling key decision makers in Defence Digital to plan for the future of their infrastructure and its safety.

Most of my day to day work is focused on user needs discovery, data modelling and visualisation and intuitive technical UI designs for the Digital Twin as well as growing the internal design system and platform offerings.

No line management.

UX manager at Appnovation EMEA, London

April 2020 - July 2021

I joined the Appnovation EMEA agency to help shape and grow their UX capabilities. Managing the small but growing team while being hands on across all the European accounts such as Alpro, Admiral IT and Arvesta.

Additionally to the work I was already doing before at AKQA, at Appnovation I was able to go deeper into validating everything through research and data.

Line management of 1 UX/User researcher + punctual management of freelancers.

Associate UX director at AKQA, London

July 2015- December 2019

As a senior UX designer and then lead UX (2018), at AKQA London, I was part of designing innovative solutions and services for various brands including Volvo Cars, Virgin Atlantic, Delta Airlines, Nike and HERE technologies.

The projects I worked on ranged from very focused behaviour led product design work to end to end customer experience design, passing by CRM and Content Strategy, Retail Experience, Storytelling Platforms, Design Systems, eCommerce, and Digital Transformation.

Line management of 2 UX designers as well as mentorship.

GET IN TOUCH

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PORTFOLIO

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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

Storyboarding For Film, Video And Animation short course at Central Saint Martins.
2013

ArtScience Prize winner for the project "Eau'Nirique" at **Le Laboratoire**, Paris.
2011

TOOLS

For almost everything
G-suite, Keynote, Paper, Big Walls

To make screens and flows
Figma, Sketch, Adobe creative suite

To prototype, test and share
Axure, InVision, Figma, Optimal Workshop, UsabilityHub, Zoom

Senior UX designer at Orange Labs UK, London

June 2011- May 2015

As part of working for an innovation lab inside a bigger brand, most of our time was split between researching emerging technologies and cognitive behaviours and developing new products and services.

Some innovation work streams that I collaborated on: Voice Technologies and Biometrics, NFC technology, and Gamification/Engagement design. On this last one I was able to lead the creation of a toolkit for the UX team and train senior management and internal teams.

I also worked on projects for mobile, web and TV products for the Orange brand as well as service design briefs with external clients, Ford and Ottobock, applying the Labs expertise in cross-device builds, communication technology and engagement design.

Internship at Usability Testing Lab of Orange Business Services, Paris

March 2009 - June 2009

During my time at the Test Lab, I learned about usability best practices and had a key role in prototyping interfaces based on user feedback to validate new hypothesis through iterative testing as well as helping facilitate some studies.

Other experiences during student years

2007-2010

Design projects partnerships with Le Laboratoire, Alcatel Lucent's Bell Labs and Oslo's National Museum.

Design of logos and graphic guidelines for the travel agency, Sol'inn Tours in Paris.

Intern at Diffusion Henri IV (France), web design and cataloguing.

Summer jobs in insurance companies: BNP Paribas and Coface.

EDUCATION

Master degree of industrial design from Strate, school of design, Paris, France
2006-2011 | Major: Intelligent products and systems

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

2009 July to December | Erasmus exchange

Graduated from high school with a major in sciences, France
July 2006 | Baccalaureate with honours

To ideate and communicate ideas

Sketching, Visual diagrams, Miro, FigJam, Slack

To track and deliver

G-Sheets, Airtable, Jira, Confluence

The ones I wish I used more often

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

PRAISES

"Fanny consistently delivers strong designs for the Digital Twin project. She works hard to gather information from the customer, the management team, engineers, and online resources, to ensure she delivers well informed designs. 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

KEY ELEMENTS OF MY PRACTICE

I enjoy solving problems and can think through complex systems with relative ease. In an ideal world, I aim to apply principles of circular economy, inclusivity and ethical consumerism as part of my designs.

- Develop best in class experiences through collaborative work practices with product owners, creative, strategy, data and technology teams as well as client services and delivery. From the foundational data architecture to the front-end interactions and the content.
- Manage multiple work streams and lead multi-disciplinary teams to develop solutions for a wide variety of platforms and devices (B2C, B2B, internal...). Sometimes across multiple studios and time zones.
- Answer briefs with a clear vision and plan, fostering a User Centric Design approach, backed up by qualitative and/or quantitative data, based on client requirements.
- Contribute to overall business strategy for clients, taking into account relevant marketplace, consumer and technology factors.
- Lead and facilitate collaborative sessions, in person or remotely, for: requirements gathering, creative ideation, insights playback, experience mapping, priority mapping and more.
- Apply solid UCD tools and insight driven practices from discovery to delivery while always looking for opportunities to innovate; information architecture, prototyping, user research, ecosystem and experience mapping, wireframing, design system, content strategy, agile methodology...
- Keep an eye out for optimisation, trends and opportunities for my portfolio of clients, using tools like Google Analytics, Social listening, Google Trends, SimilarWeb and more.
- Grow the UX capabilities of my place of work to advocate for better practices and efficiency to keep our team focused on being creative.

“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

“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