



Laetitia Zanga

UX / UI Designer

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About me

UX/UI designer passionate about creating intuitive and accessible digital experiences. I combine user research, interaction design, and prototyping to transform complex problems into simple and engaging solutions across websites and digital products.

Interest

- Human-centered design
- Digital innovation
- Behavioral psychology
- Art & visual culture

Skills & Tools

UX Skills

- User Research
- UX Audit
- User-flow
- Wireframing
- Prototyping
- Info Architecture
- Usability Testing
- A/B Testing

UI Skills

- Branding
- Responsive
- Adaptivity
- Motion
- Design System
- Interaction Design

UX Research & Wireframing software

- Miro
- Maze
- FigJam
- Lucidchart
- Optimal Workshop
- Google Analytics

Design & Prototype Software

- Figma
- Canva
- Midjourney
- Ai
- Ae
- Id
- PS
- After Effects
- Adobe Pr
- DaVinci

Languages & Software

- HTML
- CSS
- JavaScript
- PHP
- VS Code
- Unity
- VR
- AR
- 360°

Productivity & CMS

- Wordpress
- Wix
- Excel
- Jira
- Trello

Education

UX UI Design

Digital City & ULB (BE) 01-07/2025

Learning UX methodologies and mastering UI design tools

BSc HONS Digital Media Design

University of East London (GB) 2016-2019

Emerging technologies (Interaction 360°, AR, VR, HTML5/CSS3, App, UI, UX, graphism)

Baccalauréat : Sciences

Technologies de la Santé et du Social

Lycée Valentine Labbé, Lille (FR)
2009 - 2012

I speak

French Native Language

English Professional level

Experience

Designer Freelance in BE Zanga Design (2025-2026)

- Collaborate with stakeholders to translate business needs into user-centered digital solutions.
- Conduct UX audits with Capan.co, UX research (user flows, wireframes, usability testing) and design low-fidelity and high-fidelity animated UI prototypes with Figma
- Design and develop WordPress websites based on UX/UI research using CSS, JavaScript and PHP
- Currently developing an interactive tool for a federal organization's awareness campaign and defining the information architecture and wireframes of the campaign website
- In addition, I continue to work on similar projects as those I developed during my freelance experience in the UK

Digital Designer Delhaize (Jul 2021-Jan 2024)

- Designed static and animated web and mobile banners for the website and mobile app. Including weekly promotional folders and campaign visuals by using Photoshop, Illustrator, Indesign, After Effects
- Analyzed banner performance and user behavior using ContentSquare, Adobe Analytics, and A/B testing to optimize engagement and UX
- Defined new design and creation guidelines to ensure brand and UI consistency across all digital platforms in line with the company's visual identity

Designer Freelance in UK Zanga Design (2015-2020)

- Designed branding materials, flyers, posters, and social media visuals by using (Illustrator, Photoshop)
- Created brochures, booklets, packaging by using Indesign, illustrator, Photoshop and designing Wix websites
- Developed newsletters and marketing materials for various clients