

Passionate Global Digital Design Lead and Design Manager with years of experience in eCommerce, digital strategy and web design. Very organised and self-motivated, I love the challenge of developing best-in-class designs to create outstanding brand and customer experiences on all digital touchpoints.



LONDON, UK

Interested in fully remote opportunities



AREAS OF EXPERTISE

eCommerce



FMCG



Digital Brand Strategy



App & Web Design



Digital Innovation



Creative Direction



Team Management



SKILLS & SOFTWARE

Creative • Self-driven • Analytical • Fine eye for detail

UX • UI • Branding • CX • Illustration • Infographic • Image compositing

Adobe XD • Prototyping • User tests (UserTesting) • Photoshop • Illustrator • InDesign

HTML • CSS

AEM (Adobe Experience Manager) • JIRA • Confluence • Visual Studio Code

WORK EXPERIENCE

RECKITT, LONDON

Global Digital Design Lead, Nutrition (2021 - present)

Leading the global digital design strategy for Reckitt's Nutrition Business Unit (IFCN and VMS) to support digital transformation, drive conversion online, and improve the brand experience through digital innovations.

- Amazon A+ and B+ toolkit: leading the creation of an Amazon design toolkit for local markets to implement the new Enfamil brand purpose and VBL. Briefing design agencies to create B+ and A+ asset packs. Creating pixel-perfect prototypes for stakeholders. Writing user tests and producing analysis reports.
- Amazon design guidelines: creating global guidelines and a resource hub on SharePoint to help local eCommerce teams design best-in-class content for the digital shelf to increase CR and offer amazing CX. Collaborating with design and eCommerce agencies to identify main design drivers for conversion.
- Digital Design Consulting: supported the Nutrition R&D team with the Reckitt Nutrition Institute website redesign. Identified digital agency partners for the project, led product development strategy (mobile-first, user-centric and MVP approach for launch), and helped with website QA.
- Digital Innovations: introduced AI technology to our team and design projects (found the right partners in the US and produced initial briefs). Concept and design of a gamified digital loyalty card and D2C widget to better understand customers' needs, pain points and behaviours through data collection.
- Ways of Working: implementing new streamlined and more efficient ways of working within our team and with our digital agencies (digital-first approach, more agile project management, cloud technology for better collaboration...)

QVC UK, LONDON

In charge of the accurate and timely production of QVC's digital platforms, creating a seamless experience for millions of customers. From Digital Designer to Design Manager, my role at QVC has quickly evolved into a more strategic position with increased responsibilities.

Digital Design Manager (2018 - 2021)

- Leading the creative direction of digital content for the website, apps and marketing emails. Design review and sign-off of all digital assets.
- Managing and mentoring a team of Digital Designers and Web Publishers. Coordinating and prioritising work. Recruiting and training new team members.
- Overseeing platform upgrades and app releases, liaising with product owners and engineering teams, establishing roadmaps and defining best practices for content production.
- Implemented QVC new branding on digital platforms: created design guidelines and assets libraries, improving consistency and increasing productivity, while allowing flexibility and creativity for the designers.



EDUCATION

Bachelor in Visual Arts (2012)

University Panthéon Sorbonne
Paris, France
Visual Art, History of Art,
Philosophy of Art

Master in Management (2007-2011)

EDHEC Business School
Lille, France
Focus in Marketing and
Communications



LANGUAGES

English ●●●●●

French ●●●●●

Spanish ●●○○○



INTERESTS

Baking baguettes

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Knitting

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Doodling

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Doing backflips
on trampolines

- Documenting processes and best practices in the team's wiki (CMS module guide, design workflows, onboarding guides, etc.).
- Improving workflows and processes for the eCommerce and Design teams (JIRA training, improved briefs, best practices, etc.).
- Designing web pages and digital assets for campaigns and high-profile brands.

Lead Digital Designer (2017 - 2018)

- Designed and built major cross-platform digital campaigns (Christmas, Black Friday, Holiday Shop, etc.).
- Created UX documentation, photo briefs and assets used across all platforms and channels.
- Mentored other designers and led creative direction.
- Improved Design team's productivity by creating Photoshop templates.
- Streamlined work processes (new file naming convention, JIRA functionalities...)
- Helped recruit new Designers and Publishers. Trained new team members.
- Deputised for the Design Manager until being promoted Manager.

Digital Designer (2017)

- Created high-quality assets for the Home, Garden and Electronics departments
- Designed, built and published web pages in AEM.
- Elaborated conceptual briefs for the in-house photo studio.

SONIA L CREATION, LTD

Freelance Graphic Designer (2015 - 2017)

Digital, graphic & design consulting services for renowned brands and design agencies.

- Key areas of expertise: digital & graphic design, illustration and design consulting.
- Brands and agencies: Timberland / GE / LinkedIn / Hootsuite / Brands2Life / The Story Lab / Mediablaze Group / Kaplan / Le Robert

LADBROKES, LONDON

Web & Graphic Designer (2015 - 2016)

- Designed and built two Google Sites for the Security & Compliance and Enterprise Architecture teams.
- Developed the branding and visual identity of both projects.
- Designed merchandising items and communication materials.

ORANGE LABS UK, LONDON

Communications Executive (2012 - 2014)

- Responsible for the internal and external communication strategy.
- Developed new branding: logos, visual assets, communication materials.
- Designed and built Orange Labs' website (EZ Publish CMS).
- Created and managed Orange Labs' intranet using Wordpress (HTML/CSS).
- Designed merchandising items for events.

LOUIS VUITTON, PARIS**Corporate Press Officer (2011)**

- Organised a press trip for journalists from Korea, Hong Kong and Taiwan to visit Louis Vuitton's new luxury leather goods workshop in France.
- Supervised press kits production with in-house creatives and design agencies.
- Oversaw two press days and presented Louis Vuitton publications to journalists.
- Edited press reviews, gathered and analysed media alerts.
- Assisted PR officers on various projects and events.

ALLIANCE FRANÇAISE, WASHINGTON DC**Communication Assistant & Event Coordinator (2009-2010)**

- Coordinated more than a hundred cultural events (screenings, concerts, theatre plays, festivals, etc.).
 - Led a cross-promotion collaboration with the Corcoran Gallery in Washington DC.
 - Maintained the website and designed promotional materials for events.
 - Helped produce events by suggesting artists and negotiating their fees.
 - Negotiated low rates for technical equipment and lodging for groups of artists.
 - Produced reports on the trends and evolution of the cultural department (attendance, visibility, accounting).
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VISIT MY WEBSITE

sonialahcene.com

