Clara Geoffrion

Senior UX/UI Designer | SaaS, mobile and web products

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UX/UI designer with 5 years of experience and 35+ projects and features shipped across healthcare, insurance, logistics and e-commerce. I connect real user needs with business goals, from user research to design systems. Looking for a fully remote role, as an employee or freelancer, and available to travel for team meetings or workshops. French and Canadian citizen, authorized to work in the EU and Canada.

Professional Experience

Senior UX/UI Designer

Facnet | Montréal, Canada | Aug 2025 – Present

End-to-end redesign of a medical billing SaaS used daily by 9,500 physicians and 160 billing agents in Quebec.

- Design the new web platform resulting from the **merger of two products**, modernizing a billing process governed by RAMQ (Quebec health insurance) rules and replacing hard-to-use tools.
- Lead end-to-end design (ideation, wireframes, interactive prototypes, user stories) with Product and **about 30 developers**: MVP launched in April 2026 and used daily.
- Made invoice creation **2× faster**: each agent now creates 16 more invoices per hour.
- Launched or improved **20+ features in 7 months** for a range of users (physicians, clinic managers, billing agents).
- Run weekly sessions with **3–6 key users** to gather feedback and iterate quickly; prioritize the roadmap with the Product Owner.
- Built and maintain the **design system** from the ground up, ensuring consistency across web and mobile.

UX/UI Designer, then Intermediate UX/UI Designer

St. Lawrence | Montréal, Canada | Jun 2024 – Aug 2025

Digital agency serving clients in healthcare, e-commerce, agri-food and CRM.

- Facilitated **UX and co-creation workshops** to frame loosely defined client needs and structure user journeys aligned with business goals.
- **Sednove:** designed the MVP of a patient app (10 screens, component library), saving **12 min** per appointment booking and **18 min** at clinic check-in.
- **Avril:** redesigned navigation, filters and product pages for a catalog of **13,000 products** (13 stores).
- **Cavendish Farms**: redesigned **2 websites** (consumer and foodservice), from benchmark to 20 wireframed pages for desktop and mobile.
- Partnered with product, strategy and development teams to ensure feasibility and consistency, then presented concepts and iterated on client feedback.

UX/UI Designer (Consultant)

Avanade, for Dow | Montréal, Canada | Jan 2024 – Apr 2024

Internal tool for Dow, one of the world's largest chemicals and materials companies (plastics, silicones, coatings), tracking chemical shipments between trains and plants in real time.

- Designed **60+ wireframes** to make hard-to-use internal tools more efficient.
- Simplified complex workflows, improving clarity and autonomy for operations teams.

UI Designer (Consultant)

Intact Lab | Montréal, Canada | Sep 2023 – Dec 2023

White-label design system for Intact, Canada's largest property and casualty insurer, shared across the group's brands (including Intact Insurance, belairdirect and Johnson).

- Evolved the **Iceberg design system** at scale, shared by **multiple brands**.
- Built complex UI components within product standards and constraints, working with web, mobile and product teams.

Web Designer

Agence LB | Montréal, Canada | Feb 2022 – Dec 2022

Web agency creating websites and visual identities for small businesses and freelancers.

- Designed **custom websites** for diverse clients (a dance school, construction contractors, healthcare professionals such as Kinélite), from content structure to final UI.
- Created **brand identities** and social media visuals.

Tools

Design: Figma, Photoshop, Illustrator, InDesign

Workshops and collaboration: Miro, Mural, Jira

AI: Claude, Claude Design, Claude Code, Figma AI, ChatGPT (advanced daily use)

Education

UX/UI Design Bootcamp | CareerFoundry | 2023

College Diploma (AEC) in Graphic Design | Collège Salette, Montréal | Sep 2020 – Dec 2021

Bachelor of Business Administration (BBA) | UQAM, Montréal | Sep 2016 – Apr 2020

Languages

French: native | **English:** professional working proficiency (B2)