Floria Léger

UX Designer

Simplifying complex systems. I combine cognitive science and human factors to reduce cognitive load and design intuitive workflows.

All visuals © Floria Léger

Designing Ecosystems for Zero Friction.

The foundation

Bridging an academic background in Cognitive Science with 18 years of visual art discipline.

The philosophy

Systemic engineering rigor and Cognitive load minimization.

The trajectory

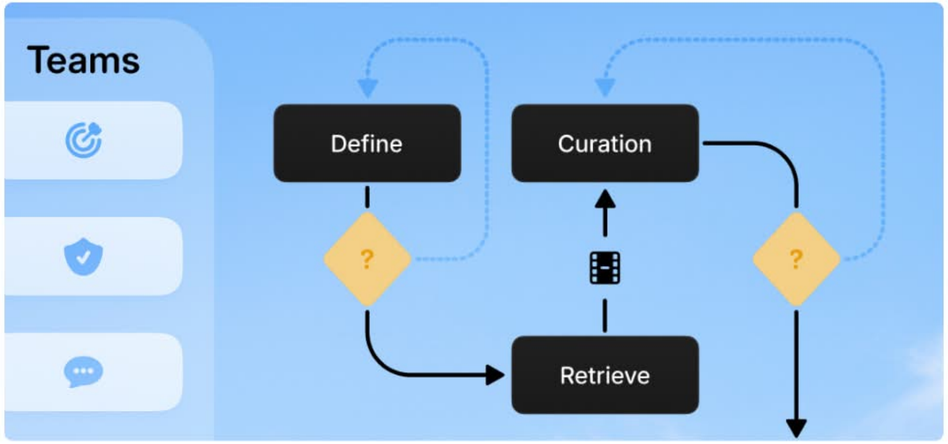
Applying cognitive principles to complex enterprise environments, from operational interfaces at Airbus to scalable frameworks at Ubisoft.

01 **Creator visibility** enterprise workflow architecture — Ubisoft

02 **VMT** improving the usability of an industrial CAD simulator — Airbus & IMS

03 **Emco** decoupling emotional state from cognitive workload — Academic

UX Designer Intern | Strategy | Creators | Governance



Problem

Over 14,000 partner creators in the Ubisoft Creator Program felt ignored because the brand rarely gave feedback on their work, while internal teams lacked a structured process to share partner content.

Outcome

I designed and pitched a multi-department workflow to regularly feature creator content on official channels, securing approval from key department leads to begin trial rollouts.

Presented under non-disclosure constraints, proprietary internal tools and sensitive business metrics have been anonymized or generalized.

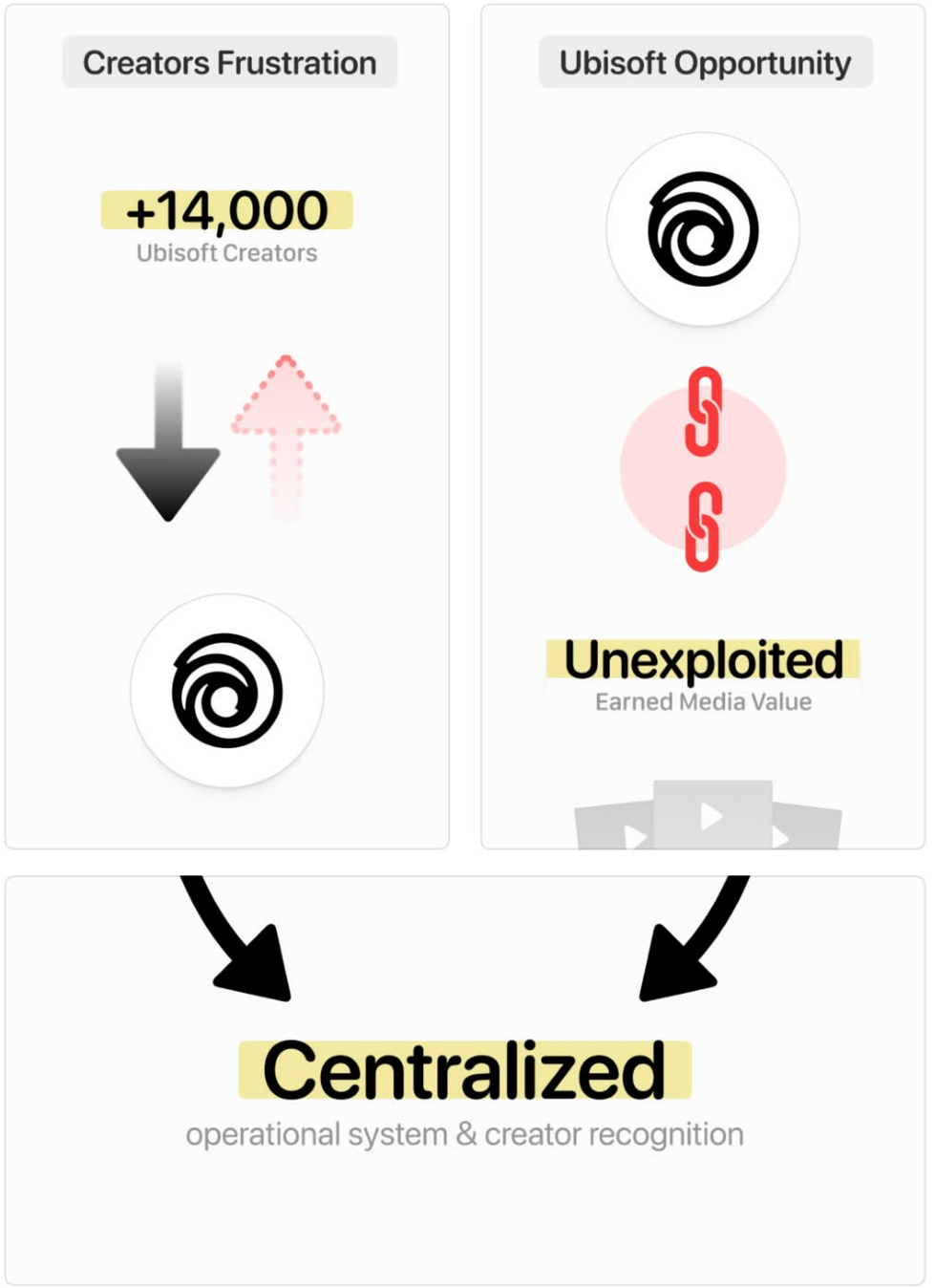
Human Friction

In the Ubisoft Creator Program, over 14,000 partner creators felt invisible. They put a lot of effort into their content, but a lack of feedback from the brand hurt their trust and loyalty.

Business Opportunity

At the same time, Ubisoft was missing out. The company was leaving a lot of organic visibility and Earned Media Value (EMV) on the table because internal teams lacked a structured approach.

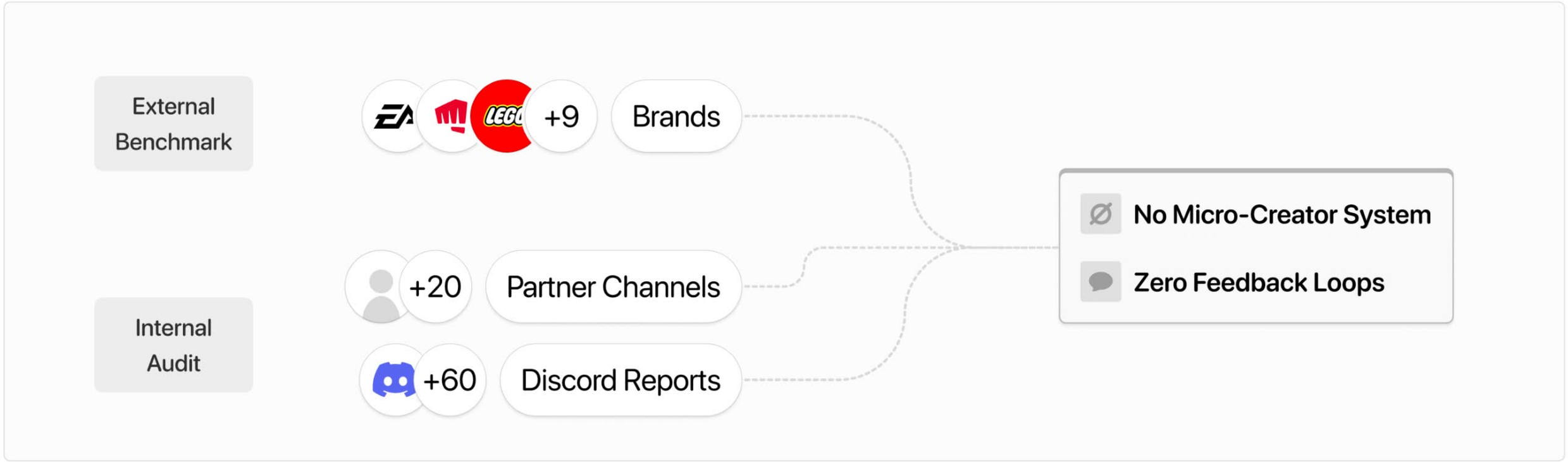
As the main UX designer under the guidance of my Design Manager, my goal was to build a realistic workflow that bridged this dual gap within strict enterprise constraints.



Discovery

To validate creator friction, I started by looking at 12 other entertainment brands, including EA, Riot, and LEGO, to see how they handled creator visibility. This revealed that while huge influencers got plenty of PR attention, nobody had a visible structured way to highlight smaller micro and nano-creators.

Concurrently, I looked at over 20 partner channels and read through more than 60 Discord community reports. The research confirmed the core issue: creators felt they were working in a vacuum because there was no internal system to discover or give feedback on their work.

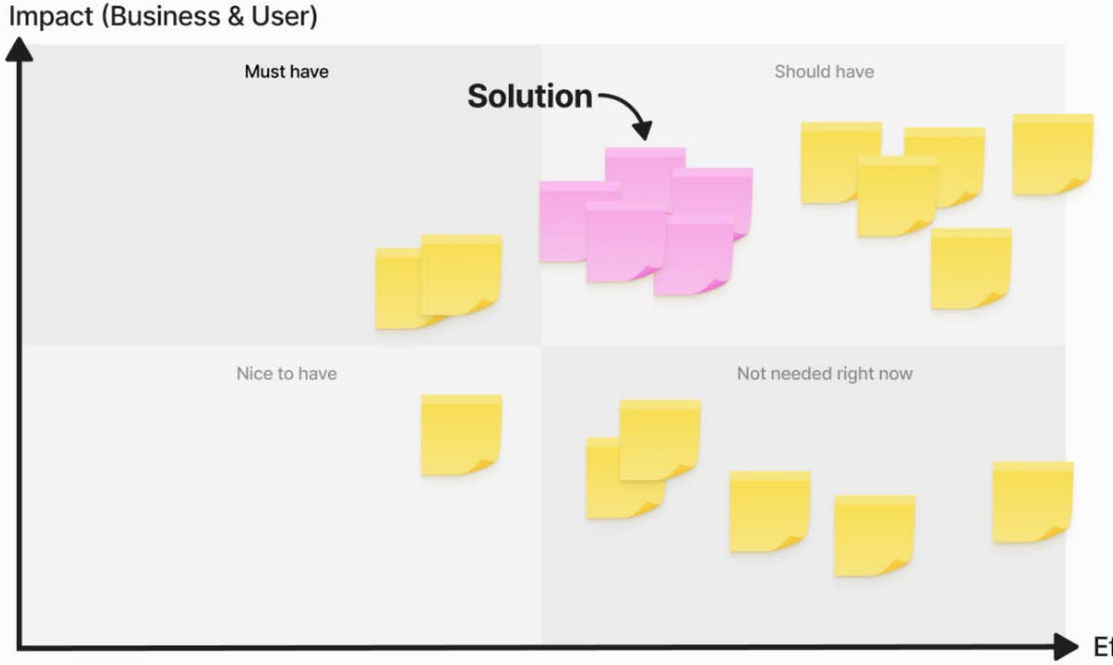


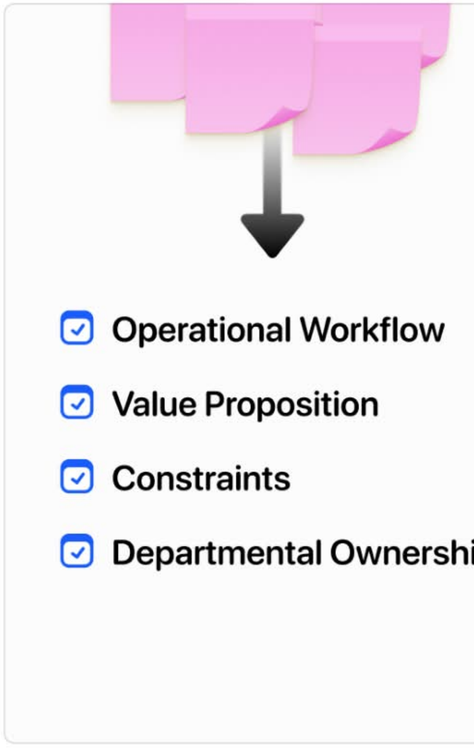
Ideation Workshop

The root of the problem was internal confusion, so I focused internal teams instead of asking the creators to fix our handoff issues.

I co-structured and facilitated a two-hour workshop with six internal leads. We used an Impact/Effort matrix to evaluate 24 different ideas and converged on official channel reposting as the most realistic solution. This session also served to identify which key departments needed to be integrated into the pipeline.







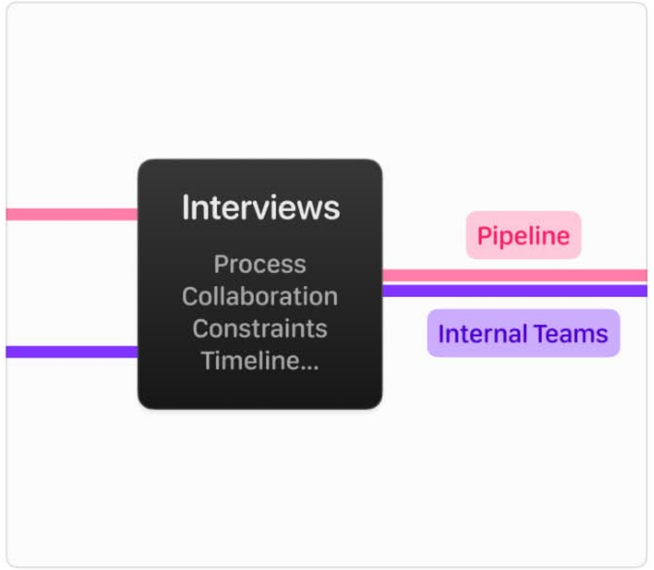
Mapping the Process

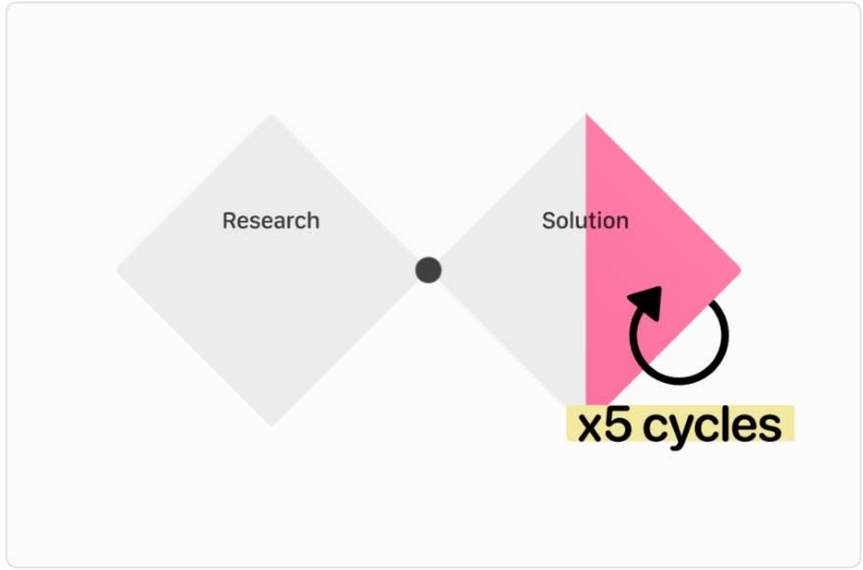
Following the workshop, I conducted interviews with stakeholders integrated during that session to refine the pipeline around their real-world constraints and needs.

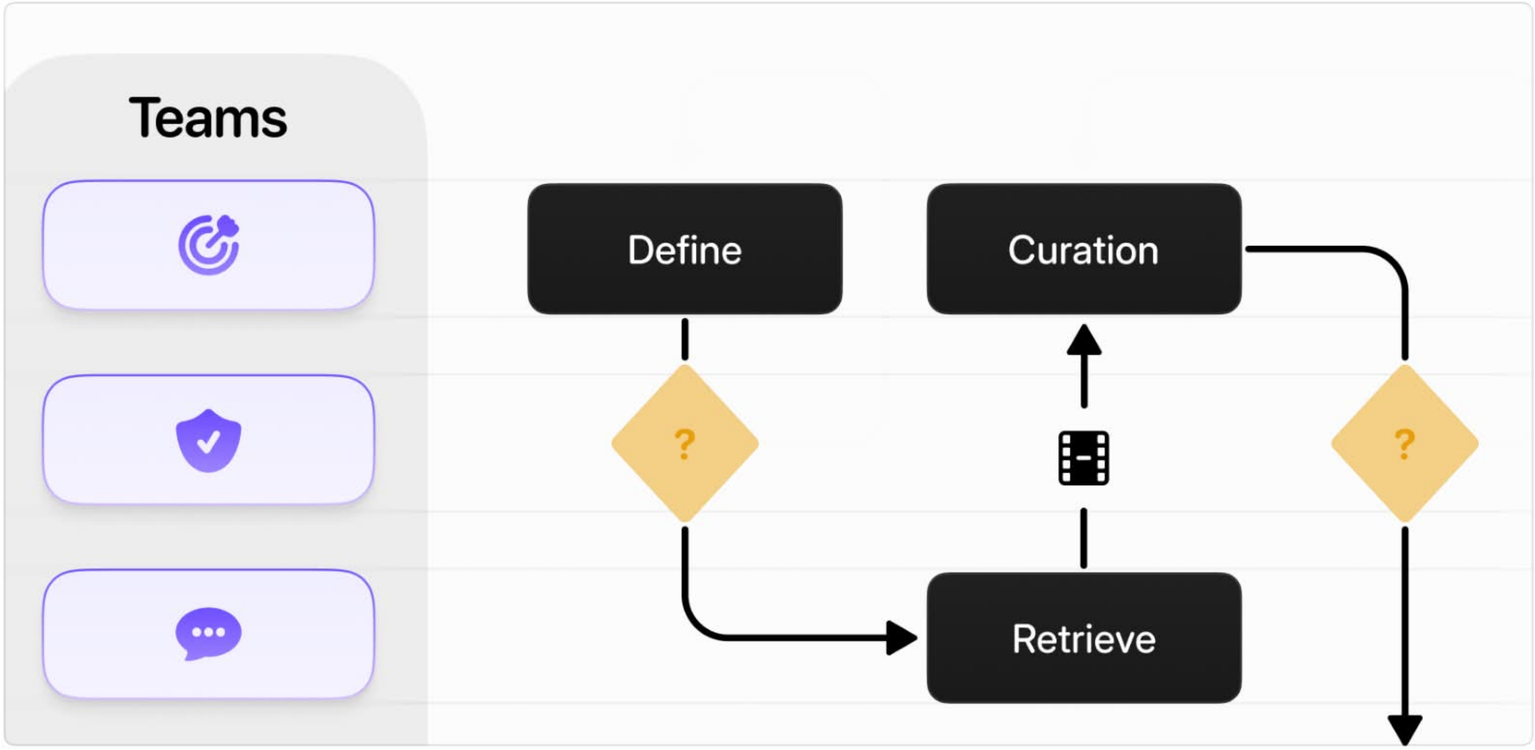
This research revealed how complex the organization really was: six different departments had to coordinate across a mix of publishing tools, task trackers, and community platforms. Over five iterations, I mapped out a workflow that separated global asset approvals from local market publishing, while making sure we still hit mandatory brand safety checks.

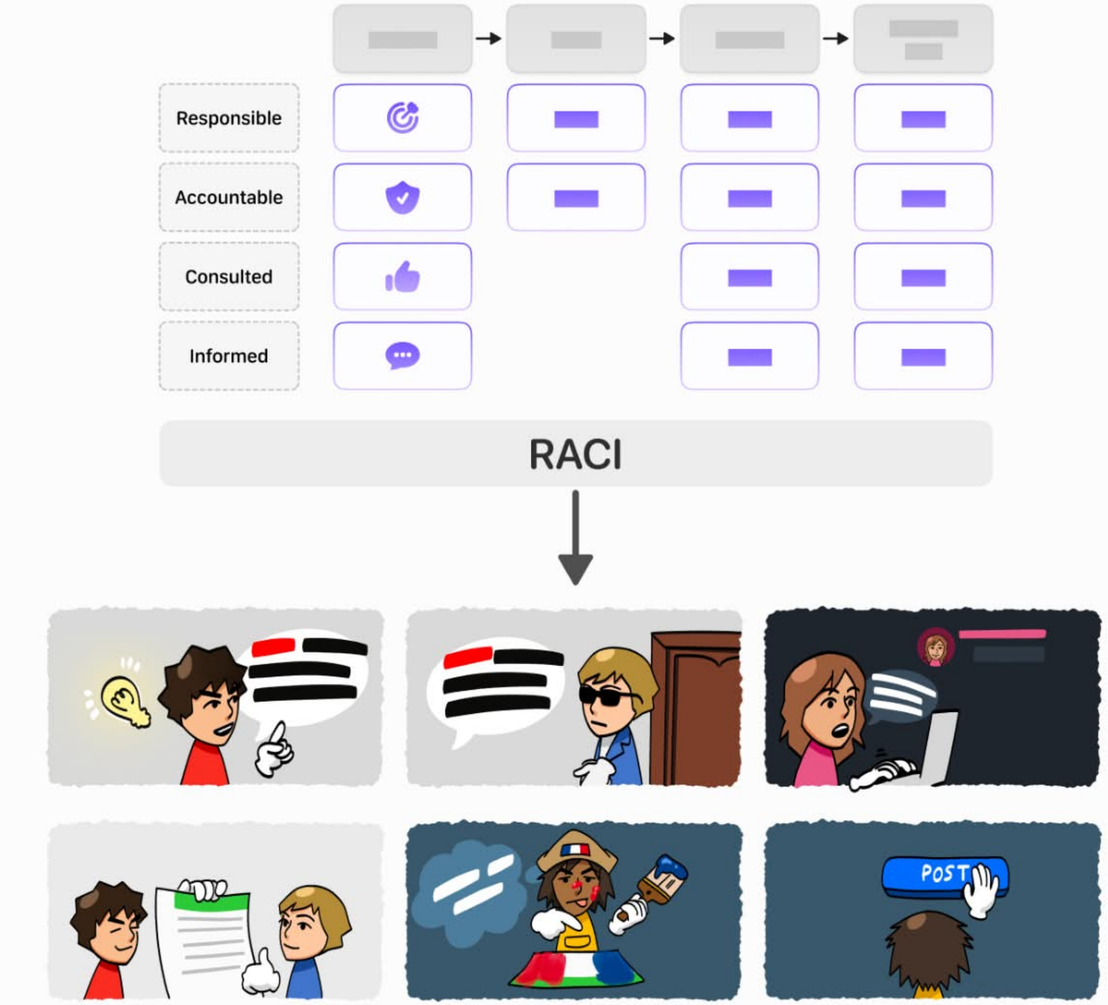
Large-Scale Validation

Once the internal workflow was established, I designed a survey for Ubisoft's Discord community of over 2,000 creators to make sure this approach actually matched what they wanted.









RACI Governance

Following a recommendation from my Design Manager, I built a RACI framework to turn this workflow into something teams could actually use. I defined two distinct scenarios: a proactive model for planned campaign activations and a reactive model for spontaneous community clips.

Persuasive Storytelling

To secure executive buy-in, I translated these models into visual storyboards. By showing the exact journey of a clip (from a creator posting it on Discord, through brand safety checks, and finally onto a local social media channel), I turned a technical handoff into a story that was easy to follow.

This approach helped me get approval from three key department leads, giving us a blueprint ready for testing.

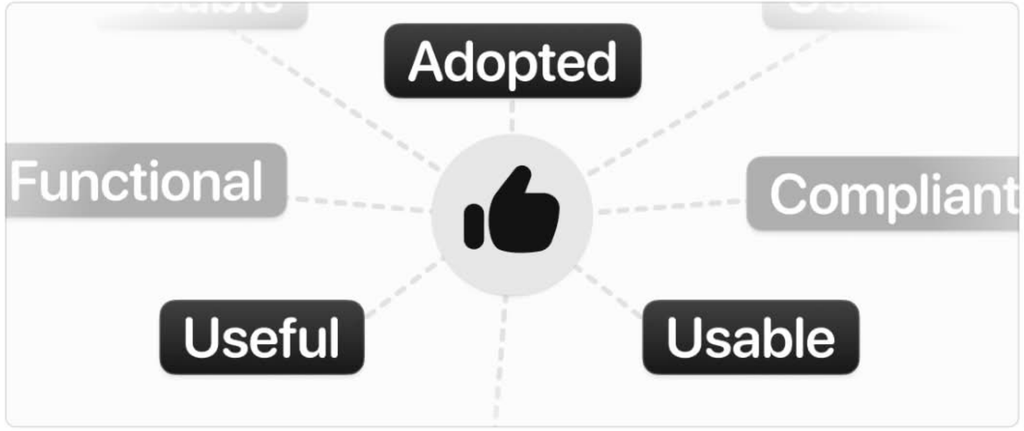
3

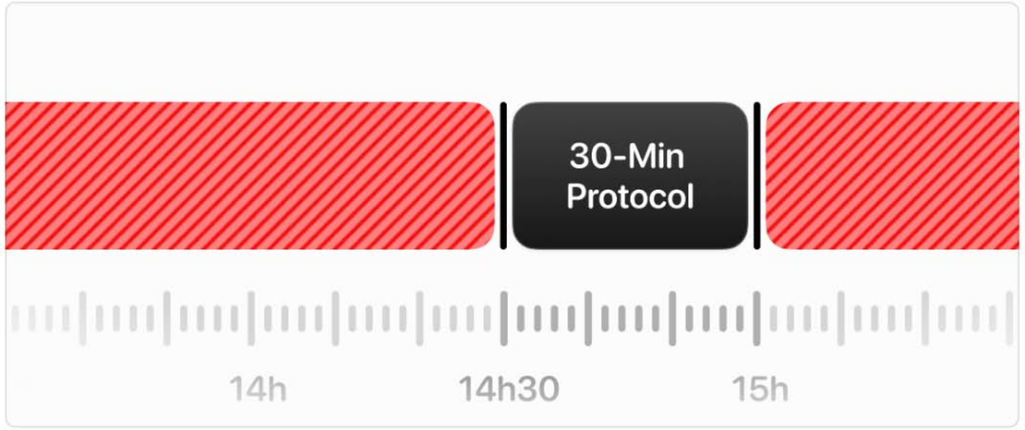
Approving Executive Leads

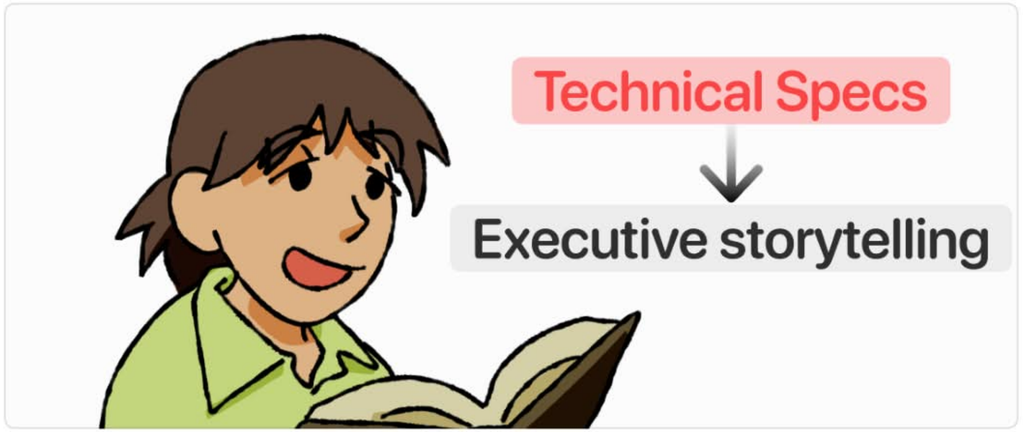
Impact and Reflections

This project taught me that a great solution is not just usable, but must also be actively adopted by its users. Trying to book time with busy internal staff forced me to create really tight, efficient interview guides.

I also learned that visual storytelling is a powerful way to explain technical processes to business leaders, turning a heavy operational proposal into something they actually want to support.







Airbus Helicopters and IMS, May 2025 - Jul 2025

UX Consultant Intern | Learning software | Ergonomics



Problem

Airbus Helicopters created a 3D simulator to train technicians on maintenance tasks, but instructors were underusing it. Navigating the software was cumbersome enough that trainers preferred relying on physical mockups, missing out on the digital flexibility.

Outcome

I mapped out 28 core usability friction points and presented six key recommendations, including a radial contextual menu. Clients at Airbus validated and approved the overall specification package.

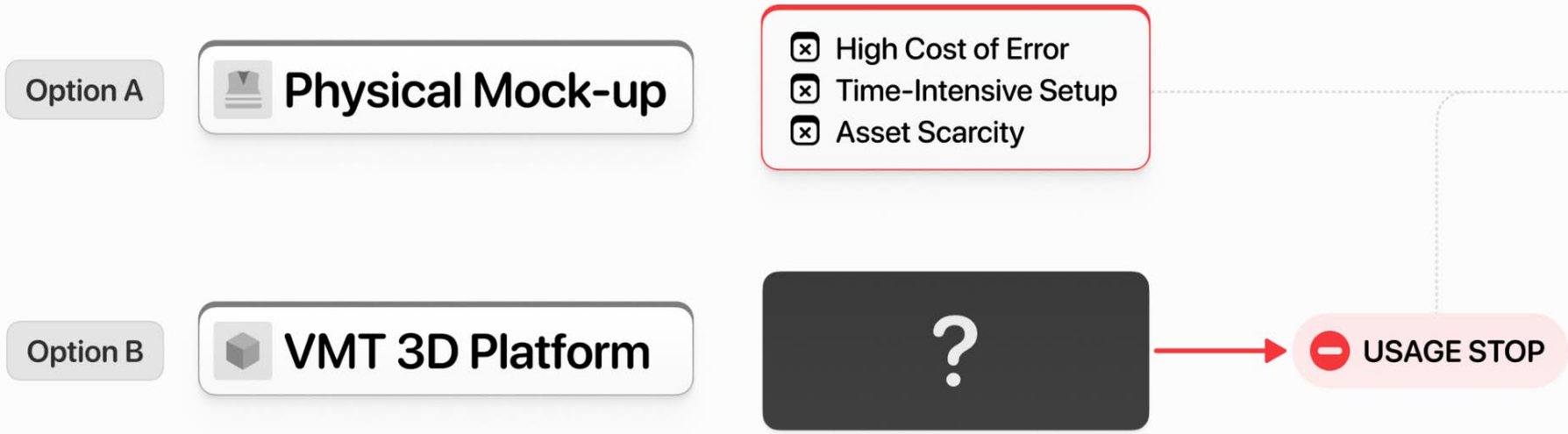
Presented under non-disclosure constraints, proprietary internal tools and sensitive business metrics have been anonymized or generalized.

Context

Airbus Helicopters built the Virtual Maintenance Trainer (VMT) to help technicians practice helicopter maintenance across over fifty simulated failure scenarios. On paper, it offered a flexible way to scale training without needing constant access to expensive physical mockups, but it struggled to gain regular traction in actual classrooms.

The Challenge

The primary goal was to fix low adoption rates. Instructors frequently set the simulator aside during live lessons in favor of paper manuals or physical aircraft mockups. My mission was to uncover why trainers avoided the software and provide practical recommendations to improve its intuitiveness and learning efficiency.

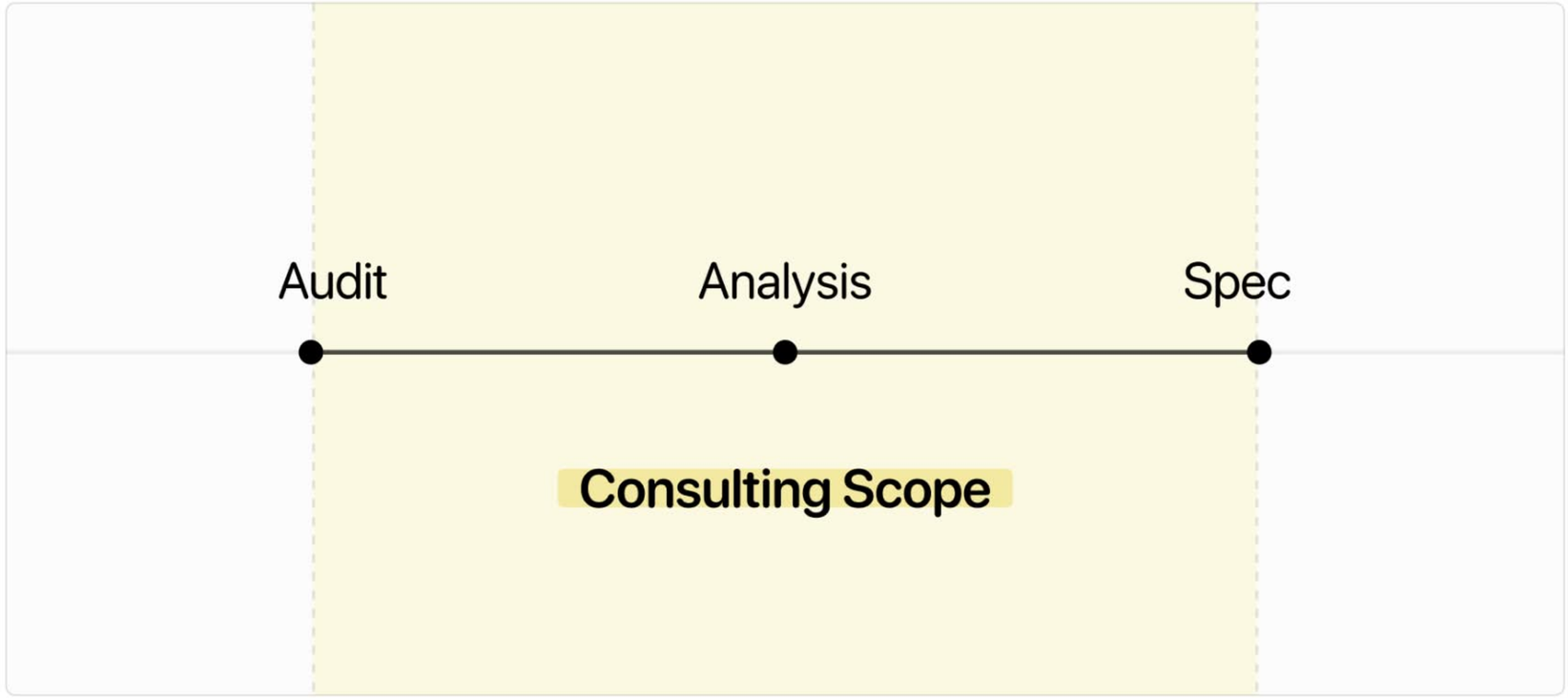


Scope

Working as a UX Consultant intern through the IMS Laboratory, my goal was to pinpoint the ergonomic friction points behind this low adoption and redesign the software interactions around real classroom teaching habits.

Discovery

To understand how the simulator operated, I did an initial walkthrough to catch obvious technical friction, such as navigation dead ends. I also reviewed three doctoral theses on aeronautical simulation learning to build a semi-structured interview grid tailored to the Airbus training environment.





Qualitative Research

During this early phase, a key insight emerged: B2 Avionics instructors adapted to the same type of software easily, but B1.3 Mechanical instructors rejected it because the digital space offered no physical feedback for engine parts. To dig deeper, I went to Aérocampus Aquitaine and interviewed five instructors and two trainees about their frustrations, processing the transcriptions with WhisperAI.

Field Observations

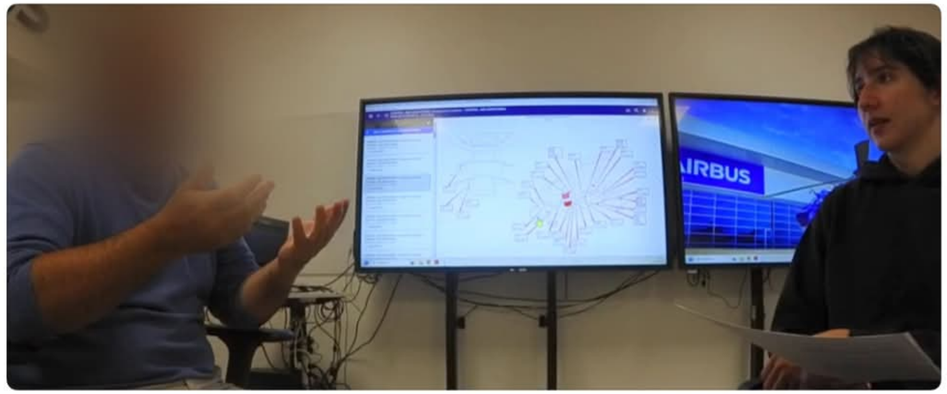
When observing live classes, I saw that instructors barely touched the simulator, defaulting immediately to physical mockups. I adapted my approach and started holding informal contextual discussions with them between training sessions. They explained that setting up and navigating around the 3D space took too much effort, breaking the natural pacing of their lessons.

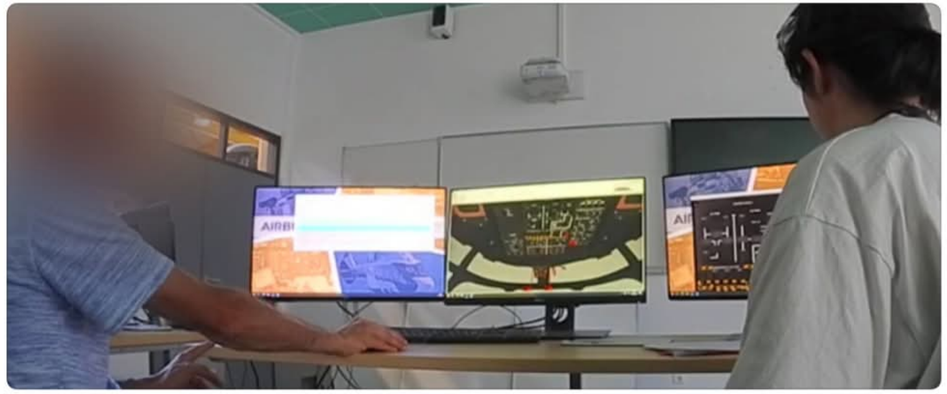
5

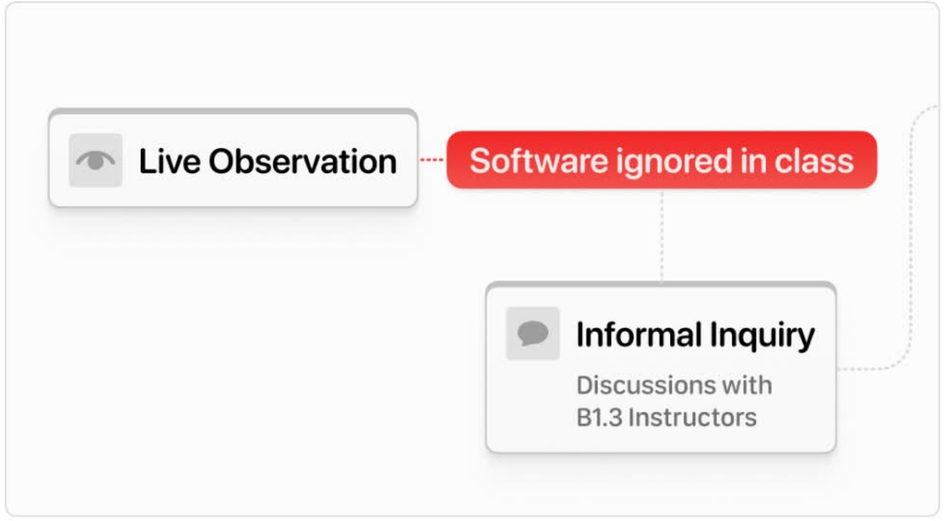
Instructor

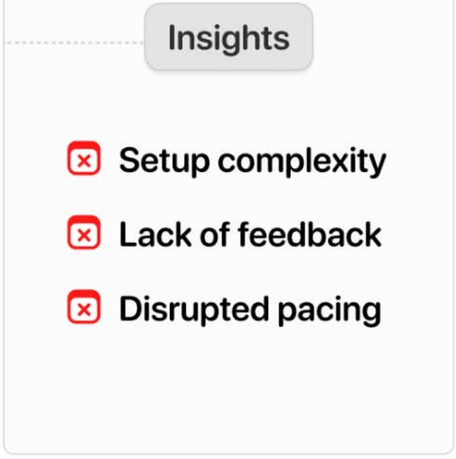
2

Trainee





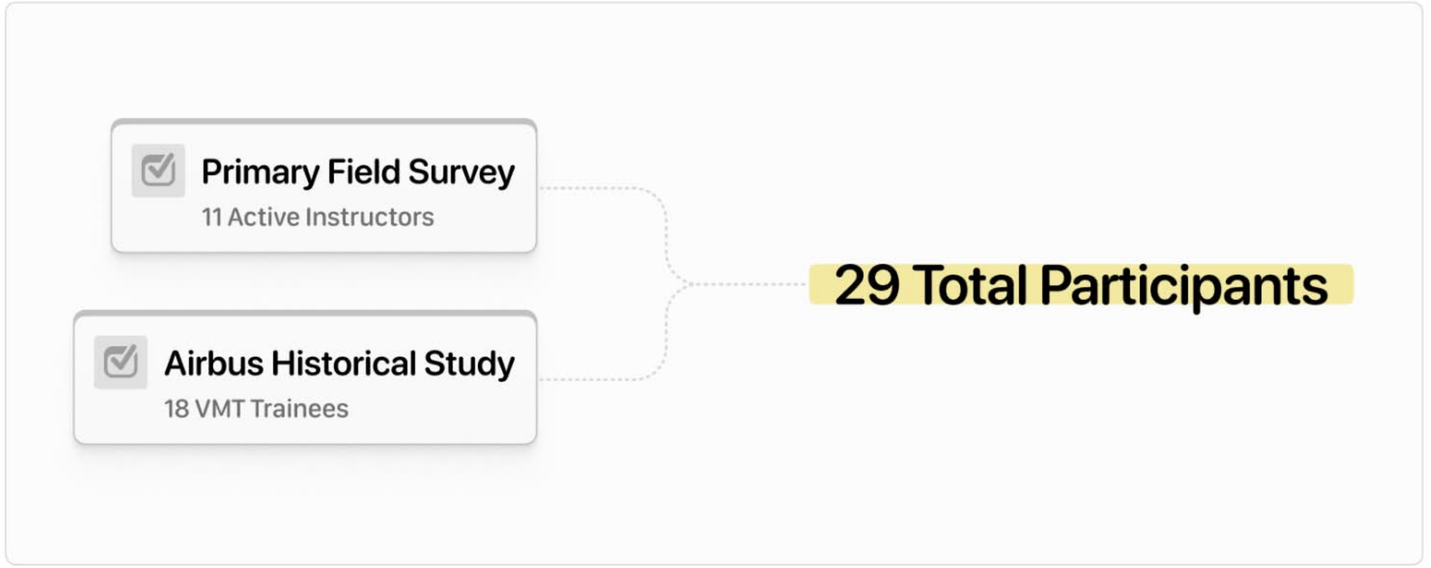


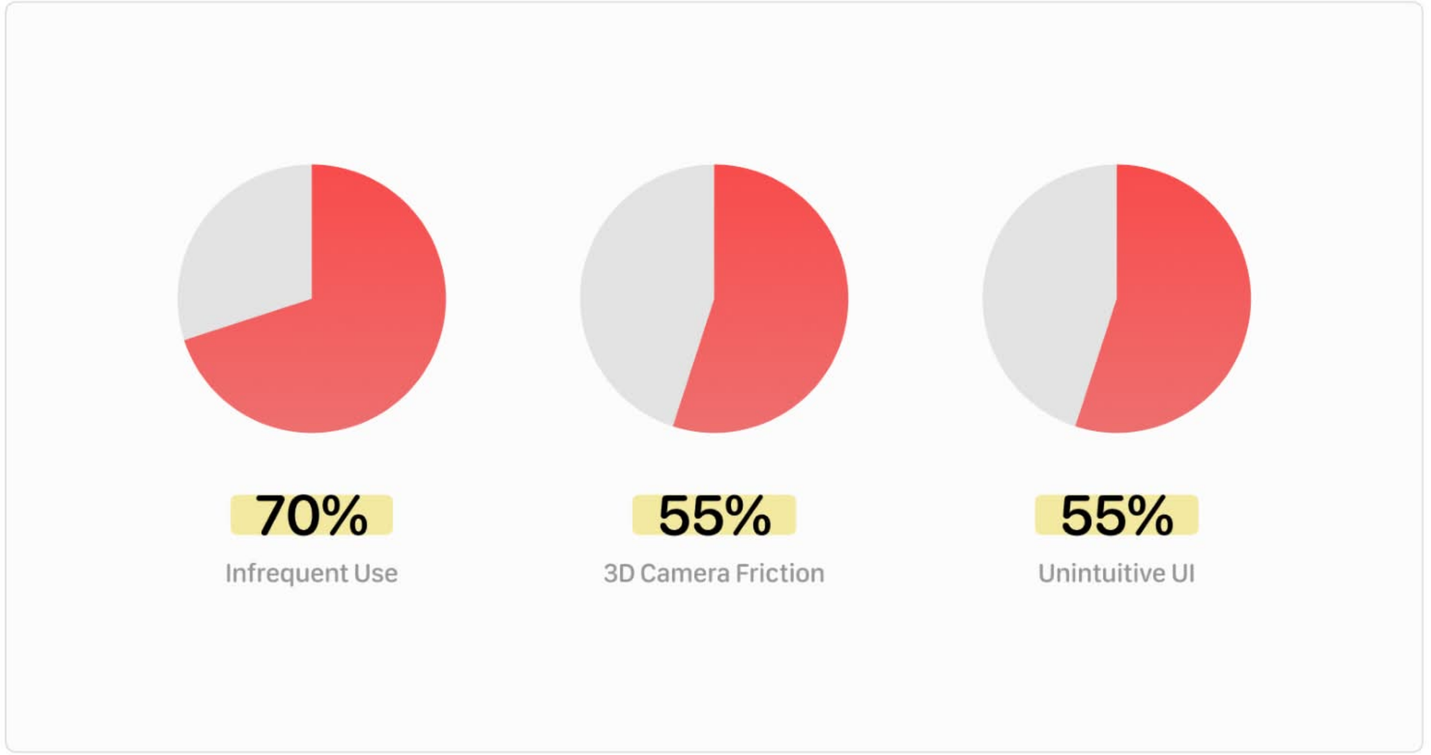


Quantitative Data

To support these conversations with hard data, I sent a survey to active instructors. I got 11 responses and combined them with an older internal Airbus study of 18 users.

Looking at this group of 29 participants, the numbers confirmed a widespread trend: 70% used the software less than once a month, and 55% cited 3D camera movement and interface clarity as main obstacles.





Heuristic Synthesis

To structure these findings objectively, I categorized the interview and survey data using a 10-point ergonomic heuristic framework. This allowed me to systematically evaluate factors such as cognitive load and ergonomic transparency.

Usability Diagnosis

I mapped out 28 distinct usability issues and proposed 25 concrete recommendations to fix them. To keep this case study focused, I have isolated the three biggest friction points:

- Unstandardized camera navigation disoriented users during engine inspections.
- Nested menus constantly forced instructors to look away from the task while lecturing.
- Selecting small 3D engine components required pinpoint mouse accuracy with zero visual hover affordance.



Unstandardized camera navigation



Nested menus



Imprecise selection

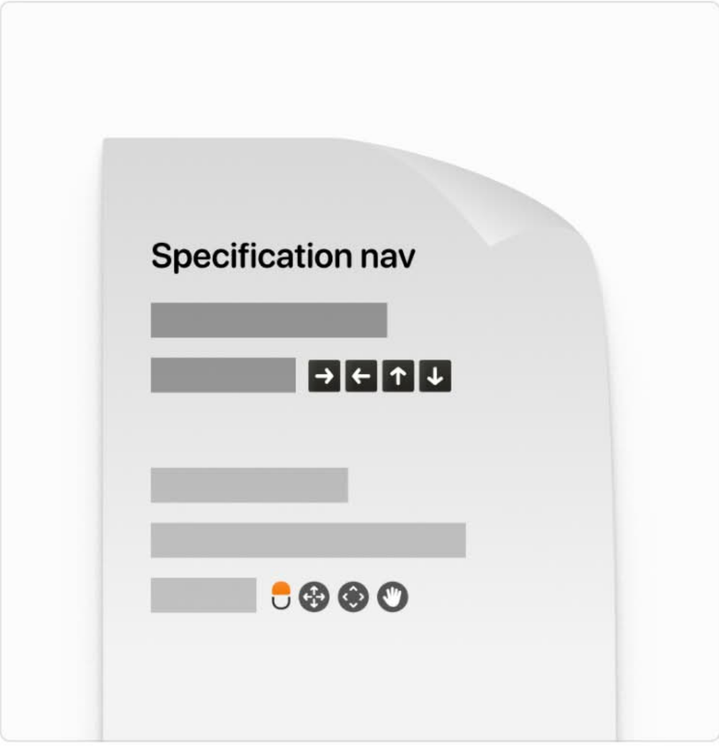
Interaction Specification

Because my mission focused on interaction architecture rather than visual assets, I created interaction guidelines to solve those specific problems.

I proposed a dual-mode camera system combining standard WASD movement for navigating rooms with automatic orbit controls centered on selected components.

To reduce menu dependency, I designed a cursor-anchored radial menu using Fitts's Law to give instant access to common actions.

Finally, I specified permissive click tolerances, component outlining, and structured error messages to eliminate guesswork.







Outcomes and Takeaways

The final deliverables included a 63-page comprehensive UX analysis report detailing all 28 usability blockers and 25 technical specifications. Knowing that long reports rarely get read in full, I also put together a presentation highlighting the six most impactful strategic ideas.

The engineering leads at Airbus Helicopters and Telespazio agreed with the findings and formally approved the recommendations.

Looking back, stepping away from formal observations and just talking to instructors in their environment was the right call. It showed me that no matter how detailed a technical simulation is, it won't work if the interaction design ignores human cognitive limits.

25

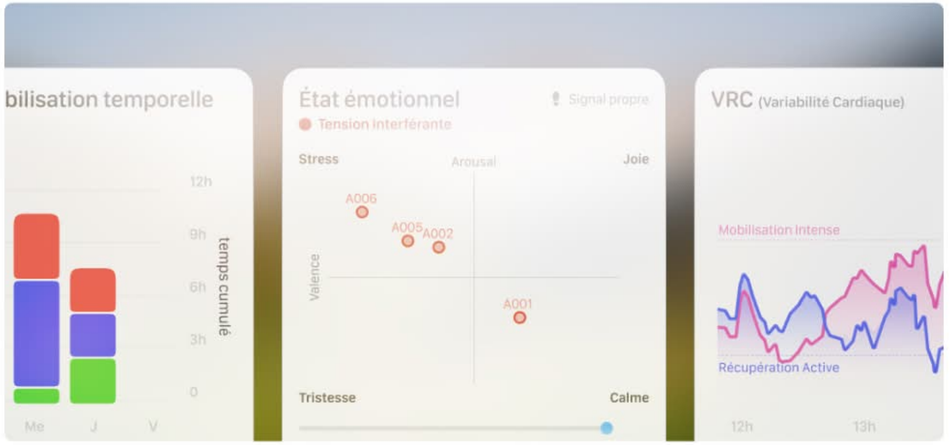
UX Specs Delivered

63 Pages

Comprehensive UX Analysis Report



UX Designer | MedTech | Biometric telemetry | Ergonomist



Problem

Evaluating workplace well-being usually relies on subjective surveys. We needed to create a mobile app that could take raw, objective biometric data and turn it into clear insights about a worker's cognitive load and stress.

Outcome

During a five-day academic sprint, I designed a 20-screen prototype that visually separated sudden emotional stress from general cognitive fatigue. By swapping a confusing heatmap for a simple 2D grid with a timeline slider, we made the data much easier for ergonomists to read.

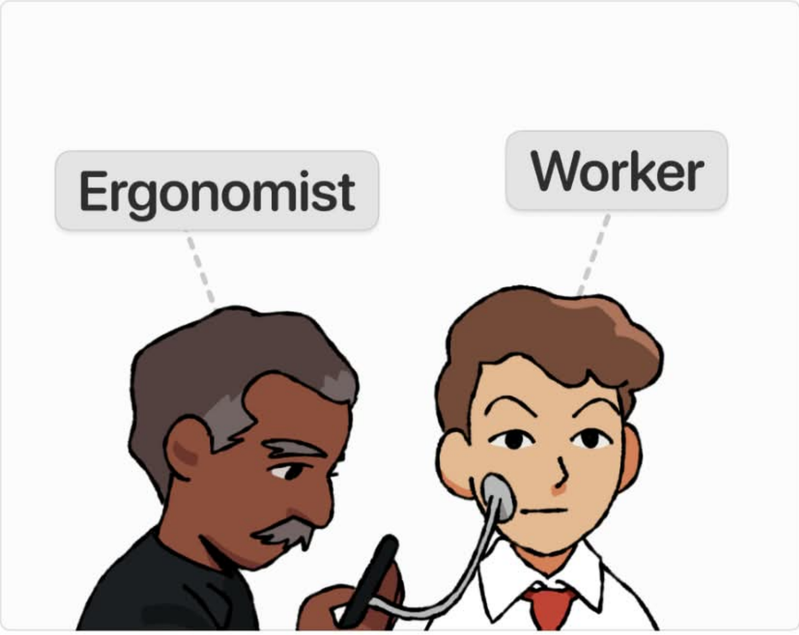
Context

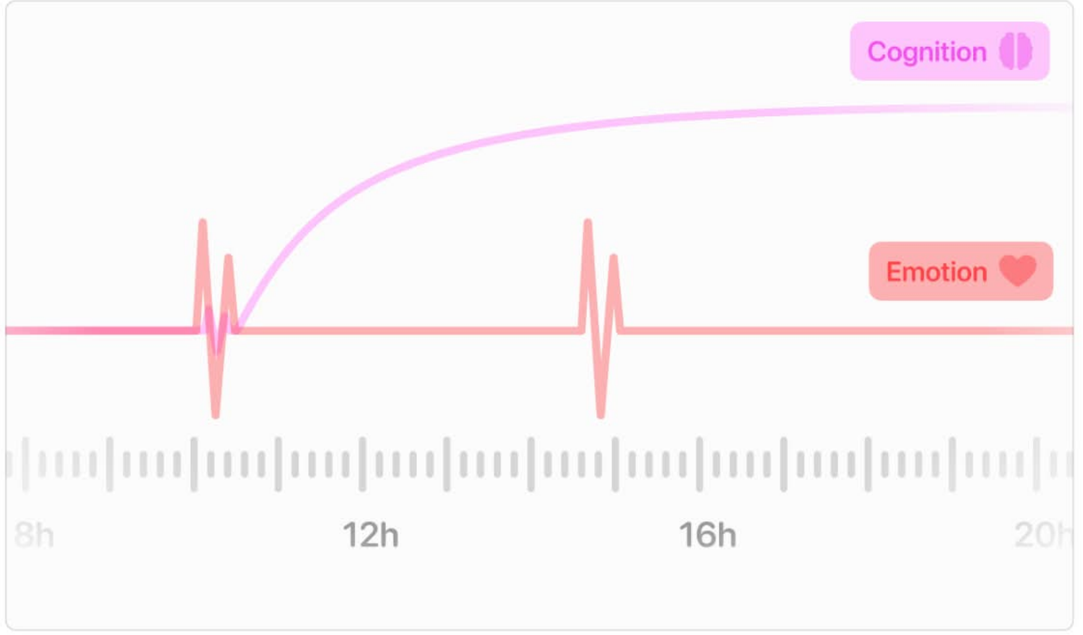
Corporate ergonomists look at workplace well-being, but they usually have to rely on subjective, after-the-fact surveys.The EmCo project was about building an objective tool to turn raw biometric data into clear Quality of Work Life indicators.

The Challenge

Emotion and mental workload cause similar physical reactions, but they happen on different temporal scales. Emotions are quick spikes, while cognitive load represents sustained resource mobilization. The main UX challenge was finding a way to show these two different realities visually without overwhelming the user with raw data.

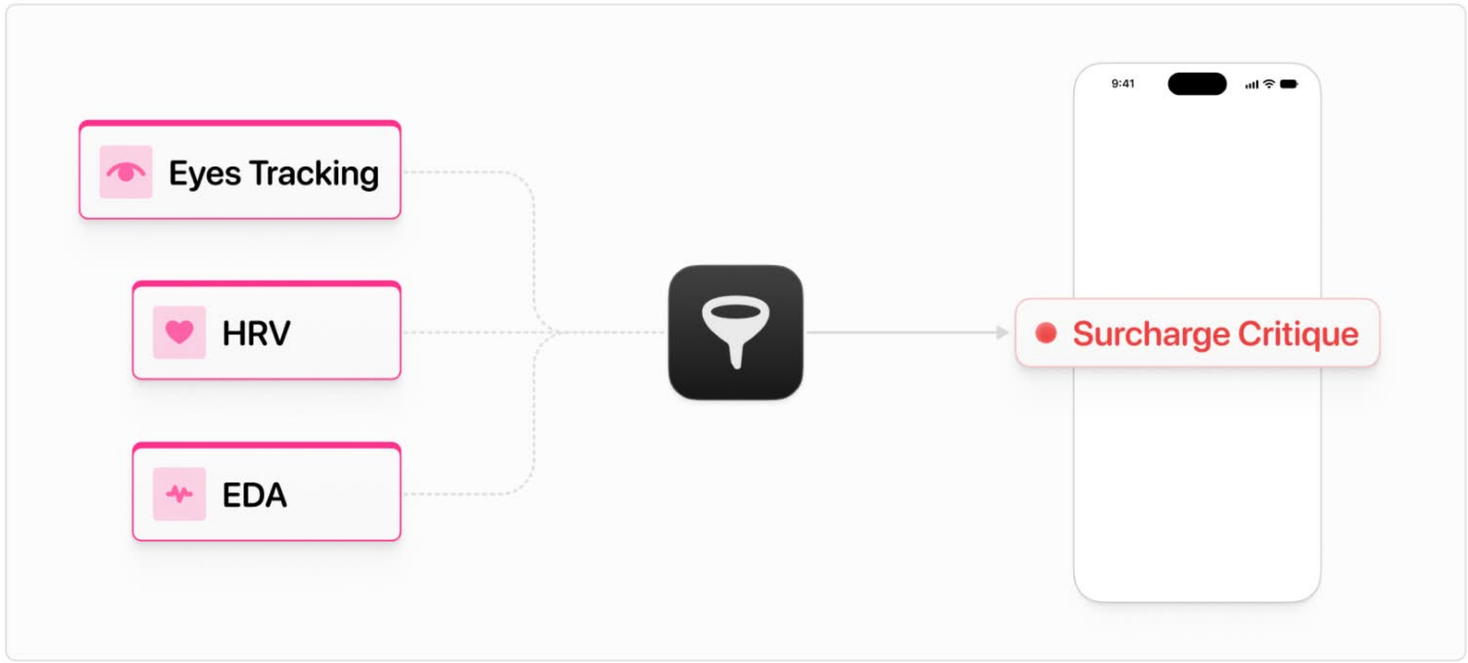
Working with a team of six, my job was to figure out the information architecture and design the UI, putting together a 20-screen mobile prototype.

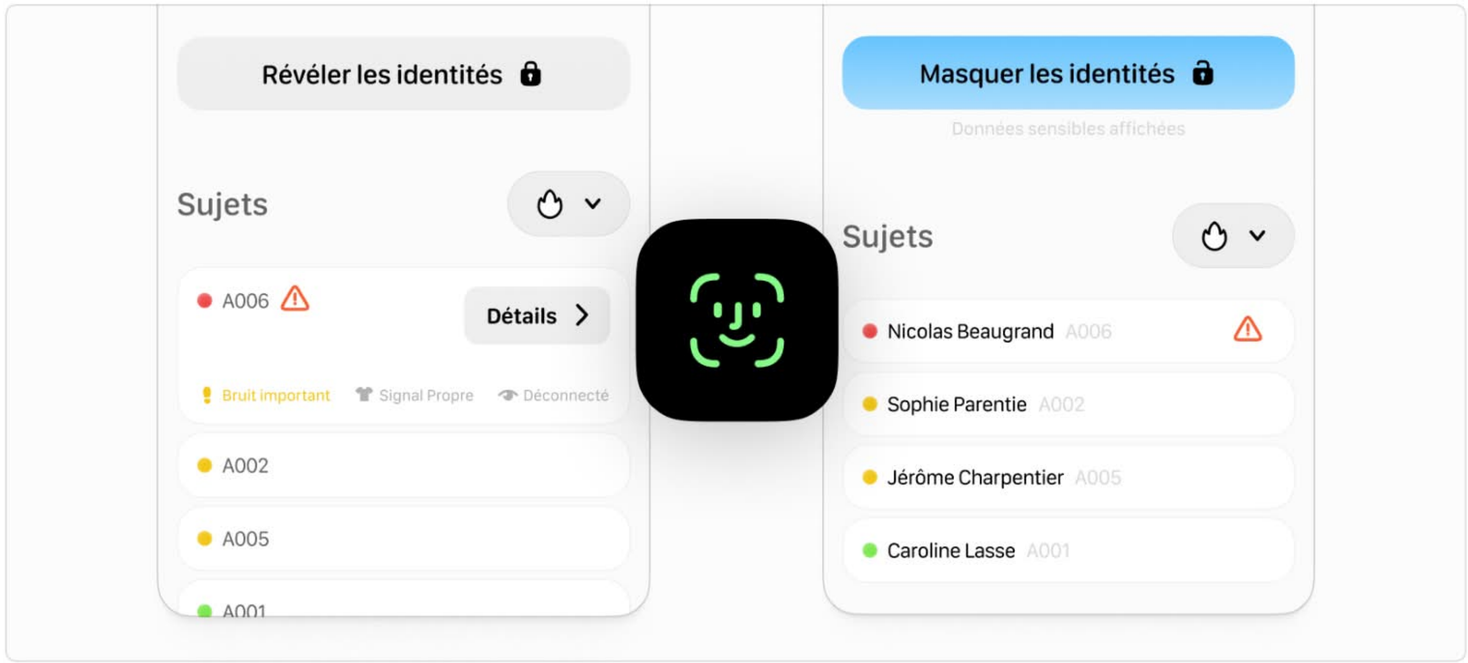




20 Screens

2-Day Sprint



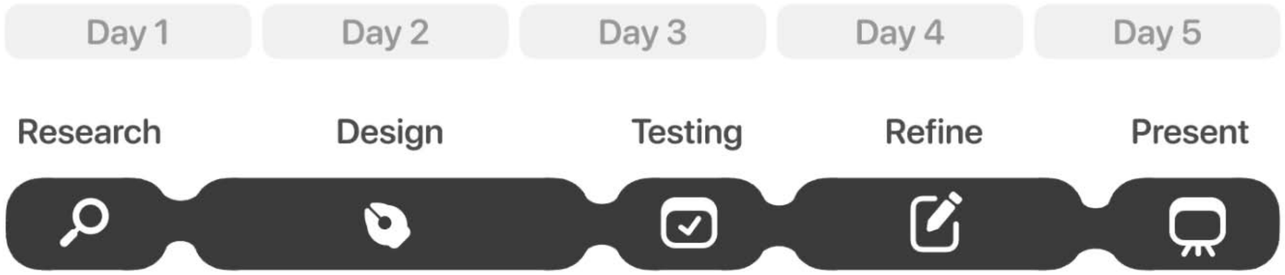


Making Sense of the Data

Raw data is hard to read on the fly. To keep things clear, I turned complex biometric streams into human-readable status labels like "Productive Focus" or "Critical Overload."

Privacy

To handle patient privacy during live sessions, I added a FaceID-style unlock. This let ergonomists quickly check who they were monitoring without the long-term interaction friction of passwords.

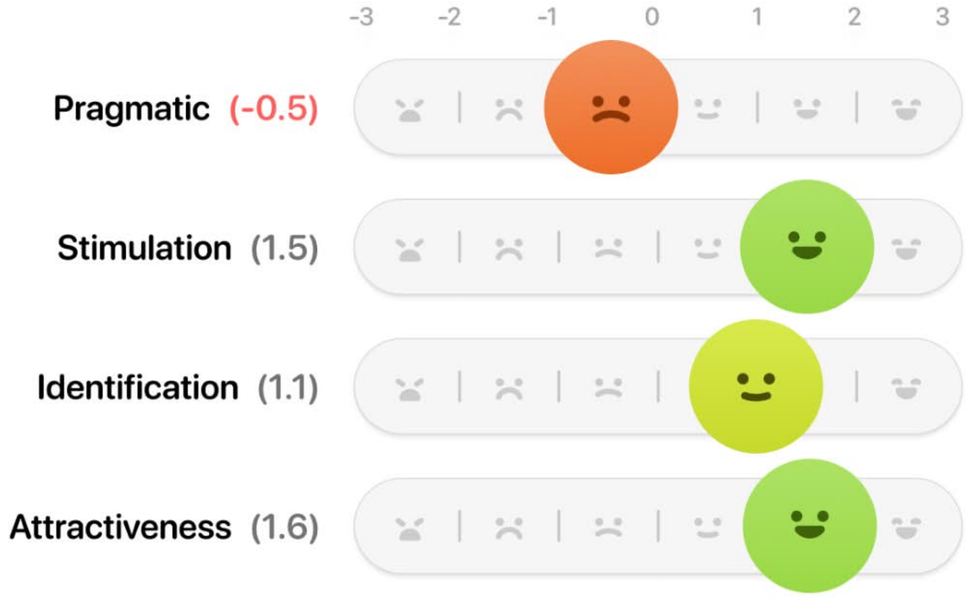


Rapid Execution

Because we only had five days from start to finish, I kept the UI design phase to just two days. To save time, I used AI tools to get quick feedback on my wireframes before we ran usability tests with five cognitive engineering professors and PhD researchers acting as proxy users on day three.

Usability Evaluation

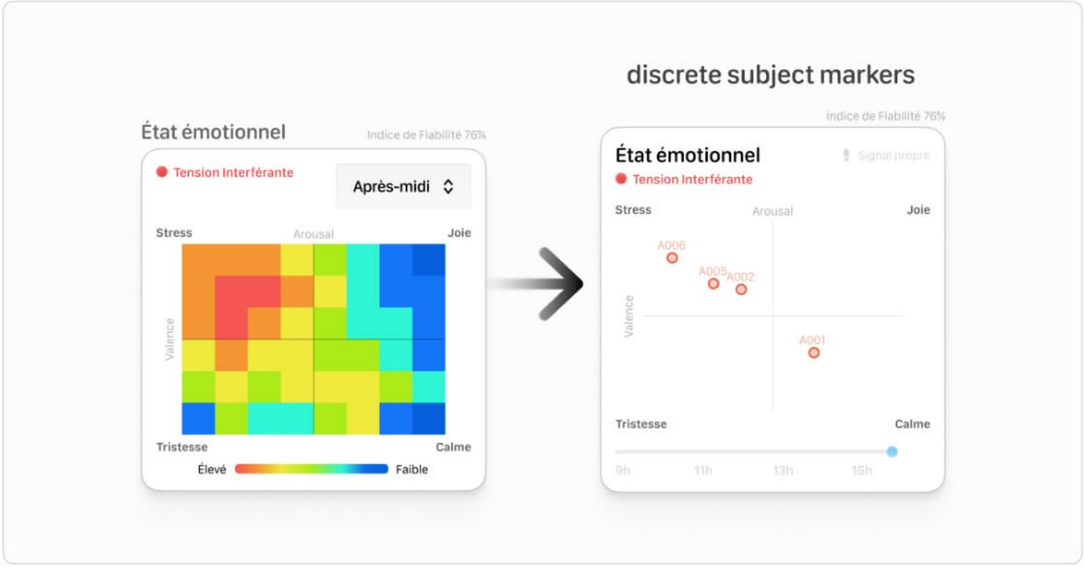
Our testing showed that people liked the concept (+1.5 Stimulation), but it also pointed out a major usability flaw (-0.5 Pragmatic Quality). We had originally used heatmaps to show emotion, and they were simply too dense and confusing to read during a longer monitoring session.

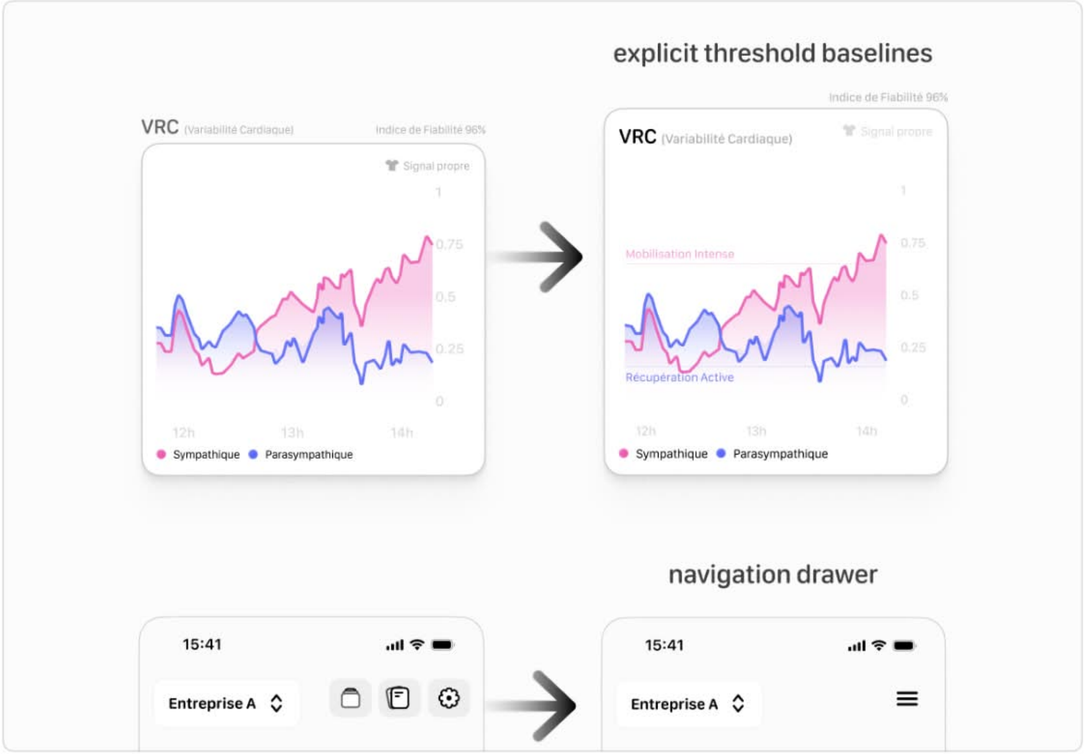


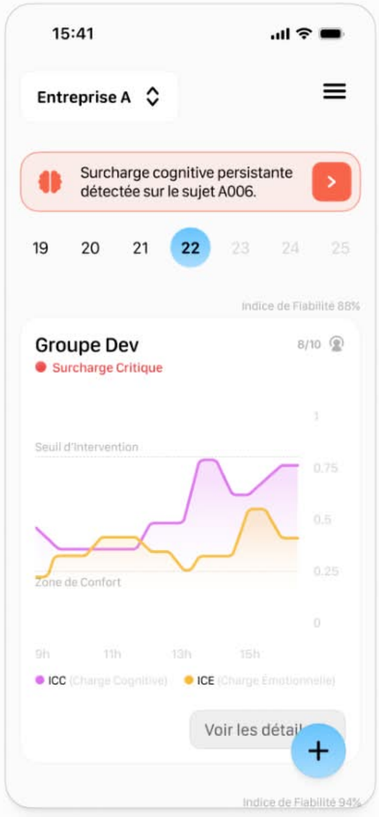
Empirical Iteration

To fix this, I made a few key changes to filter visual noise and gain affordance:

- I dropped the complex heatmaps in favor of a simple 2-dimensional grid based on Russell's model. By plotting discrete subject markers, the eye is instantly guided to critical outliers rather than scanning a chaotic 3D map.
- I paired this grid with a temporal slider, letting users track short emotional peaks and separate them from long-term fatigue
- I added explicit threshold baselines across all the charts to remove interpretive guesswork, and moved extra actions into a simple menu to keep the main screen focused on the data.







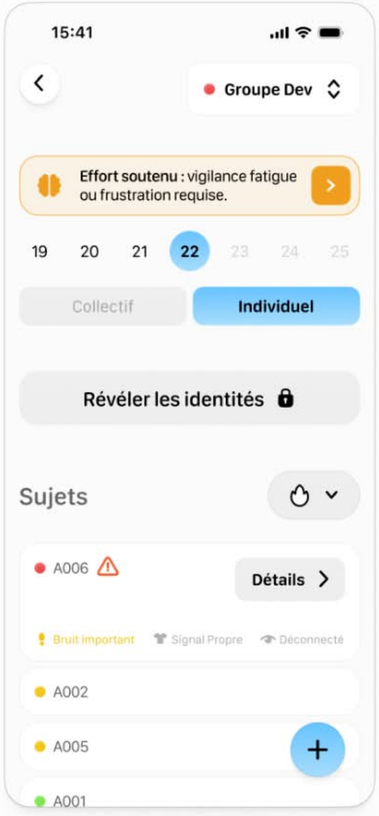
Organizational Overview



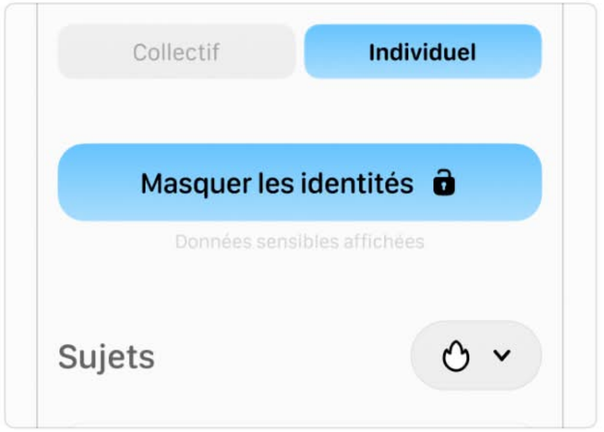


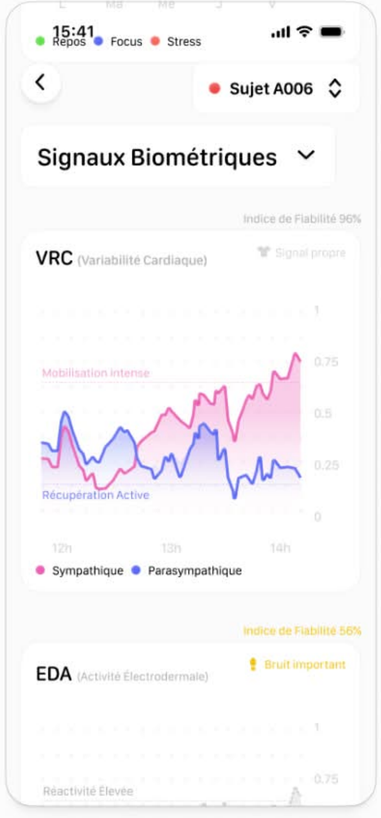
Telemetry sorting & Anomaly filters

* UI microcopy rendered in native French deployment context



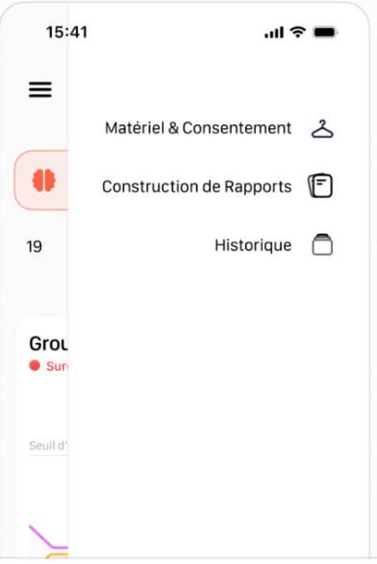
Group Cognitive Workload View





Individual Biometric Telemetry

Hardware & Consent Navigation





Indice de Fiabilité 56%

Groupe Commerciaux 4/6

Tension Sourde

1
Seuil d'Intervention
0.75
0.5

Signal Reliability Index

Cohort vs. Individual View Switcher

15:41 Groupe Dev

15:41 Sujet A006

19 20 21 22 23 24 25

Collectif Individuel

Masquer les identités

Données sensibles affichées

Sujets

Nicolas

Sophie

Jérôme

Caroline Lasse A001

Anomalie
Par rapport à sa base

Intensité
Surcharge actuel

Durée
Persistance d'un problème

GDPR & Subject Anonymization Controls

Indice de Fiabilité 76%

État émotionnel

Signal propre

Tension Interférante

Stress Arousal Joie

A006 A005 A002 A001

Valence

Tristesse Calme

9h 11h 13h 15h

Group Emotional Valence Chart

Indice de Fiabilité 94%

Bilan de mobilisation temporelle

12h 9h 6h 3h 0

temps cumulé

L Ma Me J V

Repos Focus Stress

Temporal Workload Distribution

Impact and Reflections

Building this prototype in a week meant we had to focus only on the most important features. Testing taught us a hard lesson about overcomplicating data visualization: simple is almost always better.

If we were to take this further, the next step would be testing the updated design in the field with actual corporate ergonomists to see how it holds up in a real workplace.





+33 6 51 57 89 60
floria.leger@gmail.com
florialeger.web.app

linkedin.com/in/florialeger
figma.com/@florialeger
karde.me/floria